Oregon Partnership exists to end substance abuse and suicide.

www.orpartnership.org
LEANNA LINDQUIST
Event Coordinator
Oregon RX Take Back

- Overview & Timeline
- Key Partners
- Resources & Guidelines
- Community Organizing
- Media Effort
- Response
Overview

COORDINATED BY:
• Oregon Partnership
• Community Action to Reduce Substance Abuse (CARSA)
• The Oregon Medical Association Alliance
Timeline

- 9 months
  - Key partners/champion

- 6 Months
  - Detailed research
  - Guidelines written
  - Media contacts

- 3 Months
  - Website
  - Flyers created
  - Sites Identified
Key Partners

• Secure Law Enforcement
  - Onsite to take possession of all controlled substances
  - DEA Form 106 – waiver to participate
• State Board of Pharmacy
• Department of Environmental Quality
Key Partners

Association of Clean Water Agencies

• Flushing unwanted drugs: at households, hospice, palliative care providers and long term care facilities - are one way drugs reach wastewater treatment plants
OBSTACLES:

- Covanta would accept only controlled substances for incineration.
- Without a way to incinerate, law enforcement could not participate.

OUTCOMES:

- Asked for waiver from national headquarters
- DEQ intervened
- We agreed to publicize RX from individual households only
- Covanta now offering free destruction of household pharmaceuticals
Resources

www.orpartnership.org

Prescription Drug Turn-In Event

On March 13, 2010, a grassroots Prescription Drug Turn-In event took place in over 50 communities.

Click here to download a presentation on the Turn-In event.

Click here to download the news release on the Turn-In event.

We encourage interested community members and coalitions to join our effort to raise awareness on the danger of prescription drug abuse by adults and teens.

For the list of turn-in events and contact information, please click here.

The turn-in event had two surveys that community members and participants were asked to fill out. The first is for RX Turn-In event coordinators and can be taken online using the link below. The second is for participants and was downloaded ahead of the event and printed for onsite completion.

Click on the links below to access the two surveys.

- Evaluation survey for event coordinators
- Participant downloadable survey

For more information contact: Leanna Lindquist, OMAA President - 503.657.8440

Click here to download a customizable Prescription Drug Take Back flyer.

Click here to download a packet of information on this program.

Click here to see a list of Drug Take Back event locations.

Planning Underway for Regional Trainings

In addition, planning soon will be underway for a series of regional trainings for both the general public and military in Oregon about prescription drug abuse prevention. Check back soon for more details about these events.

Did You Know?

- After alcohol, prescription drugs are the second most cited reason people call the state's alcohol and drug abuse Help line, managed by Oregon Partnership.

- After marijuana use, prescription drug abuse is the nation's second most common form of illicit drug use.

Click on the image above to watch "Teens And Drugs: Prescription For Abuse" a half hour special on prescription drug abuse on Fox 12 Oregon.

Lock Up Your MEDS

Lock Up Your Medicine to Prevent Children's Prescription Drug Abuse

Only 4.7% of children who abuse prescription drugs get them from a stranger, drug dealer, or the internet. Click here to find out more about the Lock Your Meds Campaign.
Guidelines

• Who, What, When, Where, Why and....

• HOW
  • Sites
  • Volunteers
  • Publicity
  • Disposal

PRESCRIPTION DRUG TURN IN EVENT: MARCH 13, 2010
GUIDELINES FOR HOLDING AN EVENT

This project is the idea of the Oregon Medical Association Alliance, a grassroots volunteer organization whose membership is comprised of physician spouses. We are partnering with CARSA, Oregon Partnership and other community groups to hold a one-day prescription drug turn in event as many communities around the state.

Goals of program:
• Collect unwanted and expired drugs from private individuals to keep them out of the wrong hands and out of the environment.
• Educate the public to store prescription drugs safely and securely to prevent accidental poisonings, drug abuse and contamination of our rivers.
• Teach consumers how to dispose of small amounts of unwanted medications in an environmentally sound manner in their homes.

Goals of the collection:
• Be in full compliance with federal and state laws.
• Avoid illegal diversion of the medications.
• Ensure the safe and environmentally sound disposal of the medications.

This event is for individual households only. Medications cannot be accepted from businesses such as nursing homes and doctor’s offices or any other institution.

Controlled substances may pass into the control and custody of law enforcement officials because USDEA laws and regulations to receive and possess controlled substances specifically allow them. The Board of Pharmacy allows a pharmacist to sort and count controlled drugs at a take back event when law enforcement is present and assumes control over the drugs once they are inventoried.

Thus, in order to legally collect unwanted controlled substances it is an absolute necessity that uniformed law enforcement officials be on-site to participate in the collection, take physical control and custody of all controlled substances, and be responsible for their destruction as required by state and federal law. Witnessed incineration is the approved form of destruction. The state DEA requires that the law enforcement agency in charge of collection contact the Portland DEA office and request a waiver to participate in this take back event. They should contact Claire Brennan at 503-326-2447.

Acceptable items for collection are:
• Expired or unwanted prescription medicine
  • Over the counter medicines
  • Vitamins and nutritional supplements
  • Veterinary Medications
• Medications must be in their original containers for identification purposes.
Community Organizing

• Going Viral
  • DFC grantees
  • OMAA affiliates
  • Board of Pharmacy
  • Clean Water Agencies
  • City Government
  • Law Enforcement
Media Effort
Media Affiliate

• Partner with TV and Radio Stations to get the word out

• Get a member of the media on your board!
Media Effort:

Local News Special Report

TEENS AND DRUGS
PRESCRIPTION FOR ABUSE

A CLEAR BODY MIND CHOICE
OREGON PARTNERSHIP
Pitch Story Ideas

- Rx Drug Abuse
- Surprising Facts about where they’re getting Rx Drugs: Parents/GP Medicine Chest
- Doctor shopping
- Teens and Experts from Youthline
Media Outreach

- Press Releases
  - Lead Time-30 days, 2 weeks, week of event, day of event

- Media Advisories
  - Photo Ops
  - Interview Availability
  - Social Media
  - Website

February 17, 2010

***FOR IMMEDIATE RELEASE FROM OREGON PARTNERSHIP***

Contacts: Pete Schulberg
503-244-5211

Leanna Lindquist
503-619-8800

FIRST EVER STATEWIDE PRESCRIPTION DRUG TURN-IN SLATED FOR MARCH 13

What’s Still in YOUR Medicine Cabinet?

(Portland, OR) With prescription drug abuse on the rise in Oregon and across the country, some two dozen Oregon cities are taking part in a drug turn-in program to collect unwanted and expired drugs.

While some communities have sponsored similar turn-in events, this is the first statewide effort of its kind, hoping to attract thousands of people and increase awareness about the disposal of potentially dangerous and addictive drugs.

The March 13th turn-in is being coordinated by The Oregon Medical Association, Community Action to Reduce Substance Abuse (CARSA) and Oregon Partnership.

“The whole idea is to prevent drug abuse by keeping these drugs out of the wrong hands and to discard them safely,” said Leanna Lindquist, President, Oregon Medical Association Alliance. “We’re hoping that this event will shed light on the public safety and environmental aspects of disposing prescription drugs that are no longer needed.”
Advertising Support

Oregonian Newspaper Ad

• Daily readership: 561,600
• Market Area: 658,300
Media Effort Recap:

- Get a media partner
- Get media person on your board
- Pitch story ideas
- Use lead time!
Locations

• Police stations
• City halls
• New car dealer
• Malls
• Senior Centers
Event Response

- 2 Tons of unwanted meds removed
- 2,386+ households participated.
- Increased awareness about Rx abuse.
- Participants educated about safer storage and disposal of meds in the home.
- Dangerous meds kept out of waterways
- Increased recognition of OP, OMA Alliance and our community partners.
Questions

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