

**Factors Promoting Safe and Effective Use of OTC
Drugs by Adolescents: The Role of Parents
and Parent-Adolescent Communication**

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Common Intervention Strategies

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 - **Internet/web-based approaches**

Parent Based Interventions

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- **Adolescents are peer oriented, not parent oriented**

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- **Flexible timing**

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- **Flexible timing**
- **Can implement in the context of the values of the family**

Key Parenting Dimensions

- **Parent-adolescent communication**

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- **Parental discipline strategies**

Top-Down Communication Models

Cognitive Processes Involved in Communication

Top-Down Communication Models

Cognitive Processes Involved in Communication

Attention

Top-Down Communication Models

Cognitive Processes Involved in Communication

Attention

Comprehension

Top-Down Communication Models

Cognitive Processes Involved in Communication

Attention

Comprehension

Acceptance

Top-Down Communication Models

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Attention

Comprehension

Acceptance

Retention

Top-Down Communication Models

Cognitive Processes Involved in Communication

Attention

Comprehension

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Retention

Retrieval

The Key Independent Variables

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Source of the Message – Who says it

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Timing of the Message – When it is said and how often

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Content of the Message – What is said

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Message Style – How it is said

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Source of the Message – Who says it

Timing of the Message – When it is said and how often

Context of the Message – Where it is said

Content of the Message – What is said

Message Style – How it is said

Audience – Who the message is directed at

The Communication Matrix

	Source	Content	Timing	Context	Style	Audience
Attention						
Comprehension						
Acceptance						
Retention						
Retrieval						

Audience Characteristics

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Early adolescence (Middle school)

Middle adolescence (High school)

Late adolescence (College/vocational school)

Areas of Development/Maturity

Cognitive development

Areas of Development/Maturity

Cognitive development

Emotional development

Areas of Development/Maturity

Cognitive development

Emotional development

Social development

Areas of Development/Maturity

Cognitive development

Emotional development

Social development

Moral development

Areas of Development/Maturity

Cognitive development

Emotional development

Social development

Moral development

Physical development

The Developmental Matrix

Cognitive Emotional Social Moral Physical

Early Adolescence

Middle Adolescence

Late Adolescence

Source Characteristics

Three Key Dimensions

Source Characteristics

Three Key Dimensions

Expertise

Source Characteristics

Three Key Dimensions

Expertise

Trustworthiness

Source Characteristics

Three Key Dimensions

Expertise

Trustworthiness

Accessibility

Content of a Message

OTC Drug Abuse: Theories of Risk Behavior

Content of a Message

OTC Drug Abuse: Theories of Risk Behavior

Perceived advantages/disadvantages

Content of a Message

OTC Drug Abuse: Theories of Risk Behavior

Perceived advantages/disadvantages

Norms and peer influence

Content of a Message

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Self concept, images, social prototypes

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Emotions and affect

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Self efficacy

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OTC Drug Abuse: Theories of Risk Behavior

Perceived advantages/disadvantages

Norms and peer influence

Self concept, images, social prototypes

Emotions and affect

Self efficacy

High risk situations

Content of a Message

Medicating Conditions

Indications

How to use properly

Warnings and what to do if experience

When to stop

Joint monitoring plans

Message Timing and Context

The myth of the “big talk”

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Looking for “teachable moments”

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The need for conversation starters

How You Say It

Listen don't lecture: Use of the Socratic method

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You get respect by giving respect

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Eight factor theory of communication styles

Other Communication Models

Channels of Communication

Internet/webpage communication theory

Media based communication theories

The Importance of Building Partnerships

Parents

Schools

Universities

Clinics/Physicians

That's It!