



AN EDUCATIONAL TOOLKIT

A DOSE OF

PREVENTION

Media Alert



◀ A SAMPLE ALERT IS PROVIDED ON THE BACK OF THIS SHEET OR ONLINE AT WWW.DOSEOFPREVENTION.ORG.

A media alert is a short notice sent to the press (such as TV, radio, newspapers, magazines, and Internet journalists) to let them know about an event. It should be distributed one to two days before a scheduled event. If it is going to take place on a Monday, the alert should go out the Friday before, with press calls made first thing on Monday morning. A press release may be distributed the morning of or at the event.

Sample Media Alert

Press contact:

Name:

Cell:

Email:

MEDIA ALERT

LOCAL COALITION LEADERS CHALLENGE COMMUNITY TO TAKE ACTION AGAINST TEEN COUGH MEDICINE ABUSE

Town Hall Meeting to be held on (DATE) at (WHERE)

WHAT: _____ (COALITION NAME) is holding a town hall meeting to mobilize the community and educate parents on the recent trend of over-the-counter (OTC) cough medicine abuse among teens. Organizations, parents, political leaders, educators, healthcare providers, law enforcement officials, retailers, and other concerned individuals in the community are joining forces to address this critical issue. This meeting is part of a national initiative to combat OTC cough medicine abuse sponsored by the Community Anti-Drug Coalitions of America and the Consumer Healthcare Products Association.

WHY: Nationwide, 2.4 million kids—that's one in 10 teens—say they have purposely taken huge amounts, sometimes 25–50 times the recommended dose, of cough medicine containing the active ingredient dextromethorphan, or DXM, to get high.

Safe when used as recommended, OTC cough medicines containing DXM can produce dangerous side effects when intentionally abused, including delusions, panic attacks, vomiting, high blood pressure, rapid heart beat, and loss of consciousness. The effects can be worsened if the medicine has other ingredients to treat more than just coughs, or if used in combination with other medications, alcohol, or illegal drugs.

WHEN & (DATE & TIME)

WHERE: (ADDRESS)