

FREQUENTLY ASKED QUESTIONS

Q. What does “Take Meds Seriously” mean?

A. “Take Meds Seriously” is the theme or “brand” of a new campaign in Colorado that aims to educate the state’s residents about the safe use, storage and disposal of prescription medicines – drugs that are prescribed by a health care professional. As the slogan implies, the proper use of prescription drugs is a serious matter. The campaign stresses the “Use safely, store safely, dispose of safely” aspects of steps consumers can follow.

Q: How prevalent is prescription drug abuse and misuse in Colorado?

A: 35 Coloradans die each month from prescription drug overdoses; Nearly 224,000 Coloradans misuse prescription drugs each year.

Q: Where can I go for help with addiction?

A: Several agencies around the state offer help with addiction or dependency. Go to <http://takemedsseriously.org/safe-use/abuse/recreational-use/> to find help near you.

Q: What is the difference between abusing and misusing prescription drugs?

A: Abusing prescription drugs means taking the medicine to get “high” or for recreational purposes, or intentionally taking medicine not prescribed to you. Misuse is taking the wrong amount or making other mistakes when taking your medicine, taking too much or too little, or taking it with other medicines before consulting with a doctor/pharmacist.

Q: How do I know if someone has overdosed, and what should I do in such an event?

A: Overdose symptoms include a lack of consciousness or responsiveness, a pale or clammy face, fingernails turn blue or purple, slowed or erratic breathing, slowed or erratic pulse, choking and vomiting. If these symptoms occur, call 911 immediately, walk the victim around or wake them if they’re unconscious, and don’t leave them alone.

Q: Will I face prosecution if I’ve been illegally using drugs and I call 911 during an overdose emergency?

A: No.

Q: How do I ensure I'm safely using my prescription medicine?

A: Only take medicine prescribed to you and in the proper amounts, never share your medicine and always read the label's instructions. Find more tips and suggestions at <http://takemedsseriously.org/safe-use/use-as-directed/guidelines-tips/>

Q: How do I warn children about the dangers of prescription drugs?

Start an ongoing conversation with your kids about the subject. SpeakNowColorado.org is a comprehensive website for parents that provides guidance on how to address prescription drugs, and other substances, with their children.

Q: Where should I store my medicine?

A: Lock it in a secure location in your home. Visit <http://takemedsseriously.org/safe-storage/whats-safe/> for plenty of suggestions.

Q: What is the best way to dispose of my prescription medicine?

A: Take it to one of Colorado's take-back locations. Visit <http://takemedsseriously.org/safe-disposal/disposal-options/> to find a site near you.

Q: How is the "Take Meds Seriously" campaign being funded?

A: By a contribution from the Colorado Attorney General's Office to support the work of the Colorado Consortium for Prescription Drug Abuse Prevention. The money used for the contribution comes from settlements with major pharmaceutical companies to resolve charges of misconduct.