

# DRUG TAKE-BACK DAY

COMMUNICATIONS SUMMARY  
OCTOBER 23, 2021



LENAWEE  
SUBSTANCE ABUSE  
PREVENTION COALITION

Prepared By:  
Madeline DeMarco  
Coalition Coordinator

# FOREWORD

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Our goal for the October 23, 2021 Drug Take-Back Day: collect more than 500 pounds of unused, unwanted, and expired medication. This was more than we collected at our April event, a community record for us. It was going to be a challenge to reach, but we were confident in our ability to do so.

We didn't reach 500 pounds.

But we did reach a new, unexpected milestone: more people participating. This means more households were now safer from the risk of overdose - a more significant metric than the sheer quantity of disposed medications.

So, while we didn't reach our original goal, we learned the valuable lesson that there's more than one path to success.

Sometimes, it takes a disappointment or a change of plans to open our eyes to an unexpected, better way of doing things.

The last 18 months of the COVID-19 pandemic have certainly taught us that. One thing remains constant though, and that's our amazing community. Lenawee Substance Abuse Prevention Coalition (LSAPC) members and our partner organizations are truly amazing in their support for creating a Healthy Lenawee and we are endlessly grateful to them. We couldn't put on an event like this without all of you.

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

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## Lenawee Substance Abuse Prevention Coalition:

 <http://DrugPreventionLenawee.com/>

 @LenaweeVsAddiction

## **Madeline DeMarco**

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# THANK YOU!

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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
- Christina Bell from ProMedica for compiling and sharing much of the event-specific data and photographs used in this report, including the cover photo
- Melissa Clark, Jessica Dixon, Frank Nagle, 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 LSAPC Prevention and Education workgroup
- 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, the Lenawee County Mobility Manager, and McDonald's of Adrian & Hudson
- Our community partners who donated to our Sweepstakes prize, including Suburban Chevrolet of Clinton, "JIFFY" Mix, Sweet Boutique, Tuckey's Big Boy, and Kapnick Orchard

Thank you all for keeping our community safe and promoting a

## #HealthyLenawee!

# EVENT OVERVIEW

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**WHEN:** October 23, 2021, 10:00am - 2:00pm

**WHERE:** ProMedica Charles & Virginia Hickman Hospital

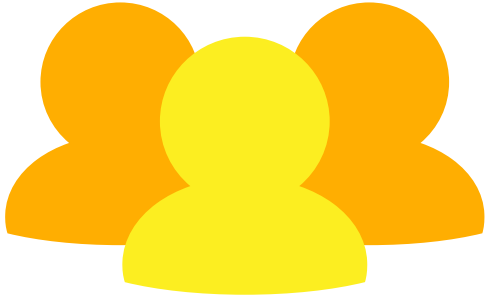
**CREW:** Hospital staff & volunteer pharmacy students

**PARTICIPANTS:** Residents of Lenawee County



# RESULTS

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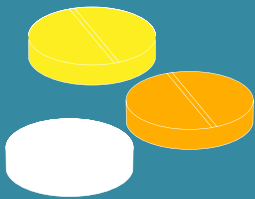
**325**

PARTICIPANTS



**342 lbs**

OF MEDICATION



**163 lbs**

OF TABLETS & CAPSULES



**165 lbs**

OF BOTTLED LIQUIDS &  
TOPICAL MEDICINES



**12 lbs**

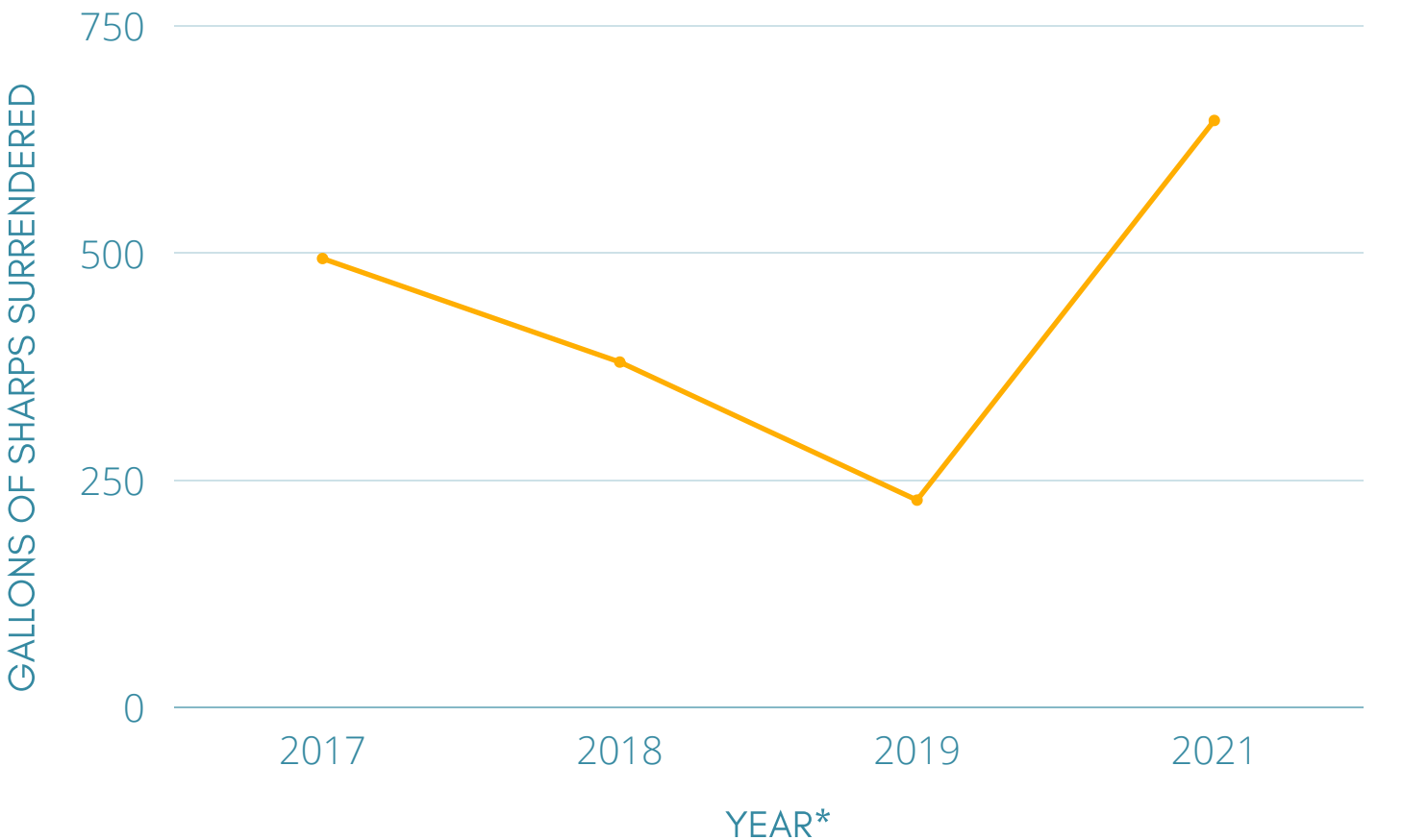
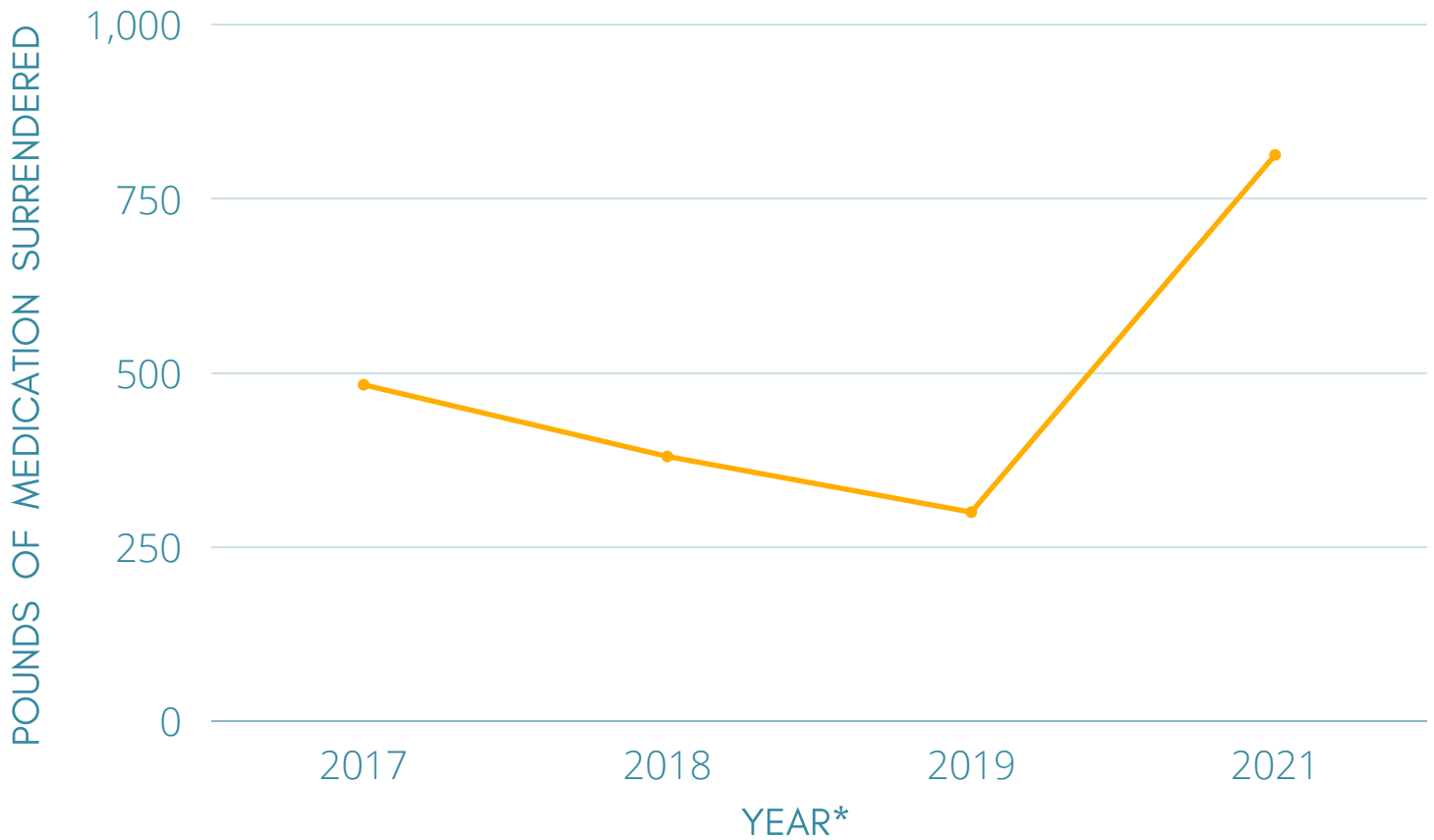
OF INHALERS



**8x38 gallon**

CONTAINERS FILLED  
WITH SHARPS

# OVER THE YEARS



\*No in-person Drug Take-Back Day events were conducted in 2020 due to COVID-19  
Data courtesy of: Frank Nagle, Director of Community Impact, Michigan for ProMedica



# CURRENT ACTIVITIES

DRUG TAKE-BACK DAY  
COMMUNICATIONS SUMMARY

OCTOBER 23, 2021



# FACEBOOK POSTS

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



**297 Users Reached**  
on Average



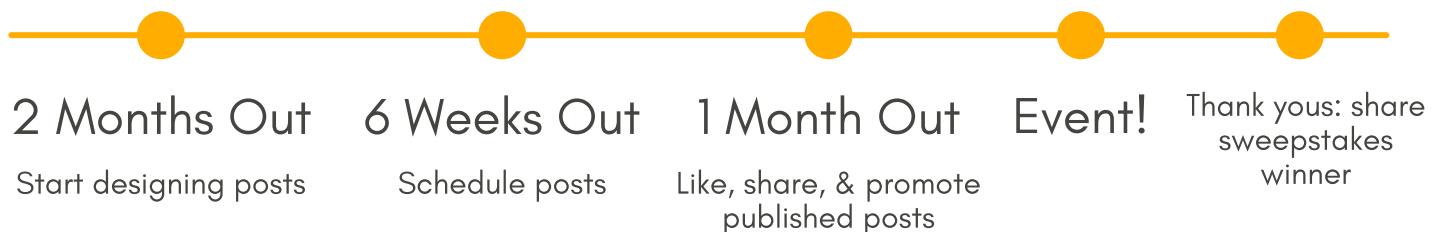
**2 Clicks**  
on Average



**5 Reactions**  
on Average

**Date:** October 1, - November 2, 2021

**Cost:** Free!



## NOTES

- Consider using marketing funds to "Boost" posts
- Most popular posts are those that get shared by other organizations (the Health Department, LCMHA...)
- Successful posts were simple: event details and info 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:** September 27, 2021 - October 24, 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
- This feature is retired, so new frames can't be created anymore. Previously created Frames can be reused.

## 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.



10 Swipes



0 Uses



1 Views

**Date:** 8:00am - 3:00pm, April 24, 2021

**Location:** 617,390 Sq Ft of ProMedica Hickman Hospital campus

**Cost:** \$12.14 (marketing funds allocated from the HRSA RCORP-I 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. 37 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 to distribute on prescription bags and to pizza places to distribute on pizza boxes.



**3000 Stickers**



**17 Businesses**

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

**Cost:** \$1,168.40 (printing funds allocated from the HRSA RCORP-I grant)

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



## NOTES

- Make the font on the stickers bigger
- What are businesses getting out of this? Doing this every 6 months might wear on some of them unless they see a benefit for them
- Expand to local coffee shops to stick on to-go coffee cups, etc.
- See Appendix, pg. 22 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 in both English and Spanish were printed and distributed around the community. Businesses, churches, and community partners were all encouraged to share them. The flyer was also distributed in Appleumpkin Festival goody bags.



**25 Flyers  
For Businesses**



**950 Flyers  
For Appleumpkin**



**4 Doctor's  
Offices Reached**

**Product:** 1000 8"x11" color posters in English, 20 in Spanish

**Cost:** \$0.13x1020 = \$132.60 (printing funds allocated from the HRSA RCORP-I grant)

**Purchased From:** Lenawee County Printing and Purchasing



## NOTES

- Appleumpkin Festival only occurs in the Fall. Consider advertising in similar events in the Spring for the April Drug Take-Back Day event.
- Send both a color and black and white copy of the flyer to organizations for accessible printing
- Find a more comprehensive way to reach churches and doctor + dentist offices
- See Appendix pg. 23-26 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 other 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. Detera pouches were also distributed by ProMedica.



**300 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
- Lenawee County Mobility Manager pens

## Handouts:

- Medication Disposal Site handout & magnet
- Need Help? Flyer
- WLEN Sweepstakes Flyer
- McDonald's Free Cone Coupon
- LSAPC business cards

## 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

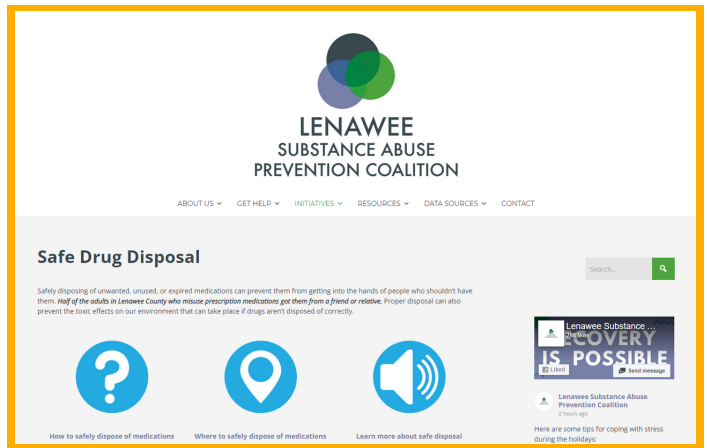
## NOTES

- Use the goody bags as an incentive for participation in Drug Take-Back promotions
- The Health Department and the County have lots materials that we can include
- 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 staff that they can hand-out goody bags. Drop-off goody bags at event
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" resource page, We also added the event to the "Upcoming Events" portion of the homepage, and added links to related radio interviews + transcripts.



**65% increase in website traffic**

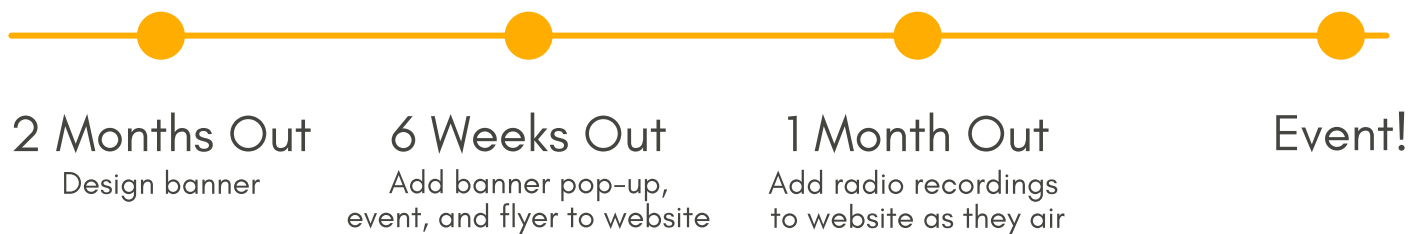


**24 total "Safe Drug Disposal" page views**



**2 min. 15 sec. avg. time spent on "Safe Drug Disposal" page**

**Cost:** Free



## NOTES

- Remember to update the "Upcoming Events" section of the website
- Remember to create a website pop-up!
- Create a website feature thanking our community partners
- Add this completed guide to the website
- See Appendix pg. 37 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

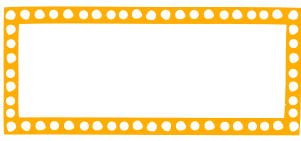


# MARQUEES



Inspired by feedback from the last Drug Take-Back Day event, we reached out to local businesses that had scrolling marquees to ask if they'd promote our event on their signs.

Our wider network of business contacts was very helpful for obtaining contact information.



6

Scrolling Marquees



4

Different Zip Codes

**Cost:** Free



## NOTES

- Recruit volunteers to reach-out to businesses from the LSAPC
- Not all businesses will promote external events
- See Appendix pg. 27 for complete marquee details

## HOW TO

1. Create a list of local businesses with scrolling marquees
2. Find volunteers to reach out to those businesses asking if their business is willing to promote Drug Take-Back about 2 weeks before the event
3. Provide participating businesses with the event details and flyer
4. Thank participating organizations

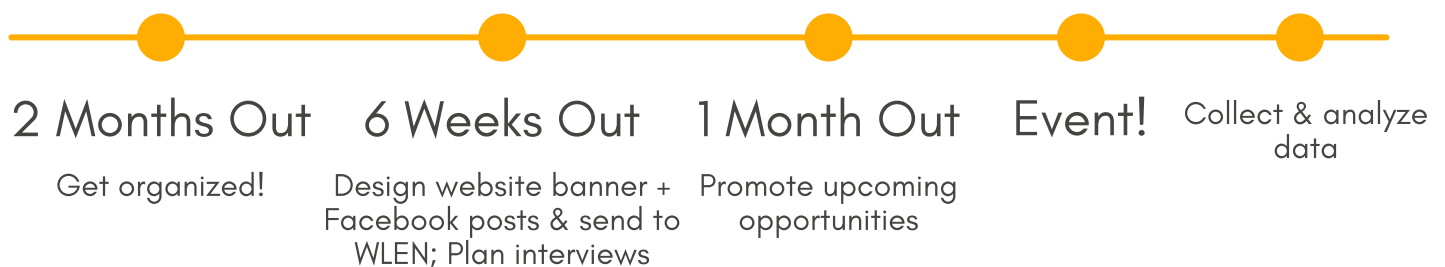
# RADIO PROMOTIONS

WLEN and their partner stations, The CAVE and WQTE, were great community partners. Thanks to a marketing contract with them, we were able to utilize a wide variety of broadcasting opportunities to help promote Drug Take-Back Day in the community. WLEN also shared promotional Facebook posts, included a pop-up banner in their newsletter, and helped recruit additional community partners.



**Cost:** \$12,000 annual contract + \$2,000 in additional promotions for Drug Take-Back Day (marketing funds allocated from the HRSA RCORP-I grant)

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



## NOTES

- The Cave and WQTE are new stations and are still building their audiences
- Provide sample social media posts WLEN can share on their Facebook
- 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 103.9 FM



26,849

Banner Views



65

Banner Clicks



5

Interview Events

## FACEBOOK POSTS



16,998

Total Reach



218

Total Engagements



35

Total Shares



29

Total Likes

# THE CAVE + WQTE



335

Banner Views



2

Banner Clicks

## FACEBOOK POSTS



653

Total Reach



13

Total Engagements



5

Total Shares



3

Total Likes

# RADIO CONTRACT FEATURES

## BANNER

A digital banner promoting Drug Take-Back Day cycled through on the WLEN website from 9/21/2021 - 10/20/2021. When people clicked on it, it took them directly to LSAPC's website. See Appendix pg. 37 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 October 13th at 6:15pm. The conversation was then available on WLEN's website as a podcast.

**Participants: Sheriff Troy Bevier & Madeline DeMarco, LSAPC Coordinator**

## :30 PROMO

WLEN ran 258 3:30 announcements promoting Drug Take-Back Day between 10/11 - 10/22/2021. The Cave aired these announcements 146 times, and WQTE ran them 228 times. See Appendix pg. 28 for script

## 5-MINUTE PROGRAMS

3 5-minute programs were pre-recorded and aired at 6:15pm on 10/4/2021, 10/18, & 11/1/2021. The 1st and 2nd promoted Drug Take-Back Day and the 3rd recapped the event. They were hosted as podcasts on WLEN's website, and available for sharing on social media. See Appendix pg. 29 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 prize pack worth more than \$300. 50 announcements promoting the sweepstakes ran on each WLEN and WQTE between 10/23-10/29/2021. More Information on pg. 17

## FACEBOOK POSTS

WLEN made 8 Facebook posts promoting Drug Take-Back Day. The Cave and WQTE each posted about Drug Take-Back Day on their Facebook pages 4 times.

## COMMUNITY HIGHLIGHT

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

## LIVE BROADCAST

Live broadcasts with WLEN and the Cave were 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. 30

## :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. 28 for script

# SWEEPSTAKES

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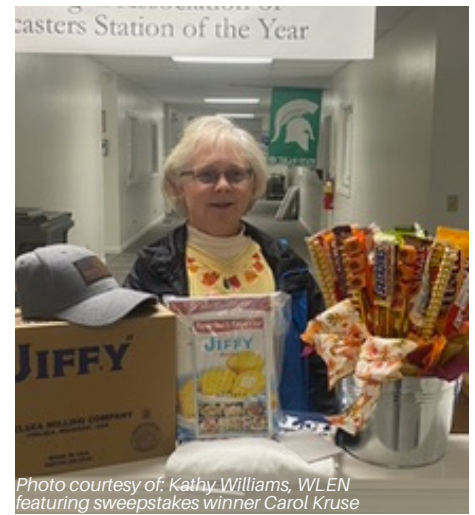


Photo courtesy of: Kathy Williams, WLEN featuring sweepstakes winner Carol Kruse



**64 Respondents**



**5 Organizations  
Donated Prizes**



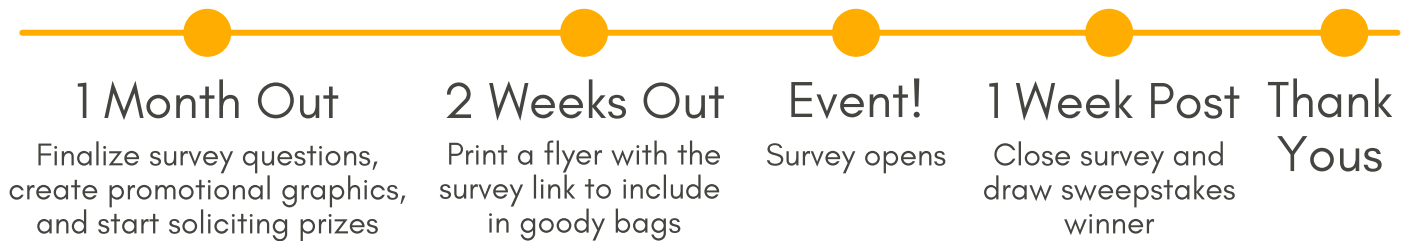
**Responses from 11  
Zip Codes**

## Survey Questions:

- Did you participate in Drug Take-Back Day on October 23, 2021, at ProMedica Hickman Hospital?
- Was this your first time participating in a Drug Take-Back event?
- How did you hear about Drug Take-Back Day?
- Would you participate in Drug Take-Back Day again?
- Would you like to join LSAPC's email list and get the latest local substance use news?

## Donating Organizations:

- "JIFFY" Mix
- Suburban Chevrolet of Clinton
- Sweet Boutique
- Kapnick Orchards
- Tuckey's Big Boy



## NOTES

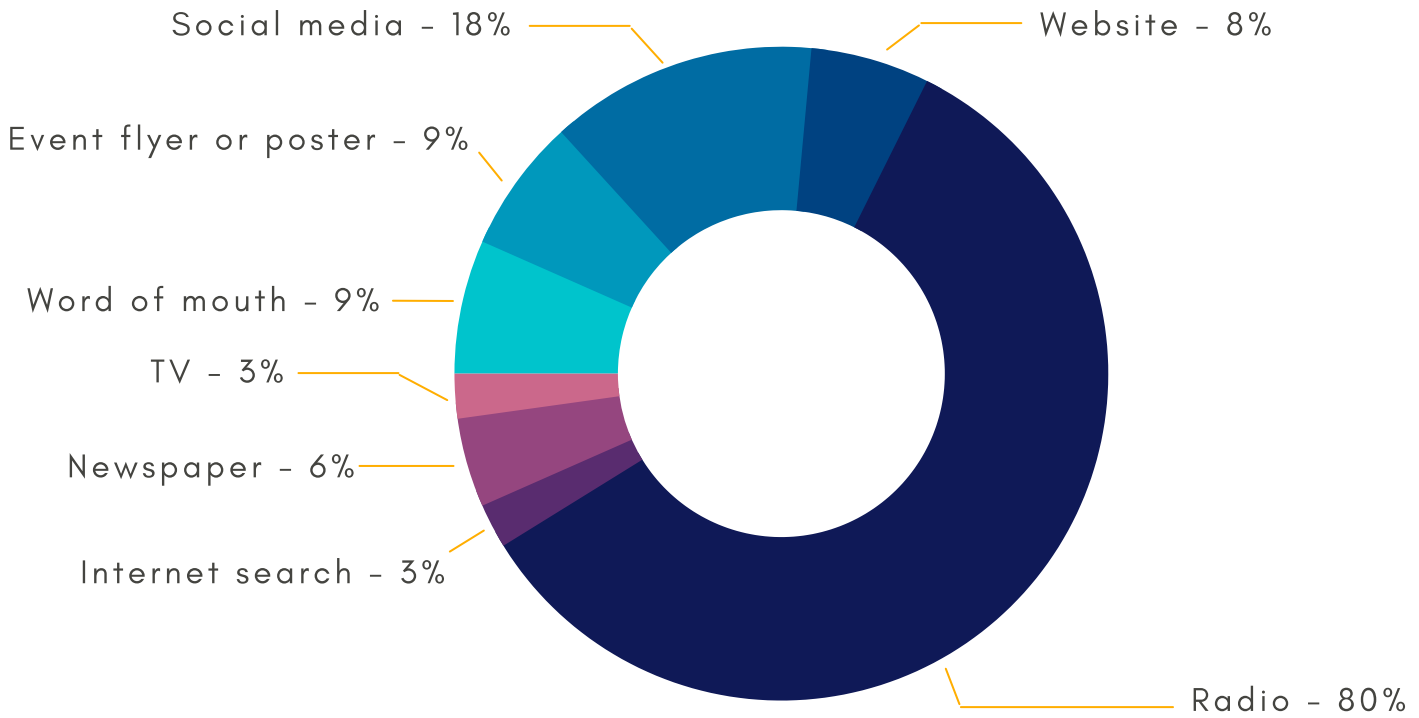
- Include a flyer with the survey link/QR code in goody bags
- Add willing respondents to LSAPC's newsletter distribution list
- "JIFFY" Mix requires a request letter, event flyer and an IRS tax exemption letter in order to consider donating
- See Appendix pg. 31-36 for Sweepstakes data, request letter, & 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 share on social media
5. Thank organizations that contributed donations

# SWEEPSTAKES SURVEY RESULTS

## How did you hear about Drug Take-Back Day?



**22%**

OF RESPONDENTS JOINED LSAPC'S NEWSLETTER DISTRIBUTION LIST



**75%**

OF RESPONDENTS PARTICIPATED IN DRUG TAKE-BACK DAY



**96%**

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



**46%**

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

# FUTURE ACTIVITIES

DRUG TAKE-BACK DAY  
COMMUNICATIONS SUMMARY

OCTOBER 23, 2021



# NEXT TIME...

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- Feature Drug Take-Back Day in LSAPC's newsletter.
- Expand accessible safe disposal options for home-bound populations. We had some folks call-in with this need during the event's Live Remote with WLEN. This could be accomplished through a partnership with Lenawee County Meals on Wheels or the Department on Aging.
- Gather qualitative feedback about the event from participants.
- 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.
- 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. We can also post videos on the LSAPC Facebook page showing coalition members cleaning-out their medicine cabinets and encouraging other followers to do the same. Recruit local "celebrities" 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.
- Better event signage. Use signs from previous Drug Take-Back events + LSAPC banner.
- 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.
- Feature organizations that donate to DTBD on FB, the website (Friend of the Coalition) for free advertising in thanks for their support.



# APPENDIX

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## DRUG TAKE-BACK DAY COMMUNICATIONS SUMMARY

OCTOBER 23, 2021



# STICKER & FLYER DISTRIBUTION

Business	Contact Name	Phone#	#stkr	Flyer	Notes
Midway Market	Alex		100		Will call if he needs more in the next week.
Jerrys Supermarket					posted on bulletin board in entry
Lightning Quick - Deerfield					there is no pizza place in Deerfield. Flyer in gas station
Marathon- Britton					on bulletin board at register
Marco's Tecumseh	Kendall	423-7111	100		
Little Ceasars Tec	Jamie	423-8341	250		
Jets Tecumseh	Reese	815-1810	100		reluctant to take them
Lightning Quick Tec					
Basil Boys		423-1875	100		owner was not there
Country Market - Brooklyn	Katie				
Med Shoppe-Onsted	Erik		50		willing to take more
Schmidt&son -Clinton	Harvey or Sam		150		
Hometown- Clinton	Tyler		100		said he would use them up this week, would take more
Schmidt&son-tec			250		
Aubrees					
Dempseys					Will check with owner
Little Caesar -Adrian			350		
Country Market adrian			250		
Hudson Pharm			200		
Hungry Howie's Adrian		263-8149	250		May be willing to take more
Pizza Bucket Adrian	Guy	263-6900			
Domino's Adrian		263-0678	0		Waiting on owner decision
**Jet's pizza- Adrian		266-1300			She knew other pizza places were doing it.
Dept. Vet. Affairs Adrian	Tammy		0		for veterans and familieis
** Country Market Pharmacy- Adrian		265-9162			Pharmacist appears to know I was coming,
Schmidt&Son Bfield			250		
Mikes Pharm - Morenci			250		
Hungry Howies Hudson			125		
Market House Pharm					
Ten Pin Pizza					
Pizza Box			125		
Lightning Quick -Palmyra				1	
			3000		
Dr Batra				1	
Dr Ellingher				1	
Dejarle				1	
Dr Doman				1	

• PROMEDICA HICKMAN HOSPITAL •

# DRUG TAKE-BACK DAY

October 23, 2021  
10:00am - 2:00pm



[www.DrugPreventionLenawee.com](http://www.DrugPreventionLenawee.com)



This event is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$1,000,000 with 0% financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit [HRSA.gov](http://HRSA.gov).

• PROMEDICA HICKMAN HOSPITAL •

# DÍA DE DEVOLUCIÓN DE DROGAS

23 de Octubre de 2021  
10:00am - 2:00pm



[www.DrugPreventionLenawee.com](http://www.DrugPreventionLenawee.com)



This event is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$1,000,000 with 0% financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit HRSA.gov.

# 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](http://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.

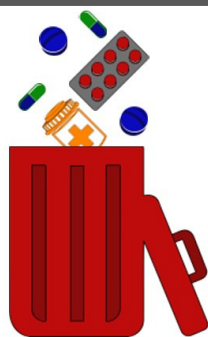


## Deterra® Bags

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
<b>RED BARRELS</b>			
<b>ADRIAN POLICE DEPARTMENT</b> 155 E. Maumee St., Adrian	✓	✓	
<b>BLISSFIELD VILLAGE POLICE DEPARTMENT</b> 130 S. Lane St., Blissfield	✓	✓	
<b>HUDSON POLICE DEPARTMENT</b> 205 Railroad St., Hudson	✓	✓	
<b>LENAWEE COUNTY SHERIFF'S DEPARTMENT</b> 405 N. Winter St., Adrian	✓	✓	
<b>MORENCI POLICE DEPARTMENT</b> 118 Orchard St., Morenci	✓	✓	
<b>RAISIN TOWNSHIP POLICE DEPARTMENT</b> 5525 Occidental Hwy., Tecumseh	✓	✓	
<b>TECUMSEH POLICE DEPARTMENT</b> 309 E. Chicago Blvd., Tecumseh	✓	✓	
<b>PROMEDICA HICKMAN HOSPITAL EMERGENCY DEPARTMENT</b> 5640 N. Adrian Hwy., Adrian			
<b>MEIJER PHARMACY</b> 217 E. US-223, Adrian	✓	✓	
<b>HUDSON PHARMACY</b> 325 Railroad St., Hudson			
			✓
<b>SCHMIDT &amp; SONS</b>			
177 W. Brooke Ln., Blissfield			✓
120 E. Chicago Blvd., Tecumseh			✓
140 W. Michigan Ave., Clinton			✓

*for more information visit:*

[DrugPreventionLenawee.com](http://DrugPreventionLenawee.com)



# MARQUEES

Location	Yes/No	Notes
Adrian Armory		
Adrian Dry Cleaners		
Adrian Image Center	Yes	Will probably start scrolling about 2 weeks before the event.
Adrian Skatery		
Berean Baptist		
Carlton Lodge		
Carpet Outlet Plus		Awaiting Response
Croswell Opera House	No	They do not advertise for non-Croswell events. They're open to discussing hosting future events with us.
Ebling Family Dentistry		
First United Methodist Church		
Frickers		
Jackson College		
LISD Tech Center	yes	
Maple City Auto Wash		
Morning Fresh		
TLC Community Credit Union	Yes	They will share the message on their marquees in Adrian, Tecumseh, Clinton, & Dundee the week of October 17th.
Underwoods Nursery		

# WLEN SCRIPTS

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## **: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 [DrugPreventionLenawee.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 October 23rd, from 10am to 2pm bring your unused or expired medication to the "Drug Take-Back Day" Event happening at 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](http://DrugPreventionLenawee.com).



## **PSA**

Safely dispose of your unused, unwanted, or expired medication at Drug Take-Back Day, Saturday, October 23rd from 10 am till 2 pm at ProMedica Hickman Hospital. Get more info at [DrugPreventionLenawee.com](http://DrugPreventionLenawee.com).



# WLEN SCRIPTS

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## **Sweepstakes Promo**

Did you participate in the Drug Take-Back event at ProMedica Hickman Hospital on Saturday, October 23rd? If you did bring your unused or expired medications, you helped keep your loved ones safe and protect the environment. And if you were not able to participate, we still want to hear from you! The Lenawee Substance Abuse Prevention Coalition wants your feedback on the Drug Take-Back event. Answer 5 quick questions and you'll be entered into a sweepstakes to win over \$300 in prizes. For rules and to enter, go to [WLEN.com](http://WLEN.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, supported by funding from the Health Resources and Services Administration. 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.com](http://WLEN.com) and listen and gather more information at [DrugPreventionLenawee.com](http://DrugPreventionLenawee.com).

# 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	Why safe disposal is important	WLEN
9:16am	3 minutes	Success of the last event - let's beat our record!	WLEN
9:42am	3 minutes	Community partners spotlight	Community Partner
9:56am	3 minutes	ProMedica interview	Frank Nagle / Christina Bell
10:15am	3 minutes	Confidentiality of DTBD	Event Staff / Law Enforcement
10:26am	3 minutes	Places to look to find meds to dispose of	WLEN
10:42am	3 minutes	Where to get help with SUD	WLEN
10:56am	3 minutes	Prevention & Ed Workgroup	Tim Kelly
11:05am	3 minutes	DTBD Process & Experience	Volunteer/Participant
11:15am	3 minutes	Deterra pouches	WLEN
11:42am	3 minutes	WLEN sweepstakes	WLEN
11:56am	3 minutes	Year-round disposal options	WLEN

# SWEEPSTAKES DATA

Response	Yes, I would like to receive further information from Lenawee Substance Abuse Prevention Coalition about promotions, contests and	Did you participate in Drug Take Back Day on October 23rd, 2021	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	FALSE	Yes	Yes	Event flyer or poster		Unsure
2	FALSE	Yes	Yes	Event flyer or poster		Yes
3	FALSE	Yes	Yes	Internet Search		Yes
4	TRUE	Yes	No	Other (please specify in question four)	newspaper	Yes
5	FALSE	Yes	Yes	Radio		Yes
6	FALSE	Yes	No	Radio		Yes
7	FALSE	Yes	No	Radio		Yes
8	FALSE	Yes	Yes	Radio		Yes
9	FALSE	Yes	Yes	Radio		Yes
10	FALSE	No	No	Radio		Yes
11	FALSE	Yes	No	Radio		Yes
12	FALSE	Yes	Yes	Radio		Yes
13	FALSE	Yes	Yes	Radio		Yes
14	FALSE	Yes	No	Radio		Yes
15	FALSE	Yes	No	Radio		Yes
16	FALSE	Yes	No	Radio		Yes
17	FALSE	Yes	No	Radio		Yes
18	FALSE	No	No	Radio		Yes
19	FALSE	No	No	Radio		Yes
20	FALSE	No	No	Radio		Yes
21	FALSE	No	No	Radio		Yes
22	FALSE	No	No	Radio		No
23	TRUE	Yes	Yes	Radio		Yes
24	TRUE	No	No	Radio		Yes
25	TRUE	Yes	Yes	Radio		Yes
26	TRUE	Yes	Yes	Radio		Yes
27	TRUE	No	No	Radio		Yes
28	TRUE	No	Yes	Radio		Yes

29	TRUE	Yes	No	Radio		Yes
30	TRUE	Yes	No	Radio		Yes
31	TRUE	Yes	No	Radio		Yes
32	TRUE	No	Yes	Radio		Yes
33	TRUE	No	No	Radio		Yes
34	TRUE	Yes	Yes	Radio		Yes
35	TRUE	No	Yes	Radio		Yes
36	TRUE	Yes	Yes	Radio		Yes
37	TRUE	No	Yes	Radio		Yes
38	TRUE	Yes	Yes	Radio	ruthy	Yes
39	TRUE	Yes	No	Radio		Yes
40	TRUE	Yes	No	Radio		Yes
41	TRUE	Yes	Yes	Radio, Event flyer or poster		Yes
42	FALSE	Yes	No	Radio, Event flyer or poster, Other (please specify in question four)	Newspaper	Yes
43	FALSE	Yes	Yes	Radio, Event flyer or poster, Word of mouth		Yes
44	FALSE	Yes	No	Radio, Other (please specify in question four)	Television that it was national day	Yes
45	FALSE	Yes	Yes	Radio, Other (please specify in question four)	newspaper	No
46	TRUE	Yes	No	Radio, Other (please specify in question four)	TV News	Yes
47	TRUE	Yes	No	Radio, Word of mouth		Yes

48	FALSE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
49	TRUE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
50	TRUE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
51	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...)		Yes
52	FALSE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Yes
53	FALSE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Yes
54	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio		Yes

55	FALSE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio, Event flyer or poster		Yes
56	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio, Event flyer or poster		Yes
57	FALSE	Yes	Yes	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio, Internet Search		Yes
58	TRUE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Radio, Word of mouth	News paper	Yes
59	FALSE	Yes	No	Social Media (Facebook, Twitter, Snapchat, Instagram...), Website, Radio		Yes
60	TRUE	No	Yes	Website		Yes
61	TRUE	No	No	Website		Yes
62	TRUE	No	No	Website, Radio		Unsure

63	TRUE	Yes	No	Website, Radio, Event flyer or poster, Word of mouth	Yes
64	TRUE	Yes	Yes	Word of mouth	Yes

# SWEEPSTAKES FLYER

**Drug Take-Back Day**

Take a 5 question survey about Drug Take-Back Day for a chance to win a giveaway worth over \$300!

**[WLEN.COM/DRUGTAKEBACKDAY](http://WLEN.COM/DRUGTAKEBACKDAY)**





# "JIFFY" MIX REQUEST LETTER

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October 1, 2021

Pam Balyeat  
Chelsea Milling Company  
201 W. North Street  
P.O. Box 460  
Chelsea, MI 48118-0460

Dear Pam,

The Lenawee Substance Abuse Prevention Coalition is seeking a gift basket donation for our upcoming Drug Take-Back Day on Saturday, October 23<sup>rd</sup>. This is a twice-annual event that provides community members the opportunity to protect their family and friends by safely disposing of their unused, unwanted, or expired medication and sharps. We offer a give-away to event participants, and some delicious Jiffy Mix products would be a great prize! I will gladly pick-up the basket when ready. Attached, please find our event flyers and proof of the tax exempt status of our backbone and fiduciary organization, Lenawee Community Mental Health Authority.

We are so grateful for your consideration and support!

Be well,

Madeline DeMarco  
*Coalition Coordinator*



# WLEN BANNER DATA

	WLEN	THE CAVE
July	31,543 / 44	169 / 0
August	69,222 / 125	407 / 2
September	29,146 / 43	510 / 1
October	26,849 / 65	335 / 2

# LSAPC WEBSITE DATA

	9/8 - 9/30	10/1 - 10/23
Total Website Visitors	136	224
Total Session	162	267
Total "Safe Drug Disposal" page views	17	24
Average length of time on "Safe Drug Disposal" page	0 min 27 sec	2 min 15 sec

# SNAPCHAT GEOFILTER





**LENAWEE**  
SUBSTANCE ABUSE  
PREVENTION COALITION