



Reasoning with Ethics

JANUARY 24, 2019MAY
13, 2019

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*Ethics in
action creates
character.*

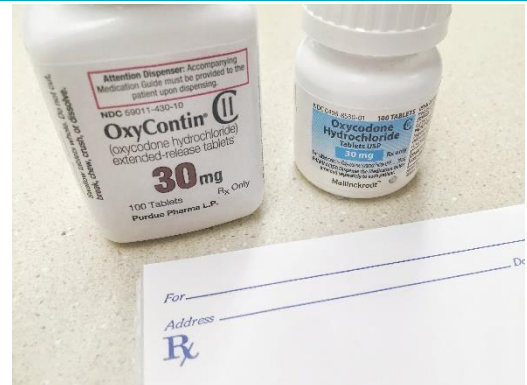
Use this blog to:

1. Lead class discussions in social studies, civics, ethics or advisory classes.
2. Teach students skills to analyze cases with core ethical values.
3. Recognize skills in support of SEE's Tri-Factor Model of ethical functioning.

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Marketing Opioids

The Attorney General in Massachusetts is filing a lawsuit against Purdue Pharma the maker of OxyContin. As reported by CBS News, from CDC data, 400,000 people have died from opioid overdoses between 1999 and 2017. The drug has been marketed as an effective pain reliever, but Purdue and doctors failed to alert patients of the highly addictive nature of this opioid class drug.



This is a complicated story with many factors that have contributed to the tragic tsunami of deaths from drug overdoses. OxyContin addiction has been recognized to occur in just a matter of weeks, while early prescriptions were written for months to years.

Addiction to OxyContin led many to seek less expensive drug alternatives with pathways to heroin and interactions with the deadly and illegal fentanyl. Fentanyl has flooded the country in the wake of the demand caused by the opioid epidemic. Purdue Pharma claims they are being unjustly singled out for blame in their marketing,

Students are asked to consider, if they were overseeing OxyContin drug testing for Purdue, became aware of the concerns, what core values would they need to resist company pressure to preserve their profits and alert the public to the dangers of addiction?

Video link for this archived case: <https://www.cbsnews.com/news/purdue-pharma-lawsuit-massachusetts-attorney-general-blames-sackler-family-for-creating-opioid-crisis-oxycontin/>

Contact information

The School for Ethical Education is a not for profit teaching agency in Milford, CT with the mission to advance strategies of placing ethics in action to create character. As a non-sectarian 501(C)3, SEE is supported by fees for service, grants and donations. For more information visit our website at www.ethicsed.org Please reply with "unsubscribe" in the subject heading if you want to be removed from this Reasoning with Ethics Blog.