In 2010 almost 1 in 20 adolescents and adults - 12 million people - used prescription pain medication when it was not prescribed for them or only for the feeling it caused. While many believe these drugs are not dangerous because they can be prescribed by a doctor, abuse often leads to dependence. And eventually, for some, pain medication abuse leads to heroin.

People who take non medical prescription pain relievers will try heroin within 10 years.

1.4 million 5% and the problem is getting worse...

Heroin users are 3X as likely to be dependent

- 14% of non medical prescription pain reliever users are dependent
- 54% of heroin users are dependent

Heroin Emergency Room Admissions Are Increasing

- 2005: 260K
- 2008: 230K
- 2011: 200K