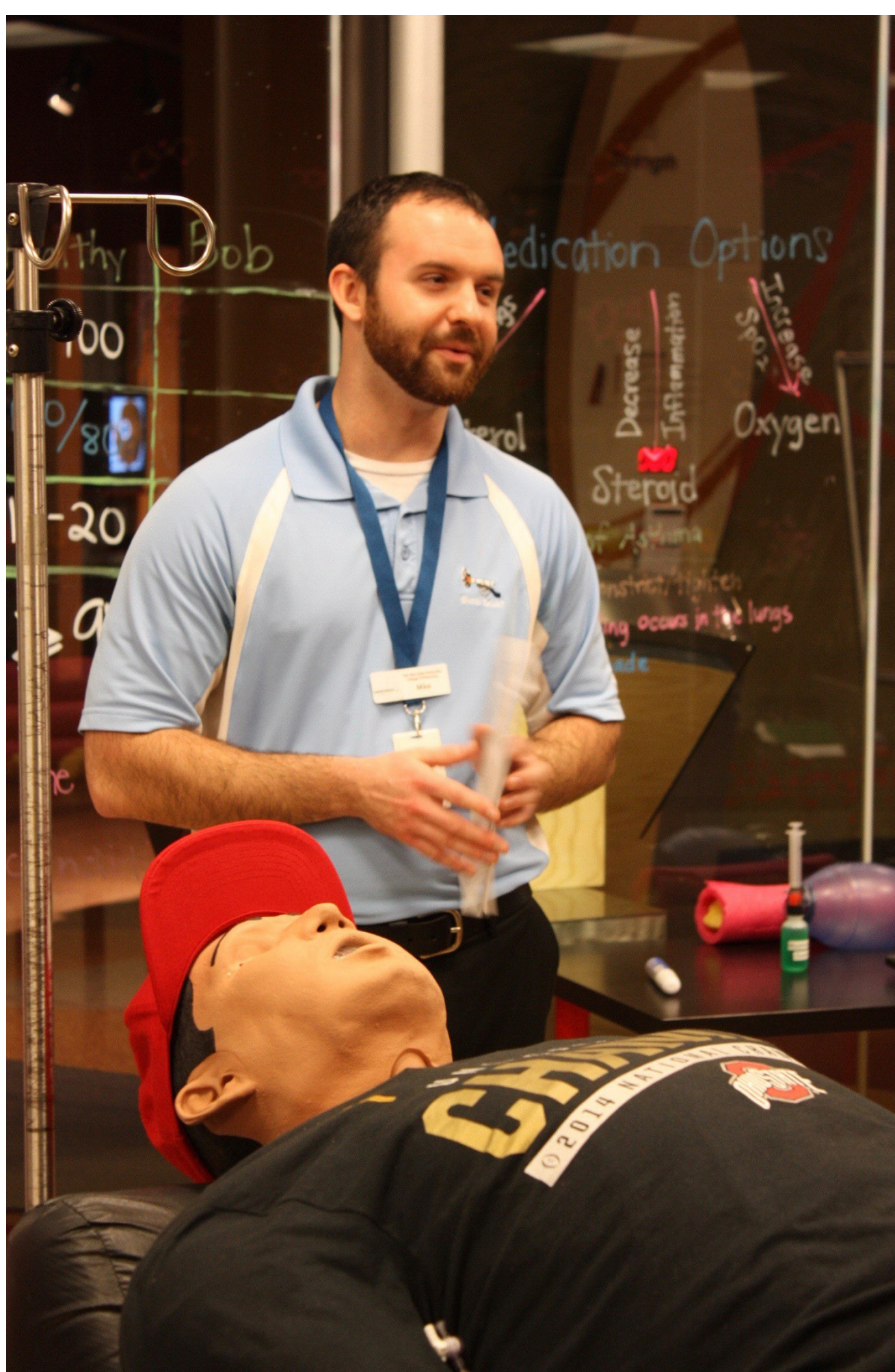


# Generation Rx: Safe Medication Practices for Life



## Purpose

Prescription medications can help us live longer and healthier lives, but any medication has the potential to do harm – especially when misused. The mission of Generation Rx is to educate people of all ages about the potential dangers of misusing prescription medications.

We provide open-source educational materials and programs to promote awareness and enhance medication safety among our youth, college students, the general public, and senior citizens.

## Impact

Measuring only student-led efforts, the Generation Rx campaign has reached nearly 40 million individuals nationwide.

The Generation Rx materials have been used in every U.S. state by over 50,000 presenters.

Over 90% of teen audiences indicated positive behavioral intent, reporting that “I will not use prescription drugs that are not prescribed for me.”

## How you can get involved:

- Visit [GenerationRx.org](http://GenerationRx.org)
- Use and/or share the Generation Rx resources in promoting safe medication-taking practices
- Provide funding and/or expertise in developing more rigorous strategies to assess impact
- Partner with us to identify new collaborations in schools, communities, etc.

## To get involved, contact:

Nicole Cartwright Kwiek, PhD  
Clinical Assistant Professor and  
Co-Director  
Generation Rx  
[kwiek.1@osu.edu](mailto:kwiek.1@osu.edu)  
[GenerationRx.org](http://GenerationRx.org)

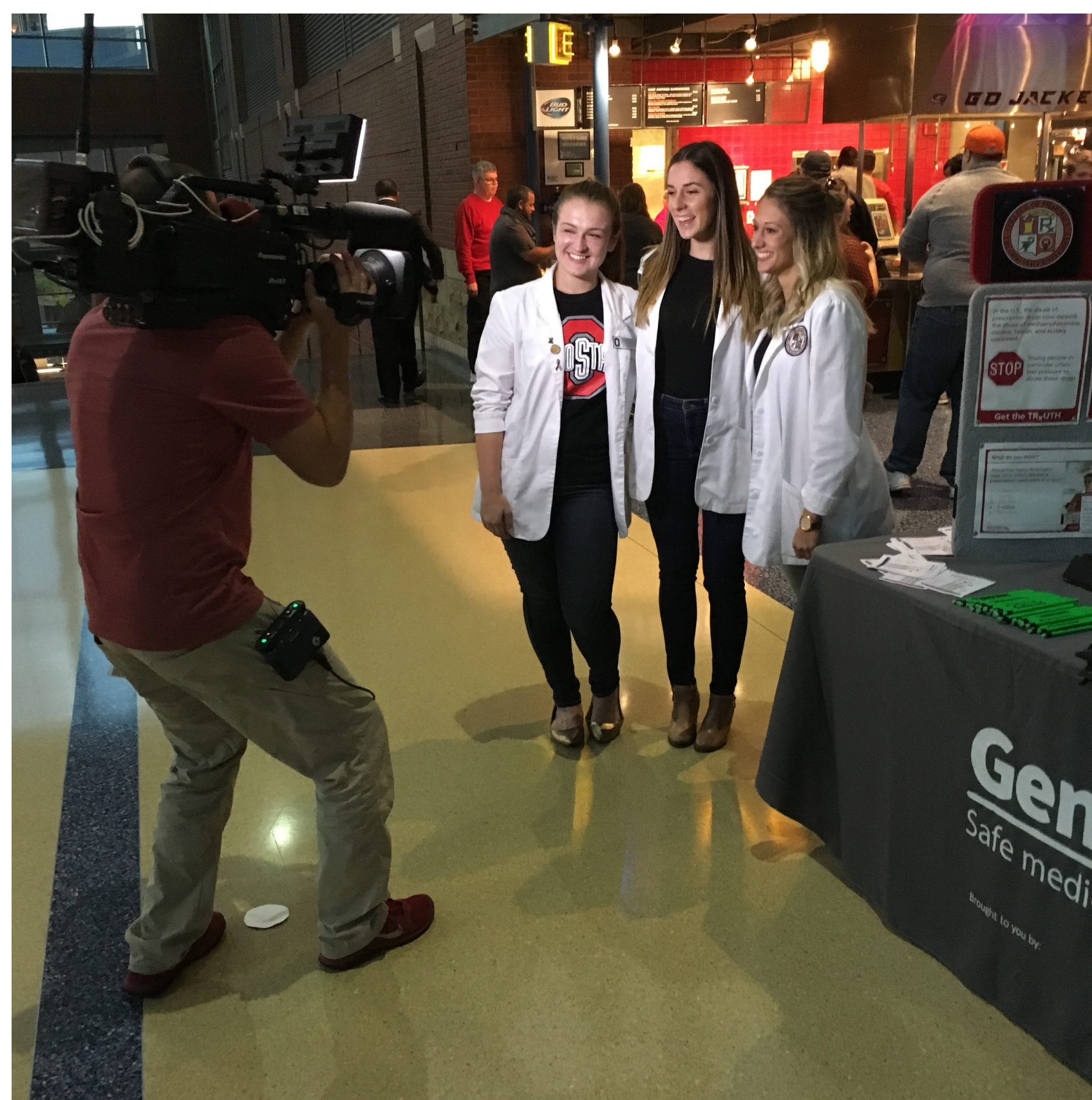


## Ohio State Colleges/Units Involved

College of Pharmacy  
OSU Extension  
College of Social Work  
Office of Student Wellness  
Higher Education Center for Alcohol  
and Drug Misuse Prevention and  
Recovery  
WOSU  
Collegiate Recovery Community

## Community Partners Involved

Cardinal Health Foundation  
Kroger Pharmacy  
Drug-Free Action Alliance  
American Pharmacists Association  
Center of Science and Industry  
(COSI)  
NASPA (Student Affairs  
Administrators in Higher  
Education)  
NCPIE (National Council on Patient  
Information and Education)  
Working Partners  
Hope Blooms  
Harm Reduction Coalition



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