

STRATEGY	EDUCATION AND OUTREACH TO COMMUNITY ON PROPER STORAGE AND SAFE DISPOSAL OF UNUSED PRESCRIPTION DRUGS
Goal	Reduce prescription drug misuse among persons aged 12 to 25
Evidence based?	No
IOM Category	Universal Indirect
CSAP Strategy type	Information Dissemination

KEY ACTIVITIES:

Description of key activities that should be completed to fully implement the strategy

1. Identify who in your RPP team will take the lead on coordinating information dissemination to the community at large, media outreach and to parents on proper storage and safe disposal of unused prescription drugs.
2. Identify resources and materials to be shared with the community and with parents. Information should be based on the Vermont's Most Dangerous Leftovers materials, VDH guidelines, and/or FDA guidelines. ADAP Prescription Drug Media Toolkits will provide both required and optional activities to help with information sharing. Include the location of permanent safe drop-off locations in your region in any communications about safe disposal.
3. Share information through social media, websites and/or other media channels. Outreach should be done twice per six month period to traditional media channels (local newspapers, television and radio stations) as indicated in Media Advocacy section of Regional Capacity Building planning tool.
4. Provide education to parents through schools, child care facilities, town recreation departments, etc. Any education events should display the Vermont's Most Dangerous Leftovers materials and/or most recent ADAP-issued materials related to prescription drug proper storage and safe disposal of unused prescription drugs.
5. Share information and written materials with community partners to disseminate to their clients/customers
6. Consider non-traditional partners that might be able to help disseminate materials such as solid waste districts/transfer stations, home health agencies/VNA, hospice, senior centers, utilities (e.g. one area enclosed safe disposal information with all water bills being mailed to customers), etc.
7. Promote DEA-sponsored prescription drug take-back events through channels described above whenever they are scheduled.

Additional indicators to be reported to ADAP:

- a. During the past quarter, did you publicize (through brochures, social media, websites, paid ads) proper storage and safe disposal of unused prescription drugs in your community? Note: Please include only information that you disseminated. Earned media such as coverage by local newspapers, television and radio stations should be reported under Regional Capacity Building.
- b. [if yes to above] What types of publicity did you use? (check all that apply)
 - Brochures
 - Community events
 - Print ads
 - Public Service Announcements (PSAs)
 - Social Media

- Website
 - Other (please specify)
- c. [if yes to a.] What was the source of the materials that you used to promote proper storage and safe disposal of unused prescription drugs?
- Materials provided by VDH
 - Materials provided by FDA
 - We developed our own materials
 - Materials provided by other source (please identify)

<http://www.fda.gov/Drugs/ResourcesForYou/Consumers/BuyingUsingMedicineSafely/EnsuringSafeUseofMedicine/SafeDisposalofMedicines/ucm186187.htm>

<http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm101653.htm>

<http://healthvermont.gov/adap/RxOTCabuse.aspx>