



# TASKFORCE NEWSLETTER

Kalamazoo County  
Substance Abuse Task Force  
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Kzootaskforce.com

## The Task Force at Work:

### Reducing Rx & OTC Medication Abuse In Kalamazoo County

Dear Task Force Members and Community Partners,

This year our Task Force will turn four years old! Our Task Force could not have accomplished so many great things during the past three years without your continued engagement and partnership. So I'd like to start by saying **THANK YOU** to everyone who has given time and energy to support our mission of preventing substance abuse in Kalamazoo County.

Please take some time to check out our 2010-2011 accomplishments by viewing highlights at [www.kzootaskforce.com](http://www.kzootaskforce.com) under "member resources."

Equally exciting are all of the community prevention activities that are already in full swing this year. In this newsletter, you'll notice some of the work that's already been done surrounding the growing issue of prescription and over-the-counter medication abuse. But there's much more to be done, and we need your continued support to get there!

There are many meaningful ways to **get involved**, and at all different commitment levels, in which you can contribute to substance abuse prevention this coming year. Won't you join us in this exciting cause for our community?

Here's to another great year!

Tonya  
KCSATF Coordinator



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### DID YOU KNOW.....

During the 2009-2010 school year more Kalamazoo County **middle school kids reported abusing prescription drugs** in the past 30 days than reported using marijuana or alcohol? (2010 Michigan Profile for Healthy Youth Survey) Or, were you aware that, nationally, **1 in 5 teens reports abusing prescription drugs?** (2009 National Youth Risk Behavior Survey Overview)

Due to this alarming trend, the Kalamazoo County Substance Abuse Task Force is hard at work to **prevent and reduce prescription (Rx) and Over-the-Counter (OTC) medication abuse** in our community. We've teamed up with local officials, schools, and organizations to launch a multi-strategy approach designed to raise awareness on this emerging issue and reduce abuse in our community.

### HERE'S WHAT'S BEEN DONE SO FAR.....

- ✓ Ten 50-gallon drums of Rx and OTC **medications were collected** during The Senior Expo Medication Collection at the Kalamazoo County Fair Grounds, on October 4th.
- ✓ A **Social Awareness Campaign** was launched in order to raise community awareness about Rx and OTC abuse, including: 2 newspaper features; 6 billboards; 15 ads on local transit buses; 308 awareness messages on WKFR, WVFM, and The Touch radio stations; and a school mailing that was sent home to parents.
- ✓ The "Secure Your Meds" Campaign was launched through 80 Rx and OTC medication abuse **educational visits** to pharmacies and healthcare offices in Kalamazoo County. Over 60,000 prescription bag awareness flyers were disseminated to community members.
- ✓ **4 Red Med Boxes were installed** in Kalamazoo County to create a permanent solution for safe medication disposal.



### What does it mean to Secure YOUR Meds?

- Take inventory of all meds in your home
- Meds are not in obvious places and are put away from plain view
- Only take meds prescribed to you & according to instructions
- Talk to the youth in your life about the dangers of abusing medicines

### YOU CAN MAKE A DIFFERENCE.....



redmedbox.com

Properly dispose your expired or unused meds at one of our **NEW Red Med Box** locations.

No, it's not for your DVDs! ...It's an easy way to help prevent Rx and OTC medication abuse.

AND it's better for the environment.

*What could be better?!?*

**Find a Red Med Box at one of these 4 locations** →

#### Kalamazoo Dept. of Public Safety

150 E. Crosstown Pkwy., Ste A  
Kalamazoo • 269.337.8101

#### Kalamazoo County Sheriff's Office

1500 Lamont Ave.  
Kalamazoo • 269.383.8821

#### Kalamazoo Township Police Dept.

1720 Riverview Dr.  
Kalamazoo • 269.343.0551

#### Portage Police Dept.

7810 Shaver Rd.  
Portage • 269.329.4560

### Get INVOLVED!

- Become a subcommittee member and attend a planning meeting
- Volunteer at a Task Force event to tackle a specific issue
- Help with behind-the-scenes administration and organization
- Become our friend on Facebook!



The Kalamazoo County Substance Abuse Task Force is funded by:

