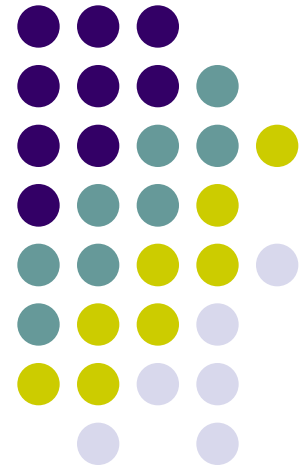


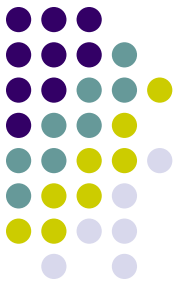
Education Initiative for Responsible Medication Disposal



Pattern for Progress Fellowship
June 11, 2009



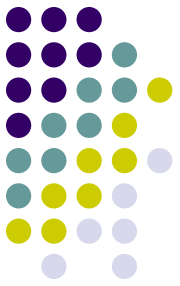
Objectives and messages



- With the ultimate goal of protecting consumers and the environment from the risks associated with improper/unsafe disposal of pharmaceuticals, the objectives of this educational initiative are to:
 - Build awareness
 - Promote understanding



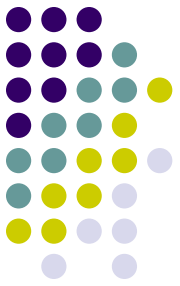
Reaching consumers about responsible medicine disposal



- Potential Targets
 - Households
 - Older Adults
 - Parents
 - Caregivers
 - Municipalities
 - Government Agencies
 - Recycling Stations
 - Resource Recovery Stations



Reaching the media about responsible medicine disposal



- Potential Targets
 - Cable Television
 - Time Warner Cable 6 News
 - Community Bulletin Boards
 - Radio Stations
 - WDST
 - *(add additional committed radio stations)*





Materials

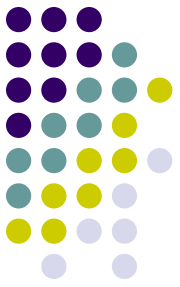
- Brochure and Flyer
 - Distribute both hard copies and electronic versions to municipalities, recycling stations and resource recovery agencies for the education of consumers
- Press Release
 - Distribute to 9 county local media
- PSA Announcement
 - Local radio stations
 - Local cable TV / community bulletin boards

Messaging – impact on environment



- Communicate the importance of proper disposal
 - Pharmaceuticals can pass through wastewater treatment facilities into lakes, rivers and streams
 - A study performed by the United States Geological Survey (USGS) found low levels of drugs such as antibiotics, hormones and contraceptives and steroids in 80% of the rivers and streams tested.
 - Fish and other aquatic wildlife are being adversely affected
 - Male fish have been feminized when exposed to hormones.
 - Anti-depressants and beta-blockers reduce fertility or affect spawning in certain aquatic organisms
 - Drug resistant bacteria might develop
 - Long-term exposure to low levels of antibiotics might results in the evolution of, or selection for, drug-resistant microbes and bacteria

Messaging – responsible disposal



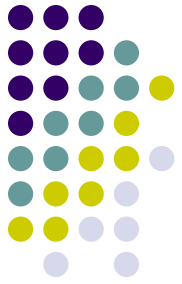
- RETURN
 - Where available, take medications to a local collection event

If there is no collection event, dispose of drugs in household trash

- MIX medications with something undesirable – ashes, dirt, cat litter, coffee grounds
- HIDE all medications in an outer container – sealable bag, box or plastic tube
- DISPOSE of drugs as close to trash collection day



Flyer



IMPORTANT RESPONSIBLE MEDICATION DISPOSAL

**Do NOT Flush
Do NOT Pour
Unwanted, Unused
Medications Down
the Drain**

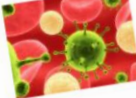


Why Not?

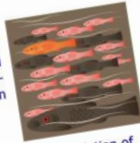


States Geological Survey (USGS) found low levels of drugs such as antibiotics, hormones and contraceptives and steroids in 80% of the rivers and streams tested.

Fish and other aquatic wildlife are being adversely affected
A number of studies have shown impacts on aquatic life. For example, male fish (produced eggs) when exposed to hormones (birth control pills). Other drugs, such as anti-depressants and beta-blockers, reduce fertility or affect spawning in certain aquatic organisms.



Drug resistant bacteria might develop
Long-term exposure to low levels of antibiotics might result in the evolution of, or selection for, drug-resistant microbes and bacteria.



Flushed medications can get into our lakes, rivers and streams
Pharmaceuticals enter our waste-water from a variety of sources, including the flushing of unused medications. A study performed by the United States Geological Survey (USGS) found low levels of drugs such as antibiotics, hormones and contraceptives and steroids in 80% of the rivers and streams tested.

Proper Disposal



RETURN – where available, take your medications to a local collection event. Contact your local pharmacy, recycling company or municipality to find out if there is a household hazardous waste* collection near you.

If there is no collection event in your area, dispose of drugs in your household trash.
Before placing in the trash, follow these steps:
MIX medications with something to avoid accidental or intentional misuse of drugs – add water and then salt, ashes, dirt, cat litter, coffee grounds or another undesirable substance.



HIDE all medications in an outer container, such as a sealable bag, box or plastic tube to prevent discover and removal from the trash. **SEAL** the container with strong tape.



DISPOSE of drugs as close to your trash collection day as possible to avoid misuse and/or misdirection. Do not conceal discarded drugs in food to prevent consumption by scavenging humans, pets or wildlife.



Caution
Be careful when handling medications. Some drugs can cause harm if handled by people other than those to whom they were prescribed. Also, avoid crushing pills as some medications can be harmful in powder form.

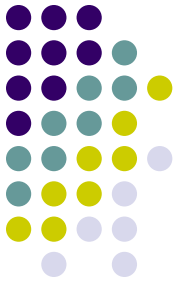
Medications self-administered by injection with a needle or "sharp" may be disposed of in the trash.
If such medications include an attached needle, they should be placed in a puncture-proof container, sealed with tape and labeled as "sharps". However, the state **strongly recommends** that medications with attached needles be disposed of at hospital-based household sharps collection programs. All hospitals in New York State (except for federal facilities) are required to collect sharps from households.



Medications without attached needles may be disposed of in household trash as described under "Proper Disposal".

Sources & Resources
New York State Department of Environmental Conservation
(www.dec.ny.gov)
(www.dontflushyourdrugs.net)
Regional Office: 845-256-3033

Brochure



Caution

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IMPORTANT

RESPONSIBLE MEDICATION DISPOSAL



Do NOT Flush Do NOT Pour

Unwanted, Unused or Expired Medications
Down the Drain

Why Not?

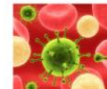
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Proper Disposal

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If there is no collection event in your area, dispose of drugs in your household trash.

Before placing in the trash, follow these steps:



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HIDE all medications in an outer container, such as a sealable bag, box or plastic tube to prevent discover and removal from the trash. SEAL the container with strong tape.



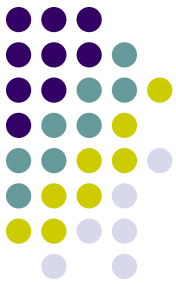
DISPOSE of drugs as close to your trash collection day as possible to avoid misuse and/or misdirection. Do not conceal discarded drugs in food to prevent consumption by scavenging humans, pets or wildlife.

* To guard against unauthorized use of controlled substance medications, the NYS Department of Health must approve events that collect these substances. Before you take controlled substances to a collection event, check with the event organizers to see if they are authorized to accept them.

Press release

FOR IMMEDIATE RELEASE
June 11, 2009

Media Contacts:



CRUSH, DON'T FLUSH YOUR DRUGS

Educational initiative for responsible/proper disposal of pharmaceuticals

Newburgh, NY – Scientific research has shown that improper disposal of medication is having a negative impact on aquatic wildlife and the environment. An array of medications are showing up in our rivers, lakes and streams. According to a study performed by the United States Geological Survey (USGS), low levels of drugs such as antibiotics, hormones and contraceptives and steroids were found in 80% of the rivers and streams tested. Additional reports have shown that pharmaceuticals, including antibiotics, can be found in the drinking water supplies of at least 41 million Americans.

It takes just a few steps to make a huge difference:

- Check for Approved Collection Programs – contact your local pharmacy, recycling company or municipality to find out if there is a collection near you.

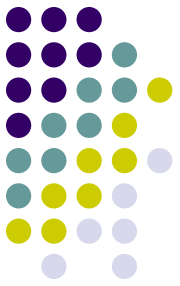
If there is no collection event in your area, dispose of drugs in your household trash.

- Mix medications with something undesirable – cat litter, coffee grounds, dirt or crush and mix with water;
- Hide all medications in a sealable plastic bag and seal with tape
- Dispose of drugs as close to your trash collection day as possible.

For additional information on the proper and responsible disposal of pharmaceuticals, visit the New York State Department of Environmental Conservation (DEC) website, www.dontflushyourdrugs.net.

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PSA announcement – 30 second spot

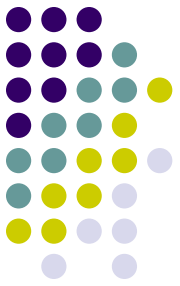


Crush, don't flush your drugs!

Medicine flushed down the drain can end up in your local lakes, rivers and streams! So while medicine improves your health, it's important to dispose of leftover or outdated medication properly and responsibly so it doesn't hurt the environment.

For more information on the proper disposal of medication, visit www.dontflushyourdrugs.net

PSA announcement – 15 second spot



Crush, don't flush your drugs!

Flushed medications can end up in your local waterways.

Instead visit www.dontflushyourdrugs.net for proper disposal options.

Never flush medication and visit www.dontflushyourdrugs.net for more information

Cable television community bulletin boards



CRUSH, DON'T FLUSH YOUR DRUGS!

Flushed medications end up in our waterways
harming environment and wildlife

RETURN to a local collection event OR
MIX drugs with cat litter or coffee grounds

HIDE drugs in a sealable bag

DISPOSE as close to trash collection day

For more info on proper disposal
visit www.dontflushyourdrugs.net

Questions and discussion





Sources and resources

New York State Department of
Environmental Conservation

Regional Office: 845-256-3033

www.dec.ny.gov

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