

Programs/Generation Rx – Coming Out of the Cabinet

The Rx/OTC program targets youth, parents, other adults and health professionals (doctors, nurses, pharmacists, paramedics) in addressing the issues surrounding prescription and over-the-counter drug abuse and misuse. The purpose of this program is to highlight the eminent dangers of misused and abused Rx/OTC drugs. Recipients will be educated about the biological and psychosocial effects of Rx/OTC abuse on both short- and long-term consequences and implications. This is a comprehensive educational and awareness-raising program aiming to prevent the abuse and misuse of Rx/OTC drugs. The Rx/OTC program incorporates various learning tools and educational resources such as educational videos, pamphlets and interactive activities.