



2011-2012 Medication Abuse Prevention Strategies

Secure Your Meds

- Completion of 80 pharmacy and health care education visits to share information on Rx/OTC and cough medication abuse in the month of October. Education packets delivered to pharmacists and health care professionals contained CADCA/CHPA resources and materials from the stopmedicineabuse.org website, including The Real Truth Brochure.
- Dissemination of 60,000 Rx bag awareness flyers through local pharmacies in the month of October

Medication Collections

- October 4, 2011, Senior Expo at the Kalamazoo County Fairgrounds
- October 29, 2011, National DEA Take Back Day

Permanent Medication Collection Dedication Event

October 27, 2011, from 10:00 to 10:30 AM at Kalamazoo County Sheriff's Office:

The Kalamazoo County Substance Abuse Task Force, in partnership with the Unwanted Medications Task Force, is thrilled to announce the dedication of Four *Red Med Box* locations here in Kalamazoo County on October 27, 2011. These permanent, unwanted medication drop boxes will be located at the Kalamazoo Department of Public Safety, the Kalamazoo County Sheriff's Office, the Portage Police Department, and the Kalamazoo Township Police Department.

The Red Med Box locations will provide residents with safe, convenient access to proper medicine disposal. Disposing of medicines at one of these locations will ensure that unwanted medicines will not be stolen from homes with the purpose of misuse and/or abuse, and with proper disposal, these medications will not become a threat to our local drinking water and environment.

Social Media Campaign

- **Radio:** 308 awareness messages, plus announcement of *Red Med Boxes*, will be aired during the month of October on multiple radio stations to reach diverse markets.
- **Billboards:** a minimum of five strategically located awareness billboards will be placed near heavily traveled roads.
- **Transit Bus Messaging:** awareness messaging, with *Red Med Box* information, will be posted a minimum of 20 metro transit buses.
- **Facebook Advertising Campaign:** advertising spot created to be promoted throughout the month of October.

Community Outreach

- **Children & Family Services Presentation (October 6):** 23 youth and family workers were educated about Rx /OTC and cough medication abuse. Participants received education packets that contained CADCA/CHPA resources and materials from the stopmedicineabuse.org website, including *The Real Truth Brochure*. The CADCA Dose of Prevention Toolkit presentation was also utilized at this event.
- **School Survey (October 18):** partnered with local school district to create survey tool for sophomore, junior, and senior class students on Rx/OTC and cough medication abuse.
- **Harvest Fest (October 22):** dissemination of Rx/OTC drug abuse prevention flyers and promotion of Red Med Box locations.
- **School Mailings During Red Ribbon Week (October 24-28):** letter from Kalamazoo County Prosecuting Attorney and local law enforcement with Red Ribbon educational flyer featuring Rx/OTC drug abuse prevention messaging was mailed, email, and sent home in back packs of students in local communities.
- **Presentation at Southwest Michigan Pharmacists Association Meeting (October 27):** highlighted national and local Rx/OTC drug abuse trends and encouraged pharmacists to promote prevention messaging and Red Med Box collection sites.

Health Care Forum

In September 2011, the Task Force was one of 37 organizations to be awarded the American Medical Association Foundation Healthy Living Grant in the amount of \$5,000.00. The resources provided by the Healthy Living Grant will help to support a forum that will serve as a call to action charging our local healthcare community to establish and enforce best practice prescribing guidelines that encourage a system of accountability in our community. Attendees will receive toolkits comprised of a CD-Rom that will contain best practices in prescribing resources and practical tools from the Michigan Department of Community Health and an example best practices in prescribing guidelines as established by the University of Michigan Health System.

The Task Force has already initiated planning activities in preparation of the forum and the event will take place summer of 2012.

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