

DRUG TAKE-BACK DAY

COMMUNICATIONS SUMMARY
APRIL 24, 2021



Prepared By:
Madeline DeMarco
Coalition Coordinator

FOREWORD

On April 24, 2021, Lenawee County held its most successful Drug Take-Back Day event to date. The odds were stacked against us. Thanks to the COVID-19 pandemic, we couldn't have a Drug Take-Back Day event in 2020. We weren't able to meet in-person. We were also hosting the event at an entirely new location that had just opened a few months earlier.

The Lenawee Substance Abuse Prevention Coalition (LSAPC) rallied around this event. From radio interviews to stickers on pizza boxes, we worked to develop many new ways of promoting this event in the community, build relationships with local partners, and organize in our now-virtual world.

As a result, we are proud to report that this event was the most successful Drug Take-Back Day we've hosted since we started hosting them in 2011. Our community truly is amazing in their support for creating a Healthy Lenawee and we are endlessly grateful to them.

Our hope is that this document will provide a guide, not only for us, but for other communities hosting their own events, to promote future Drug Take-Back Days. As we reflect on the lessons learned after the event, we are very much aware that this work was by no-means perfect. To that end, this guide also contains suggestions for how to improve our awareness efforts in the future.

Good luck!



CONTACT

Lenawee Substance Abuse Prevention Coalition:



<http://drugpreventionlenawee.com/>



@LenaweeVsAddiction

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CONTENTS

Event Overview	02
Results	03
Current Activities	04
Future Activities	22
Appendix	24



THANK YOU!

Our deepest gratitude to everyone who made Drug Take-Back Day possible! A special thank-you to:

- Volunteer students from University of Toledo College of Pharmacy and the University of Michigan
- Jennifer Foss for compiling and sharing much of the event-specific data and photographs used in this report, including the cover photo
- Jessica Dixon, Frank Nagle, Matt Peterson, and the housekeeping staff from ProMedica Charles and Virginia Hickman Hospital
- Troy Bevier, Jacob Pifer, and David Aungst from the Office of the Lenawee County Sheriff
- Kathy Williams and John Koehn of WLEN-FM Radio 103.9
- Tim Kelly and the the LSAPC Prevention and Education workgroup
- Martha Hall from the Lenawee County Health Department
- Our community partners who donated to our participant goody bags, including the Foster Grandparent Program, ProMedica Charlotte Stephenson Manor, Comfort Keepers, Hospice of Lenawee, WLEN, and McDonald's of Adrian & Hudson
- Our community partners who donated to our Sweepstakes prize, including Paper Street Soap, Barrett's Showplace Gardens and Flower Shop, Tim Kelly, Madeline DeMarco, Amy Francoeur, Frank Nagle, Kathy Williams, and Janis and Ed Montalvo
- The HRSA RCORP-Implementation grant for funding many of the costs associated with promoting this event

Thank you all for keeping our community safe and promoting a **#HealthyLenawee!**

EVENT OVERVIEW

WHEN: April 24, 2021, 10:00am - 2:00pm

WHERE: ProMedica Charles & Virginia Hickman Hospital

CREW: Hospital staff & volunteer pharmacy students

PARTICIPANTS: Residents of Lenawee County



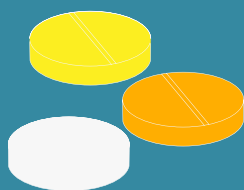
RESULTS



300
PARTICIPANTS



500 lbs
OF MEDICATION



280 lbs
OF TABLETS & CAPSULES



181 lbs
OF BOTTLED LIQUIDS &
TOPICAL MEDICINES



10 lbs
OF INHALERS

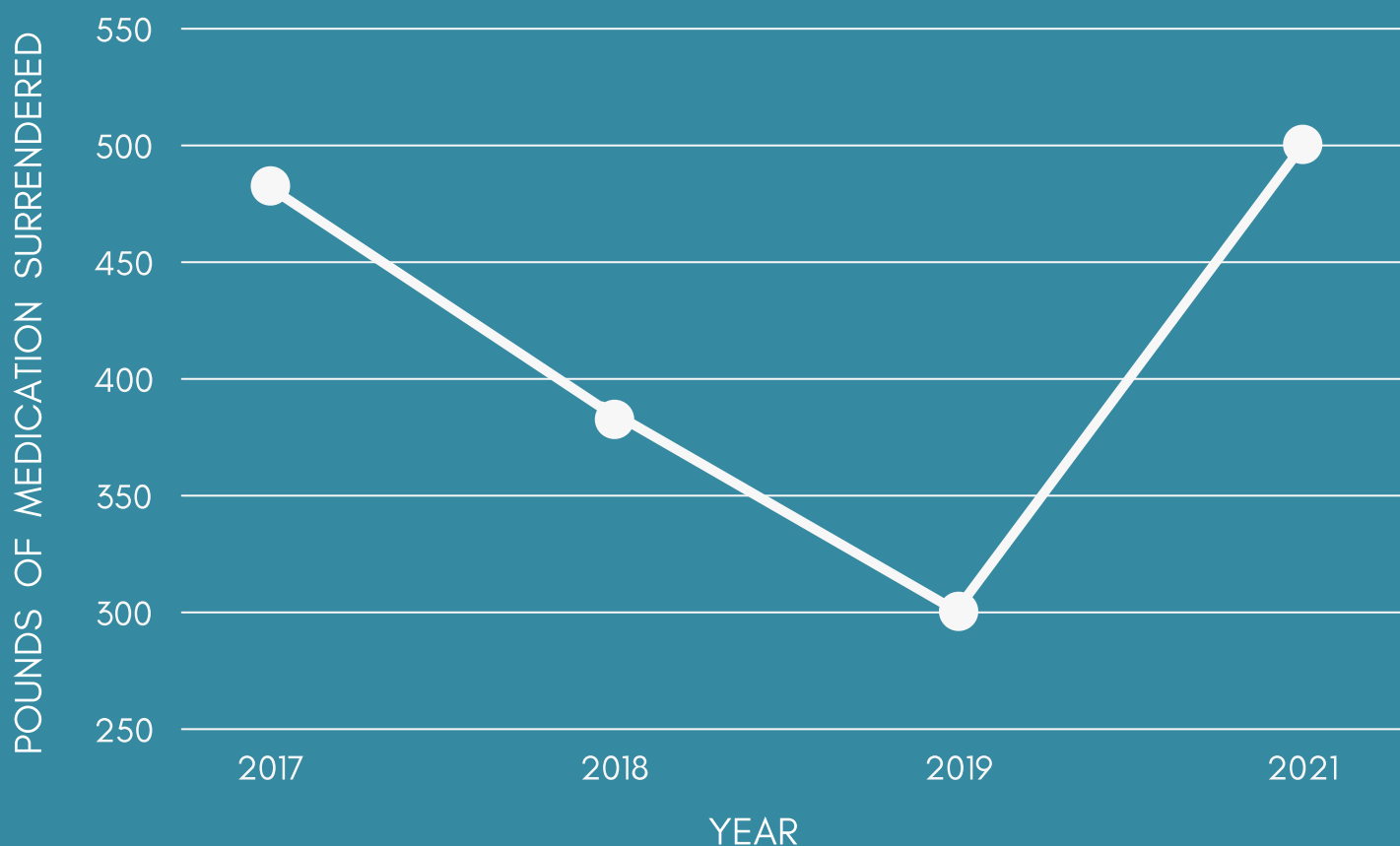


9x38 gallon
CONTAINERS FILLED WITH SHARPS



200 Rx
OF CONTROLLED SUBSTANCES SUCH AS OPIOIDS
AND BENZODIAZEPINES

OUR MOST SUCCESSFUL EVENT EVER!



**No in-person Drug Take-Back Day events were conducted in 2020 due to COVID-19*

CURRENT ACTIVITIES

DRUG TAKE-BACK DAY
COMMUNICATIONS SUMMARY

APRIL 24, 2021



FACEBOOK POSTS



Create a series of Facebook posts for the LSAPC Facebook page that both promote Drug Take-Back Day and educate community members about local safe medication disposal options and best practices



**187 Users
Reached on
Average**



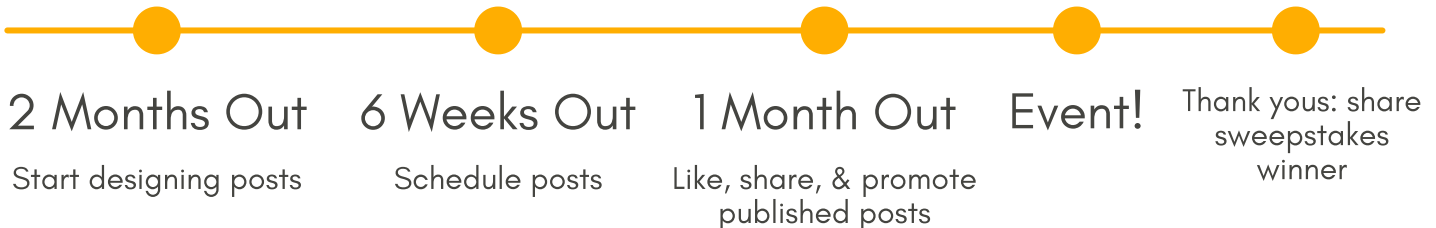
**2 Clicks
on Average**



**5 Reactions
on Average**

Date: March 16, 2021 – May 4, 2021

Cost: Free!



NOTES

- Many social media toolkits already exist on the internet for inspiration
- Most popular posts are those that get shared by other organizations (the Health Department, LCMHA...)
- Successful posts had straightforward event details and information about local resources
- Try to plan 1 post / day

HOW TO

1. Find inspiration and create outline for Facebook posts
2. Create posts on Canva utilizing the design guidelines outlined in the Drug Take-Back Day communication plan document
3. Schedule posts to be published using Facebook Creator Studio
4. Like & share published posts, encourage others to do the same

FACEBOOK PROFILE FRAME

Create a custom Facebook Frame advertising Drug Take-Back Day users can temporarily add to their profile photos.



1 use

Date: March 24, 2021 – April 25, 2021

Cost: Free!

Keywords: "LSAPC," "Safe Medication Disposal," "Medication," "Lenawee," "Disposal," "Safe," "Lenawee Substance Abuse Prevention Coalition," "Drug Take-Back Day," "Drug," "ProMedica"



2 Months Out

Design Frame and submit for approval

6 Weeks Out

Promote Frame use and add to LSAPC'S Page

Event!

NOTES

- Promote use of Frame on Facebook to encourage more people to use it
- Add Frame to LSAPC's profile picture
- Want a transparent Frame background so that the profile pic comes through

HOW TO

1. Access Frame Studio
2. Under "Create a Frame for," choose "Profile Picture"
3. Upload your art with a transparent background as a PNG file
4. Size and adjust your art, click "Next"
5. Create a name, choose location availability and schedule, click "Next"
6. In the top right corner select the Profile or Page you want to publish your profile frame
7. Click "Publish" to submit for approval

SNAPCHAT FILTER

A Snapchat Filter promoting Drug Take-Back Day was purchased. This Filter was available on the ProMedica Hickman Hospital campus for community members to use.



7 Swipes



4 Uses



190 Views



57.1% Usage



Date: 8:00am – 3:00pm, April 24, 2021

Location: 382,551 Sq Ft of ProMedica Hickman Hospital campus

Cost: \$8.61 (marketing funds allocated from the HRSA RCORP Implementation grant)

6 Weeks Out
Design Filter

1 Month Out
Submit Filter order

Event!

NOTES

- Only use the top or bottom 25% of the screen — Snapchatters want to see themselves in their selfies!
- Promote use of the Filter on social media or create signs to post about it at the actual event
- Filters are editable and if you cancel the Filter before it goes live, you will automatically receive a full refund within 3-5 business days
- See Appendix pg. 30 for geofilter map

HOW TO

1. Design your Filter: 1080px wide by 2340px high, under 300kb in size, saved as a PNG file with a transparent background
2. Choose a start and end time
3. Choose a location (Geofence)
4. Submit your Filter order
5. Promote Filter use!

PIZZA BOX STICKERS

Stickers promoting Drug Take-Back Day were given to local pharmacies and pizza places to distribute on prescription bags and pizza boxes.



3000 Stickers



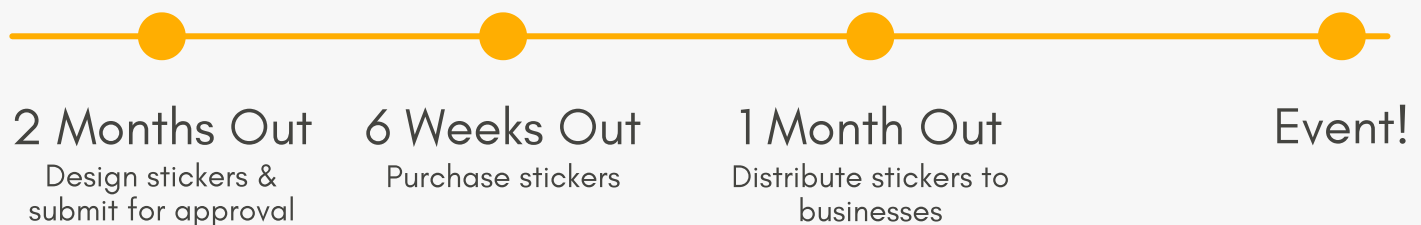
23 Businesses



Product: 3000 3"-diameter stickers printed on glossy white label stock in full color

Cost: \$994.70 (marketing funds allocated from the HRSA RCORP Implementation grant)

Purchased From: Jaina Brown, D Printer, Inc., (517) 423-6554



NOTES

- Little Caesars and Hungry Howie's were super willing to distribute stickers
- Find a way to track sticker usage once we drop them off with local businesses
- Expand to local coffee shops to stick on coffee cups, etc.
- See Appendix, pg. 21 for the distribution list

HOW TO

1. Design stickers
2. Submit design to printer and approve their mock-up
3. Prevention Coordinator purchases stickers and includes the invoice on their monthly expense report submitted to ProMedica for reimbursement
4. Recruit LSAPC members to distribute stickers to local businesses

FLYERS

Flyers promoting Drug Take-Back Day were printed and distributed around the community. Businesses were encouraged to hang them up. Churches were encouraged to include them in their bulletins and Sunday announcements. Community partners were encouraged to digitally share them. The flyer was also distributed by 2-1-1.



25 Flyers



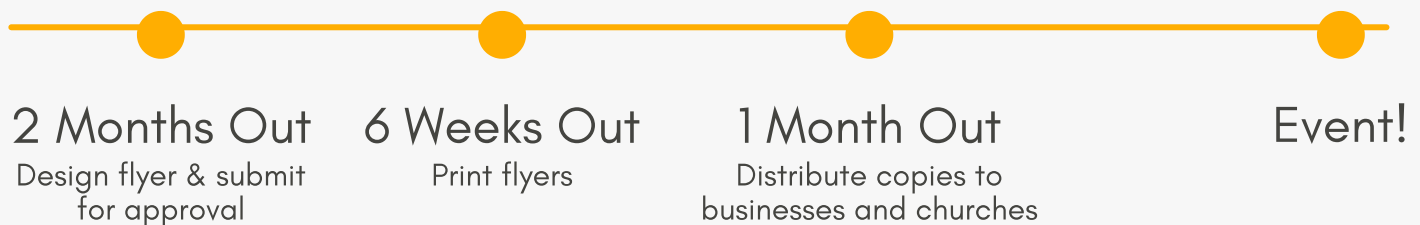
14 Businesses



Product: 25 8"x11" color posters

Cost: \$0.15x25=\$3.75 (printing funds allocated from the HRSA RCORP Implementation grant)

Purchased From: LCMHA printed the posters on the organization's printers



NOTES

- 2-1-1 requires pdf files for distribution
- We tried to post flyers at COVID-19 vaccination sites, but clinic staff declined due to concerns about confusing folks with outside information.
- Send both a color and black and white copy of the flyer for accessible printing
- Create a Spanish-language flyer
- Find a more comprehensive way to reach all the churches
- See Appendix pg. 22-24 for flyers

HOW TO

1. Design flyer
2. Translate flyer into Spanish
3. Prevention Coordinator prints flyers and includes the invoice on their monthly expense report submitted to ProMedica for reimbursement
4. Recruit LSAPC members to distribute flyers to local churches and organizations
5. Send flyer to virtual contacts, including 2-1-1

GOODY BAGS

Participants in Drug Take-Back Day received a free goody bag after dropping off their unused, unwanted, or expired medications. Goody bags contained a variety of donated community resources and goods. Goody bags were distributed until supplies ran out.



250 Goody Bags



7 Organizations Donated

Cost: Free donations

Goody Bag Contents:

- Foster Grandparent program: Reusable Bag, Pen, Plastic Clip, Tape Measure, Plastic Cup, ice pack, beach ball
- ProMedica Charlotte Stephenson Manor Plastic Cup
- Comfort Keepers Nail File
- Hospice of Lenawee Spray Hand Sanitizer

Handouts:

- Medication Disposal Site handout & magnet
- Need Help? Flyer
- WLEN Sweepstakes Flyer
- McDonald's Free Cone Coupon
- COVID-19 Vaccine Clinic Flyer
- Naloxone Door Hanger

2 Months Out

Begin soliciting items from local businesses and organizations

1 Month Out

Begin promoting goody bags on social media

2 Weeks Out

Collect final donations & stuff goody bags using volunteer help

Day Before Event!

Drop-off goody bags at event site

NOTES

- Include Detera bags in the future
- We only planned for 100 goody bags at first, but ended up having enough for 250. We could have used closer to 300 to have one for every participant
- We encouraged participation in the event by advertising that the first 100 participants would receive a free goody bag!
- Consider purchasing LSAPC-branded bags to distribute everything in

HOW TO

1. Solicit donations from local organizations: promotional flyers, coupons, branded merchandise
2. Promote goody bags on Drug Take-Back Day advertisements to increase community interest
2. Drop-off donations in one place where volunteers can assemble the goody bags
3. Verify with Drug Take-Back Day event staff that they will be able to hand-out goody bags. Drop-off goody bags at event location
4. Thank organizations that contributed donations

LSAPC WEBSITE

The LSAPC's website was utilized to promote Drug Take-Back Day. In addition to directing our social media followers to the "Safe Drug Disposal" research page, a promotional pop-up appeared when users first navigated to the site. We also added the event to the "Upcoming Events" portion of the homepage, and added links to related radio interviews.



76% increase in website traffic



10 total "Safe Drug Disposal" page views



1 min. 13 sec. avg. time spent on "Safe Drug Disposal" page

2 Months Out
Design banner

6 Weeks Out
Add banner pop-up, event, and flyer to website

1 Month Out
Add radio recordings to website as they air

Event!

NOTES

- Remember to update the "Upcoming Events" section of the website - could even add upcoming radio interviews
- Create and share interview transcripts
- See Appendix pg. 30 for complete website traffic data

HOW TO

1. Create website pop-up - can likely use the same graphic (but bigger) being used for WLEN's website banner
2. Add website pop-up to the website. Also, add the event flyer and the event under the "Upcoming Events" portion of the homepage
3. Link to relevant WLEN radio recordings. Post interview transcripts with the recordings
4. Collect website traffic/use data after the event

WLEN 103.9 FM

WLEN was a great community partner. Thanks to a marketing contract with them funded through the HRSA RCORP-Implementation grant, we were able to utilize a wide variety of broadcasting opportunities to help promote Drug Take-Back Day in the community. They also posted an article detailing the results of the event on their website.



31,919

Banner Views



87

Banner Clicks

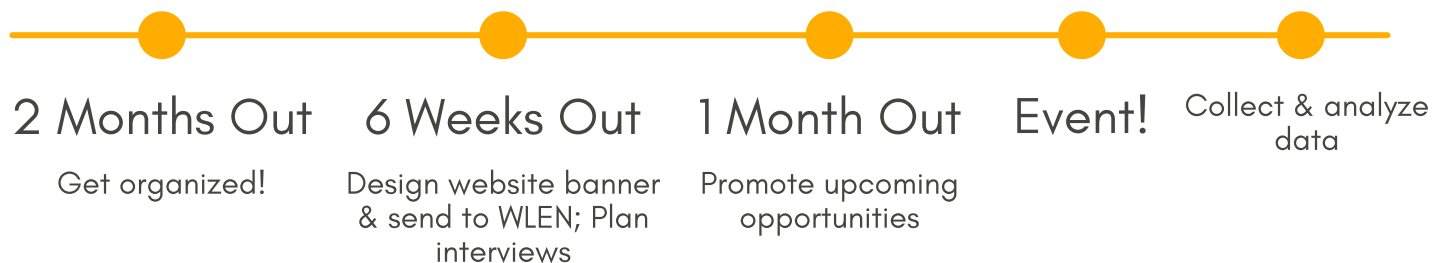


5

Interview Events

Cost: \$12,000 total contract (marketing funds allocated from the HRSA RCORP-I grant)

Purchasing: ProMedica handled the costs through a 1-year marketing contract with WLEN



NOTES

- Find someone to transcribe radio interviews & share the transcription with the recordings
- Promote upcoming radio spots on the LSAPC Facebook page
- There's a lot to keep track of with this contract. Utilize an organizational system to keep track of what interviews are when and who's doing what. It's beneficial to work ahead.

HOW TO

1. Verify with WLEN all the opportunities available
2. Create website banner and send to WLEN
3. Schedule interviews, coordinate who will be participating, provide talking points, and promote upcoming interviews on LSAPC's Facebook page
4. Collect and analyze reach data

WLEN CONTRACT FEATURES

BANNER

A digital banner promoting Drug Take-Back Day cycled through on the WLEN website from 3/22/2021 – 4/20/2021. When people clicked on it, it took them directly to LSAPC's website. This banner was also featured as a pop-up directly on LSAPC's website during the same time period. *See Appendix pg. 30 for complete banner data.*

COMMUNITY CONVERSATION

WLEN featured Drug Take-Back Day on a Community Conversation with Dale Gaertner. The segment was prerecorded and aired on April 15 at 6:15pm. The conversation was then be available on WLEN's website as a podcast.

Participants: Sheriff Troy Bevier & Health Department Officer Martha Hall

:20 PROMO

WLEN ran 5 :20 announcements on the day of our 5-Minute programs to remind listeners about the upcoming programming. *See Appendix pg. 25 for script*

5-MINUTE PROGRAMS

2 5-minute programs were pre-recorded and aired at 6:15pm on 4/19/2021 & 5/3/2021. The 1st promoted Drug Take-Back Day and the 2nd recapped the event. They were hosted as podcasts on WLEN's website, and available for sharing on social media. *See Appendix pg. 25 for intro/outro script.*

Participant: Tim Kelly, Prevention & Education Workgroup Lead

SWEEPSTAKES

WLEN 103.9 FM conducted a sweepstakes after Drug Take -Back Day. Community members completed a short survey about their experience with Drug Take-Back Day. If they completed the survey, they would be automatically entered to win a gift card bundle worth \$220. *More Information on pg. 16*

COMMUNITY HIGHLIGHT

WLEN included Drug Take-Back Day on their Community Highlights announcements

LIVE BROADCAST

A live broadcast was held on site of Drug Take-Back Day from 8:30am – 12:00pm. This included 4 3-minute interview breaks with staff and participants per hour (8 total) and 20 :30 promotional announcements. *More Information on pg. 15*

7:40AM INTERVIEW

WLEN featured Drug Take-Back Day on Mornings with Jamie & Steve. This live conversation aired on April 20th at 7:40am.

Participants: Frank Nagle, LSAPC Vice Chairperson & Jennifer Foss, ProMedica's Director of Pharmacy

LIVE BROADCAST

A live broadcast was held on site of Drug Take-Back Day from 8:30am – 12:00pm. This included 4 3-minute interview breaks with staff and participants per hour (8 total) and 20 :30 promotional announcements.

Interview Schedule

TIME	BREAK TIME	SUBJECT	PARTICIPANT
8:35am	1 minute	Introduce event	WLEN
8:52am	1 minute	Introduce event	WLEN
9:05am	3 minutes	Event process (What can/can't be disposed)	Event Staff
9:16am	3 minutes	Why safe disposal is important	WLEN
9:42am	3 minutes	2019 Opioid Assessment Results	Frank Nagle
9:56am	3 minutes	Community Member	Community Member
10:15am	3 minutes	Volunteer working at event	Event Staff
10:26am	3 minutes	ProMedica's Director of Pharmacy	Jennifer Foss
10:42am	3 minutes	About LSAPC	Frank Nagle
10:56am	3 minutes	Prevention & Ed Workgroup	Tim Kelly
11:05am	3 minutes	Where to get help if needed	Christy Brugger
11:15am	3 minutes	Red Barrels	WLEN
11:42am	3 minutes	MedSafe Kiosk, Deterra...	WLEN
11:56am	3 minutes	Wrap-Up, thank you, future events	WLEN

SWEEPSTAKES

WLEN 103.9 FM conducted a sweepstakes after Drug Take – Back Day. Community members completed a short survey about their experience with Drug Take–Back Day. If they completed the survey, they would be automatically entered to win a gift card bundle worth \$220.



Photo courtesy of: Kathy Williams, WLEN featuring sweepstakes winner Jenny Escot



86 Respondents



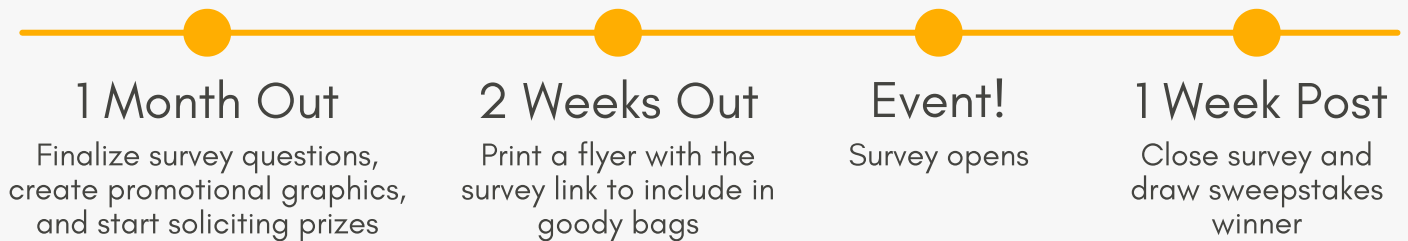
**8 People Donated
Gift Cards**



**Responses from
13 zip codes**

Survey Questions:

- Would you like to receive further information from LSAPC about promotions, contests, and information?
- Did you participate in Drug Take–Back Day on April 24, 2021 at ProMedica Hickman Hospital?
- Was this your first time participating in a Drug Take–Back Day event?
- How did you hear about Drug Take–Back Day?
- Would you participate in Drug–Take Back Day again?



NOTES

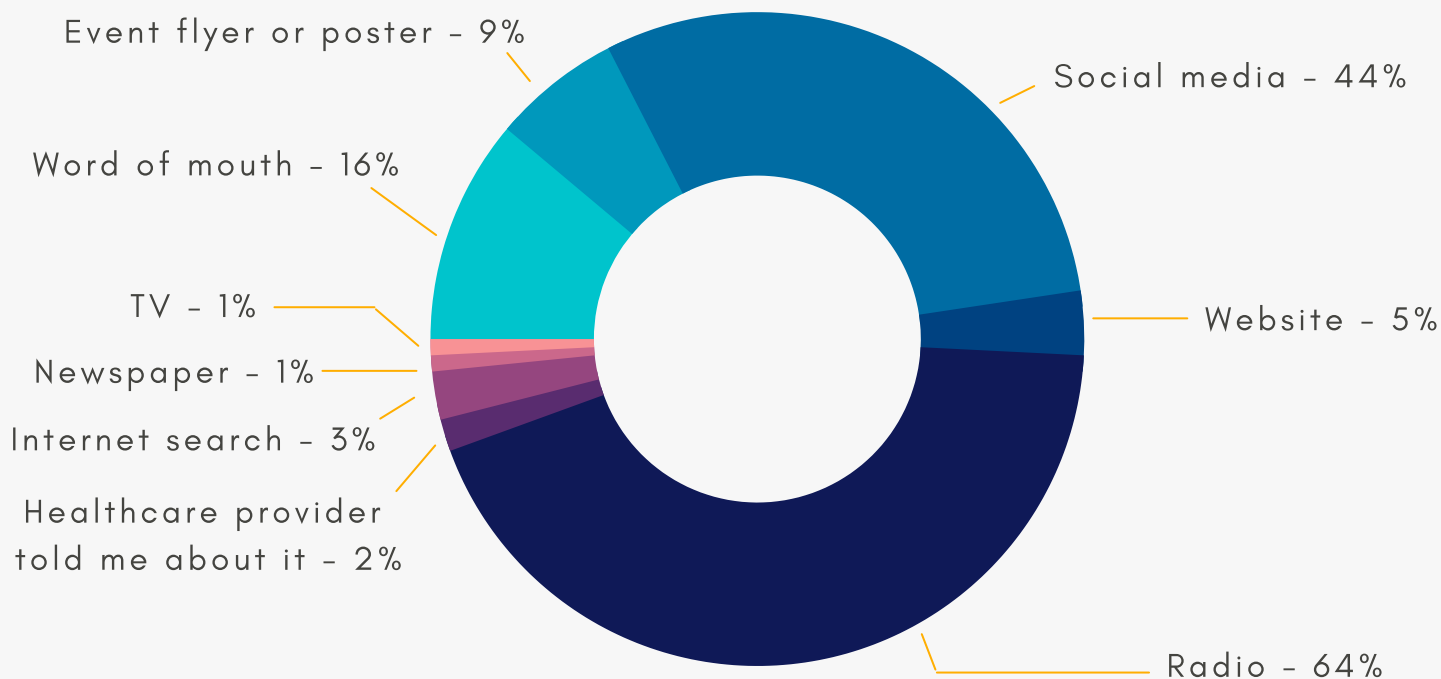
- Include a flyer with the survey link/QR code in goody bags
- Check with funders to see if grant money can be used to support the sweepstake
- Create an email distribution list from the survey respondents list to share quarterly LSAPC updates with and promote future events
- See Appendix pg. 26 –29 for Sweepstakes data & copy of promotional flyer

HOW TO

1. Finalize survey questions, create promotional graphics (Facebook posts, website banner, flyer), and start soliciting prizes from local organizations
2. Print a flyer with the survey link to include in goody bags and drop-off flyer at collection point
3. Survey opens day-of the event
4. Close the survey, draw sweepstakes winner, and promote on social media
5. Thank organizations that contributed donations

SWEEPSTAKES SURVEY RESULTS

How did you hear about Drug Take-Back Day?



58%

OF RESPONDENTS WANT TO RECEIVE FURTHER INFORMATION FROM LSAPC



76%

OF RESPONDENTS PARTICIPATED IN DRUG TAKE-BACK DAY



100%

OF RESPONDENTS THAT PARTICIPATED IN DRUG TAKE-BACK DAY WOULD DO SO AGAIN



62%

OF THOSE WHO PARTICIPATED IN DRUG TAKE-BACK DAY WERE DOING SO FOR THE FIRST TIME

FUTURE ACTIVITIES

DRUG TAKE-BACK DAY
COMMUNICATIONS SUMMARY

APRIL 24, 2021



NEXT TIME...

- Increase reach throughout the east side of Adrian and out-county regions. We can expand reach by advertising through local trusted community partners such as the Daily Bread, Share the Warmth, and St. Mary's. Expanding the number of event locations will also increase accessibility.
- Partner with libraries and fire departments (since almost every community has one) to host more localized Drug Take-Back Day events throughout the county. The Mobile Recovery Unit could also be utilized.
- Partner with Lenawee County Meals on Wheels to distribute Detera bags and placemats printed with information about safe medication disposal. This is to promote safe medication disposal among older adults and homebound individuals.
- Record a series of Facebook Live videos to demonstrate how to use different safe drug disposal options in the community (Red Barrels, MedSafe Kiosk...). Potentially reach out to LISD students or youth from the Boys & Girls Club to help with videos.
- Post videos on the LSAPC Facebook page showing coalition members cleaning-out their medicine cabinets and encouraging other followers to do the same.
- Record a Facebook Live video at Drug Take-Back Day showing the user going through the whole event so that viewers know what to expect at the event.
- Create an email distribution list with data from the Sweepstakes Survey to promote Drug Take-Back Day and other related events.
- Broadcast information about Drug Take-Back Day on cable TV, movie theater advertisements, school websites and newsletters, and increase reach at churches.
- Businesses with electronic marquis will frequently advertise for free. Reach out to some of those for more promotion!
- Sharps disposal is limited in our community, with Drug Take-Back Day being one of the only options. Work on increasing year-round sharps disposal options.

APPENDIX

DRUG TAKE-BACK DAY COMMUNICATIONS SUMMARY

APRIL 24, 2021



STICKER & FLYER DISTRIBUTION

City	Business	Contact Name	Phone#	#stkr	Flyer	Notes
Adrian	Aubree's Pizzeria & Grill			100		
Adrian	Country Market			100		Will call if he needs more in the next week.
Adrian	Country Market Pharmacy		265-9162	200	1	Pharmacist appears to know I was coming,
Adrian	Dept. of Veteran's Affairs. Affairs	Tammy		0	1	for veterans and familieis
Adrian	Domino's		263-0678	0	1	Waiting on owner decision
Adrian	Hungry Howie's		263-8149	325	1	May be willing to take more
Adrian	Jet's Pizza		266-1300	325	1	She knew other pizza places were doing it.
Adrian	Little Caesars Pizza		759-3300	350	1	May take more.
Adrian	Midway Market	Alex		50		
Adrian	Pizza Bucket	Guy	263-6900	50	1	
Blissfield	Borchardt Brothers Market				1	
Blissfield	Schmidt & Sons Pharmacy			200	1	on bulletin board at register
Britton	Marathon				X	
Brooklyn	Country Market	Katie		50		said he would use them up this week, would take more
Clinton	Hometown Pizza	Tyler		50		
Clinton	Schmidt & Sons Pharmacy of Clinton	Harvey or Sam		50		there is no pizza place in Deerfield. Flyer in gas station
Deerfield	Lightning Quick Gas N Go				X	
Hudson	Hudson Pharmacy			100		
Hudson	Hungry Howie's			200		
Hudson	Market House Pharmacy			200		
Hudson	Ten Pin Pizza			50		
Morenci	Pizza Box			100		willing to take more
Onstead	Med Shoppe	Erik		50		
Palmyra	Lightning Quick Gas N Go				1	posted on bulletin board in entry
Tecumseh	Jerry's Market				X	
Tecumseh	Marco's Pizza	Kendall	423-7111	100		
Tecumseh	Little Caesars Pizza	Jamie	423-8341	100		reluctant to take them
Tecumseh	Jet's Pizza	Reese	815-1810	50		
Tecumseh	Lightning Quick Gas N Go				X	owner was not there
Tecumseh	Basil Boys		423-1875	100		
Tecumseh	Schmidt & Sons Pharmacy of Tecumseh			100		

DRUG TAKE-BACK DAY

Safely dispose of your unused,
unwanted, or expired medications

April 24, 2021
10:00am - 2:00pm

ProMedica
Hickman Hospital
Follow signs for the
COVID Testing Area

For more information about safe
medication disposal, visit:
www.DrugPreventionLenawee.com



GOT DRUGS?

Safely dispose of unused,
unwanted, or expired medications



Drug Take Back Days

Twice a year, ProMedica partners with local law enforcement to hold Drug Take Back Days. Drive up, drop-off all your unwanted medications (**solids, liquids, ointments, inhalers, and sharps**), and drive away! It's free and no appointment is needed.

Check your local news for upcoming dates.

Big Red Barrels

Big Red Barrels are located at police departments across the county and are a safe and confidential location to dispose of prescription or over-the-counter **medication**. Put pills into a sealed plastic bag or dump pills directly into the barrel. No cost, no appointment needed, and no questions asked.

For a complete list of locations and the medications they accept, visit: DrugPreventionLenawee.com



MedSafe Kiosk

There is a MedSafe disposal site at the **ProMedica Charles and Virginia Hickman Hospital Emergency Room**.

Simply walk-in and dispose of your unused, unwanted, or expired medication in the blue MedSafe kiosk.

Deterra® Bags

Eco-friendly drug disposal at home!

1. **PUT** unused drugs in a Deterra® pouch
2. **FILL** pouch halfway with warm water and wait 30 seconds
3. **SEAL** pouch tightly, gently shake, and throw away with normal trash





MEDICINE DISPOSAL INFORMATION FOR PUBLIC

	OVER THE COUNTER MEDICATIONS (NO LIQUIDS)	Rx PRESCRIPTIONS (NO LIQUIDS)	SHARPS & SYRINGES
RED BARRELS			
ADRIAN POLICE DEPARTMENT 155 E. Maumee St., Adrian	✓	✓	
BLISSFIELD VILLAGE POLICE DEPARTMENT 130 S. Lane St., Blissfield	✓	✓	
HUDSON POLICE DEPARTMENT 205 Railroad St., Hudson	✓	✓	
LENAWEE COUNTY SHERIFF'S DEPARTMENT 405 N. Winter St., Adrian	✓	✓	
MORENCI POLICE DEPARTMENT 118 Orchard St., Morenci	✓	✓	
RAISIN TOWNSHIP POLICE DEPARTMENT 5525 Occidental Hwy., Tecumseh	✓	✓	
TECUMSEH POLICE DEPARTMENT 309 E. Chicago Blvd., Tecumseh	✓	✓	
HUDSON PHARMACY 325 Railroad St., Hudson			
			✓
PROMEDICA HICKMAN HOSPITAL EMERGENCY DEPARTMENT 5640 N. Adrian Hwy., Adrian			
	✓	✓	
SCHMIDT & SONS 177 W. Brooke Ln., Blissfield			
			✓
140 W. Michigan Ave., Clinton			✓
120 E. Chicago Blvd., Tecumseh			✓

for more information visit:

DrugPreventionLenawee.com

WLEN SCRIPTS



:20 Promo

Be listening tonight at 6:15 for a talk that includes ways & resources available to help reduce substance use in Lenawee County. This program is provided by the Lenawee Substance Abuse Prevention Coalition. LSAPC members work collaboratively to engage & educate the community in order to promote a Healthy Lenawee. Get more information at [Drug prevention Lenawee dot com](http://DrugPreventionLenawee.com).



:30 Promo

Keep your loved ones safe and protect the environment by safely disposing of your unused or expired medications. On Saturday April 24th, from 10am to 2pm bring your unused or expired medication to the "Drug Take-Back Day" Event happening at the new ProMedica Hickman Hospital. Leave medication in the original container – just remove or mark out any personal information. Sharps, liquids, solids, ointments, and inhalers will be accepted. Get more info at DrugPreventionLenawee.com.



5-Minute Program

Opening:

The Lenawee Substance Abuse Prevention Coalition is a diverse group of dedicated community members united around the goal of reducing substance use in Lenawee County. LSAPC members work collaboratively to engage and educate the community in order to promote a Healthy Lenawee.

(Whomever is doing the program introduces themselves with their name, title and topic. Then they proceed with their message.)

Closing:

Thank you for listening. This information has been provided by the Lenawee Substance Abuse Prevention Coalition. New messages air on the 1st and 3rd Monday each month at 6:15pm. You can listen to this program as a podcast under the other media tab on WLEN dot com and listen and gather more information at [Drug prevention Lenawee dot com](http://DrugPreventionLenawee.com).

SWEEPSTAKES DATA

Response	Yes, I would like to receive further information from Lenawee Substance Abuse Prevention Coalition about promotions, contests and information.	Did you participate in Drug Take Back Day on April 24, 2021 at ProMedica Hickman Hospital?	Was this your first time participating in a Drug Take Back Day event?	How did you hear about Drug Take Back Day? Please select all that apply.	If you selected "Other" above, please specify	Would you participate in Drug Take Back Day again?
1	TRUE	Yes	Yes	Word of mouth		Yes
2	TRUE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Yes
3	TRUE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Yes
4	TRUE	No	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Yes
5	TRUE	Yes	Yes	Radio		Yes
6	TRUE	No	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Yes
7	TRUE	Yes	Yes	Radio		Yes
8	TRUE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...), Event flyer or poster		Yes
9	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Yes
10	TRUE	Yes	Yes	Radio		Yes
11	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
12	TRUE	No	No	Radio		Yes
13	TRUE	Yes	No	Radio		Yes
14	TRUE	Yes	No	Radio		Yes
15	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Word of mouth		Yes
16	TRUE	No	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio, Event flyer or poster		Yes

17	TRUE	Yes	No	Radio		Yes
18	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
19	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Yes
20	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio, A healthcare provider told me about it, Word of mouth		Yes
21	TRUE	Yes	No	Radio		Yes
22	TRUE	Yes	Yes	Radio, Internet Search		Yes
23	TRUE	No	No	Radio		Yes
24	TRUE	Yes	No	Radio		Yes
25	TRUE	No	No	Radio		Yes
26	TRUE	Yes	No	Radio		Yes
27	TRUE	Yes	Yes	Radio		Yes
28	TRUE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
29	TRUE	No	No	Radio, Word of mouth		Yes
30	TRUE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
31	TRUE	No	No	Radio		Yes
32	TRUE	No	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Unsure
33	TRUE	No	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
34	TRUE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
35	TRUE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...), Word of mouth		Yes
36	TRUE	Yes	No	Radio		Yes
37	TRUE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
38	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio, Event flyer or poster		Yes
39	TRUE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Yes
40	TRUE	Yes	Yes	Radio		Yes
41	TRUE	No	No	Radio		Yes
42	TRUE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
43	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Yes
44	TRUE	No	No	Radio		Yes
45	TRUE	Yes	Yes	Radio		Yes
46	TRUE	Yes	Yes	Radio		Yes
47	TRUE	No	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...), Website, Radio		Yes

48	TRUE	No	Yes	Radio		Yes
49	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
50	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio, Word of mouth	News paper	Yes
51	FALSE	Yes	No	Radio		Yes
52	FALSE	Yes	No	Other (please specify in question four)	Received info from Hospice of Lenawee	Yes
53	FALSE	Yes	Yes	Radio		Yes
54	FALSE	Yes	Yes	Radio, Internet Search		Yes
55	FALSE	Yes	No	Word of mouth		Yes
56	FALSE	Yes	Yes	Radio		Yes
57	FALSE	No	No	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
58	FALSE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio, Event flyer or poster, Word of mouth		Yes
59	FALSE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
60	FALSE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...), Word of mouth		Yes
61	FALSE	No	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Yes
62	FALSE	No	No	Radio		Yes
63	FALSE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
64	FALSE	Yes	Yes	Radio		Yes
65	FALSE	Yes	Yes	Radio		Yes
66	FALSE	Yes	Yes	Radio		Yes
67	FALSE	Yes	Yes	Radio, A healthcare provider told me about it, Word of mouth		Yes
68	FALSE	Yes	No	Internet Search		Yes
69	FALSE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Yes
70	FALSE	Yes	Yes	Radio		Yes
71	FALSE	No	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Website, Radio		Yes
72	FALSE	Yes	Yes	Other (please specify in question four)	WTOL 11 Toledo tv channel	Yes

73	FALSE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
74	FALSE	Yes	Yes	Radio, Event flyer or poster		Yes
75	FALSE	Yes	Yes	Event flyer or poster		Yes
76	FALSE	No	No	Radio		Yes
77	FALSE	Yes	No	Radio, Word of mouth		Yes
78	FALSE	No	No	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
79	FALSE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Website, Radio		Yes
80	FALSE	Yes	Yes	Word of mouth	Pharma cist	Yes
81	FALSE	Yes	Yes	Word of mouth		Yes
82	FALSE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
83	FALSE	Yes	Yes	Event flyer or poster		Yes
84	FALSE	No	Yes	Word of mouth		Yes
85	FALSE	Yes	Yes	Website		Yes
86	FALSE	Yes	Yes	Event flyer or poster, Other (please specify in question four)	Sticker on Hungry Howies Pizza Box	Yes

Drug Take-Back Day

Take a quick 5 question survey about Drug Take-Back Day for a chance to win a \$200 gift basket!

WLEN.COM/DRUGTAKEBACKDAY



WLEN BANNER DATA

	WLEN	THE CAVE
January	16,337 / 46	595 / 9
February	52,546 / 73	1,905 / 4
March	33,608 / 44	2832 / 1
April	31,919 / 87	475 / 0

LSAPC WEBSITE DATA

	2/14 - 3/21	3/22 - 4/26
Total Website Visitors	106	187
Total Session	123	210
Average Pages/Session	1.64	1.46
Average Session Duration	58 seconds	52 seconds
Total "Safe Drug Disposal" page views	10	10
Average length of time on "Safe Drug Disposal" page	12 min 7 sec	1 min 13 sec

SNAPCHAT
GEOFILTER



