The issue

America’s biggest drug problem isn’t on the street … it’s in our medicine cabinets.

• Approximately 100 Americans die every day from drug overdoses, the majority of which are caused by prescription drugs (Centers for Disease Control and Prevention)

• The average age of first nonmedical use of a prescription drug is 21-22 years old, and the rate of prescription drug abuse is higher among those 18-25 years of age than in any other group (National Survey on Drug Use and Health, SAMHSA)

• By a college student’s sophomore year, about half of their classmates will have been offered the opportunity to abuse a prescription drug (National Council on Patient Information and Education)

• Full-time college students are more than twice as likely to use Adderall® (a prescription stimulant sometimes misused to study) without a legitimate prescription than their non-student peers (National Survey on Drug Use and Health, SAMHSA)

Cardinal Health and the Cardinal Health Foundation commitments

Cardinal Health is committed to helping fight prescription drug abuse and doing our part as a responsible participant in the drug supply chain. We want to ensure that legitimate patients receive critical medicines while at the same time helping prevent those medicines from falling in the wrong hands. We recognize that we can have a meaningful impact on the societal problem of prescription drug abuse.

Grant program overview and goals

In an effort to address this epidemic, we are seeking your assistance. The more aware our society is that prescription drug abuse is a growing — but preventable — public health issue, the more likely it is that we will see a decrease in the staggering statistics shared above. This grant program will provide funding to student, staff and faculty-led teams at colleges and universities to target prescription drug abuse on their campus with one goal — reduce the misuse or abuse of prescription drugs. To achieve this, Cardinal Health is funding campus-based programs that are aimed at:

1. Increasing awareness of the prescription drug abuse issue

2. Increasing knowledge of how to reduce access to prescription drugs and/or proper disposal and the consequences/dangers of misusing or abusing prescription drugs

3. Increasing willingness to openly discuss the issue of prescription drug abuse (“spread the word”)

Eligibility

To be eligible to receive funding from the Cardinal Health Foundation, the applying organization must have had members of its student body or faculty who attended the 2014 GenerationRx University Conference at The Ohio State University. The organization must be a 501(c)(3) non-profit organization to be eligible for this funding. No other statuses besides 501(c)(3) will be accepted. Most colleges and universities have this 501(c)(3) IRS status and you should be able to locate this through the university’s administration office.

Proposal criteria

The following provides a brief overview of each of the four sections that must be included in your proposal. Please limit your entire proposal to no more than four pages.

Organizational capacity

Include a very brief description (one to two paragraphs) of your student, staff or faculty group including background information about your organization and any relevant experience it has with this topic.
Program description
Describe program activities that will be conducted during the funding period of October 2014 through September 2015. Specifically, all activities should be aimed at achieving the three grant program goals (outlined earlier). Describe in your proposal how your program activities are directly aligned to these outcomes. Also be sure to include the number of activities conducted as well as the number of participants expected per activity. The questions and criteria can be found in the Take-Home Plan Guidelines shared at the conference.

1. What student population(s) does your plan target?
   (e.g., first-year students, residence life, Greek life, athletics/intramural sports, etc.)

2. Who will coordinate your intended programming?
   (e.g., student affairs, office of student wellness or health promotion, a student organization, a particular college or department, student health center, counseling center, etc.)

3. What other groups on campus will be invited to participate?

4. How will students be involved in delivering your programs?

5. What specific resources will you utilize in your prevention plan?
   (e.g., NCPIE, Rx for Prevention, GenerationRx Initiative, NOPE Task Force resources, etc.)

6. Describe your programming plan:
   • What do you plan to do?
   • What is your timeline for implementation?
   • Who will deliver the programs and how will they be trained?
   • How will programs be scheduled and advertised?

Example activities can include (but are not limited to) student-led prevention initiatives training students as peer-to-peer educators; developing a speakers bureau of students; using social media to educate peers or change social norms creating videos to spread the word; include information in school publications educating staff, faculty, parents and students; holding dormitory forums, summits or town hall meetings; proper medications storage and safe and legal disposal methods.

7. What is the rationale for selecting your prevention plan?
   (e.g., evidence-based, based on promising practices in the field of substance abuse prevention, etc.)

8. How do you plan to assess your efforts?

9. What resources will be necessary to make your plan work? How will you secure these?

10. Do you plan to gather data from your students relating to prescription drug abuse behaviors? If so, when and how will this be done?

Evaluation plan
Each funded program will be required to conduct a survey with their audiences after implementing their activity or program. These surveys, available online at cardinalhealth.com/GenerationRx, will assess the audiences’ awareness, knowledge, and readiness to take action in relation to prescription drug misuse and abuse. Cardinal Health will use this data to better understand the impact of this grant program. Please provide a brief description of who within your organization will be responsible for conducting this survey as well as provide their contact information.

Budget narrative (one-page)
Submit a budget narrative outlining how the dollars will be used (e.g., printing costs, marketing collateral, social media, etc.) with a brief explanation to justify the cost.
Grantee expectations

We will convene our college and university partners (via webinar or conference call) during the course of the project on a quarterly basis. It is expected that all grantees have a representative on these calls. Additionally, as earlier stated, all grantees are expected to participate in the program evaluation and submit completed surveys following their proposed activities. Finally, all grantees will be expected to submit a year-end summary report. A format for this report will be provided at a later date.

Resources

We encourage you to use existing materials, but to also think creatively. There is a wealth of materials already created and this grant is not intended to generate new collateral but rather find effective ways to use the existing resources. Most specifically, a collegiate toolkit has been created to assist you with your planning and programming. This toolkit was created by students for students and can be downloaded free of charge at www.cardinalhealth.com/GenerationRx.

National Council on Patient Information and Education
talkaboutrx.org

National Institute on Drug Abuse
nida.nih.gov

Office of National Drug Control Policy
whitehousedrugpolicy.gov

Parents.The Anti-Drug
theantidrug.com

Stop Medicine Abuse
stopmedicineabuse.org

Substance Abuse and Mental Health Services Administration
samhsa.gov

The Ohio State University College of Pharmacy
go.osu.edu/generationrx

The Partnership at Drugfree.org
drugfree.org

Our partners at The Ohio State University have offered to provide technical assistance. Questions related to content should be directed to The Ohio State University College of Pharmacy.

OSU College of Pharmacy
Dr. Kenneth Hale, R.Ph., PhD.
hale.3@osu.edu

Dr. Nicole Kwiek, PhD.
kwiek.1@osu.edu

The Ohio State University College of Social Work will be available to assist with questions related to the evaluation surveys and survey administration.

OSU College of Social Work
Rebecca Wade-Mdivanian, M.S.W.
wade-mdivanian.1@osu.edu
Submission information

Grants up to $2,500 will be considered. The funding period will be October 2014 through September 2015. All proposals must be submitted using the online application by **5 p.m. EST on Monday, September 8, 2014**. This application can be accessed at the following site: https://www.GrantRequest.com/SID_7987SA=SNA&FID=35049.

Hard copy or email submissions will **not** be accepted. Please also be prepared to provide an electronic copy of the college or university’s W-9 form and IRS Letter of Determination. These documents must be for the EIN (Tax ID) of the organization with the 501(c)(3) status. These documents are required at the time of the proposal and can be requested through most college or university administration offices.

Grant announcements will be made later that same month. Please be patient as we finalize these grants as quickly as possible.

Complete proposals and any additional questions should be directed to the Cardinal Health Foundation:

Betsy Walker
betsy.walker@cardinalhealth.com
614.757.2361

*Thank you for your commitment to the prevention of prescription drug abuse and misuse. Good luck!*