



## **2010 Prescription Drug Abuse Prevention Activities**

**Secure Your Med Campaign:** In conjunction with National Prescription Drug Abuse Awareness Month, the Kalamazoo County Substance Abuse Task Force conducted pharmacy education visits at 36 local pharmacies. Over 40,000 Secure Your Meds educational inserts were distributed in prescription bags with the assistance of local pharmacists.

**Focus Groups:** The Kalamazoo County Substance Abuse Task Force facilitated seven focus groups with 76 individuals participating in order to gather data on Prescription Drug perceptions. Focus groups were conducted with youth, parents, healthcare professionals, pharmacists and educators in Kalamazoo County.

**Community Action Meeting:** The Kalamazoo County Substance Abuse Task Force hosted a Community Action Meeting to specifically address the growing prescription drug abuse epidemic on Tuesday, October 26, 2010. A follow-up meeting to brain storm action steps in Kalamazoo County resumed November 30, 2010. This further engaged our community members and partnering organizations in the design of prevention activities specific to this issue. The Kalamazoo Gazette published an article about this event on October 27, 2010 and Channel 3 news also aired coverage of the event during broadcasts throughout the day and on their webpage.

**Unwanted Med Collections:** The Kalamazoo County Substance Abuse Task Force has partnered with Household Hazardous Waste to implement monthly medicine collections for Kalamazoo County residents. Task Force members were responsible for engaging local pharmacist and healthcare workers to distribute marketing materials about the collection dates/times to their patrons from all over Kalamazoo County. Task Force members also contributed to the marketing and promotion of the final collection on November 13, 2010 as well as volunteered at the collection site. Over 1,360,000 pills were collected during this year alone!