

Resources for Community Collection Programs

Case studies from Wisconsin
and beyond

Keys to successful collections

● Partners

- police and pharmacists at a minimum

● Defined goals

- How you collect now affects the future
- Simple message about purpose of collection

● Media and Outreach Plan

● State agencies involvement/awareness

Program Sponsor	sated goals of collection programs
Alachua County DEP FL (pop. 220,000)	Prevent secondhand use of medicines, reduce identity theft, and prevent water supply contamination
Clark County WA (pop. 380,000)	Motivated by environmental concerns
Kendall County Health Department and TRIAD IL	Assist senior citizens with disposal of unwanted medicines and protect the environment
La Cross County Solid Waste Dept WI	The goals are security, low-cost, effective, ongoing and user friendly
The State of Washington	Public health and environmental concerns; accidental poisoning prevention, reduce water pollution and foster producer responsibility
San Francisco Bay area Pollution Prevention Group	Raising awareness about potential public health and environmental risks posed by improper disposal of unwanted medicines
City of Chicago Police Department city & suburbs	The police department has spearheaded this effort targeting older citizens due to concerns about identity and drug theft
Earth Keeper Initiative, Upper Peninsula MI	Care for the environment and concern about abuse with their community
Milwaukee Metropolitan Sewerage District WI	Environmental concerns about trace amounts of pharmaceuticals in waterways, concern for aquatic health, and water quality
Monroe County SW Mgmt District IN (pop. 121,407)	TRIAD, a partnership between senior citizens and law enforcement pushed for collections to reduce crime and increase consumer education and safety. Harm to children and animals is also noted

From International Environment, publication in prep



Unused Medication Collection Programs and Progress in Wisconsin

Given at the Maine Benzodiazepine Conference

Mary Kohrell, UW Extension Calumet County

Steven Brachman, UW Extension

Solid and Hazardous Waste Education Center





Presentation Outline

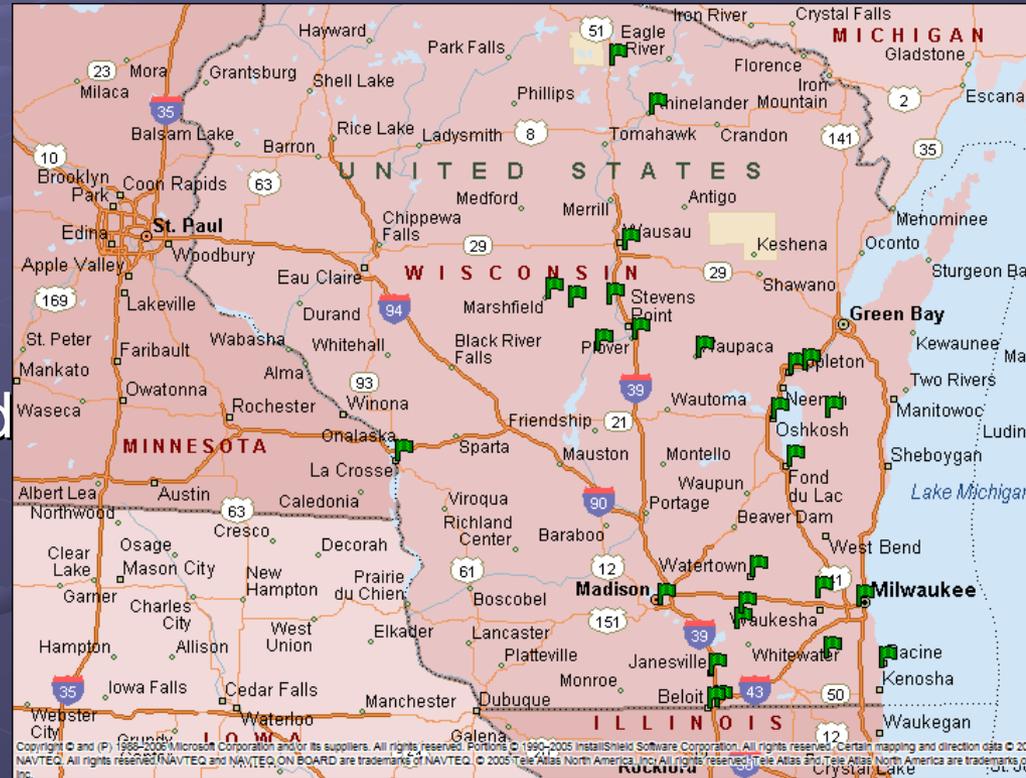
- Overview of Wisconsin Program Development
 - Pharmaceutical Waste Working Group
 - Collection program models
- Case Study of the Fox Cities, Wisconsin Unused Medication Collection Program
 - Program overview
 - Lessons learned and recommendations

WI Pharmaceutical Waste Working Group

- Formed in 2006 as one day consumer collection events were beginning
- Cross section of stakeholders
- Focused on 3 areas
 - Supporting information and educational outreach
 - Improving data collection
 - Developing pilot program models

Unused Medication Collection Programs in Wisconsin

- One-day collection program activity is growing significantly in Wisconsin
- One county in western Wisconsin has developed a permanent collection site with deputized staff
- Ongoing efforts to develop a mail-back pilot program in several eastern Wisconsin counties



Data Collection

- Identifying new collection programs and aggregating results
- Providing data collection tools
- Developing database of results

UNIVERSITY OF WISCONSIN-EXTENSION COOPERATIVE EXTENSION

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Medicine Collection Days Database

To view Collection Events, browse the list below or, use the search function.
Modify Database? Click here to login.

Date:	Time:	Location/ Information:
04/14/2007	8 - 11 am	Jefferson Co. Fair Park, Jefferson 920-674-7430
04/21/2007	10 - 2 pm	2111 Cranston Road (Fire Station #2), Beloit http://www.co.rock.wi.us/Dept/Health/Health.htm
05/01/2007	9 am - 1 pm	Thompson Community Center, Appleton http://www.co.winnebago.wi.us/Solid_Waste/2007%20Willems%20Flyer.pdf
05/02/2007	9 am - 1 pm	Oshkosh Sr. Center Annex, Oshkosh http://www.co.winnebago.wi.us/Solid_Waste/2007%20Willems%20Flyer.pdf
05/02/2007	Noon - 4 pm	Chilton City Hall - Sr Citizen Center, Chilton http://www.co.winnebago.wi.us/Solid_Waste/2007%20Willems%20Flyer.pdf

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Records 1 to 5 of 30

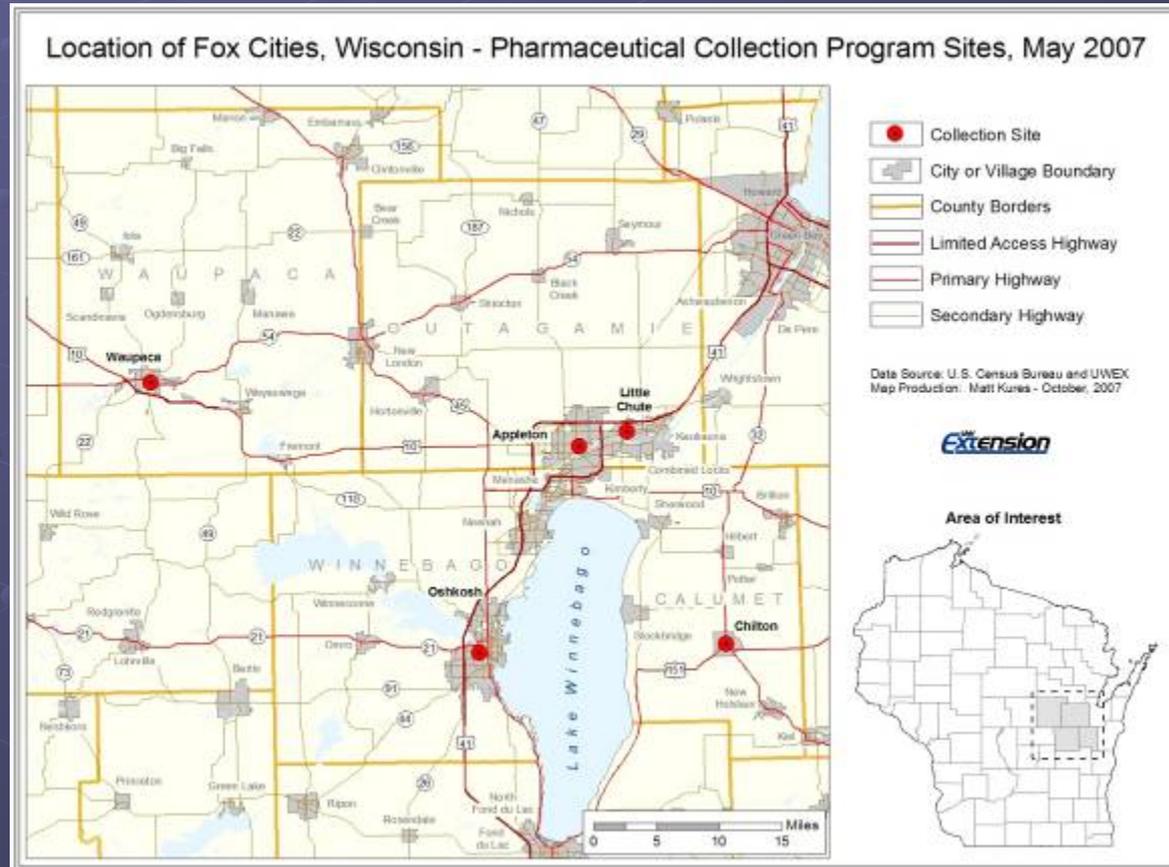
Collection Event Date (MM/DD/YYYY):

Supporting Information and Education Outreach

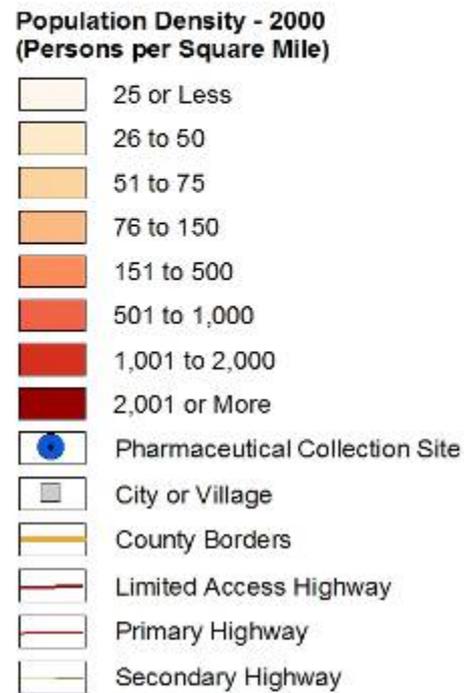
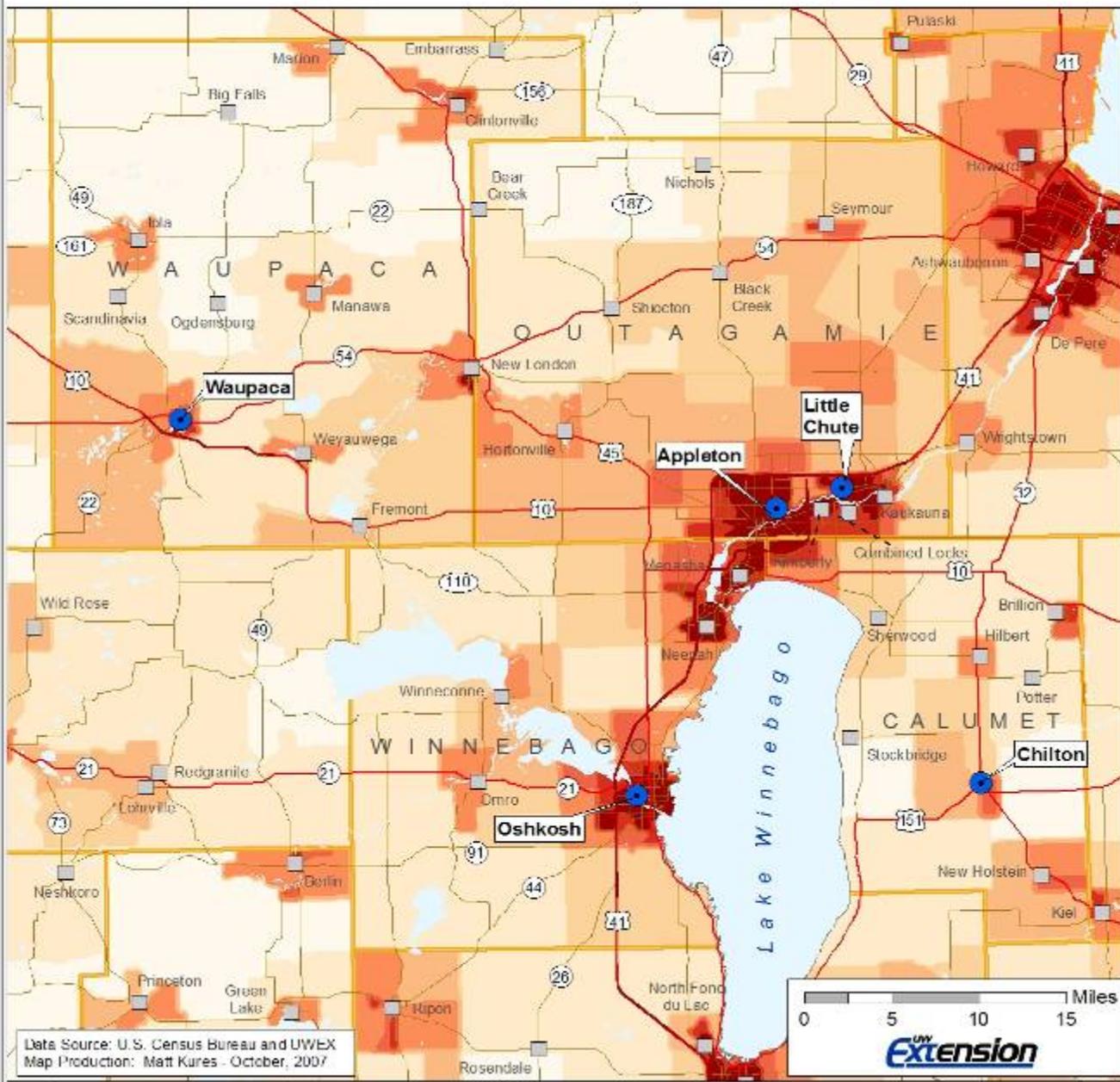
- Subcommittee of the statewide group to identify information and education needs
- Developing goals/objectives, primary audiences, evaluation plan
- Developing a short and long term work plan

Fox Cities Unused Medication Collection Program Case Study

- 4-county collection program held at 5 sites, May 1-3, 2007 in Calumet, Outagamie, Waupaca, Winnebago; repeated in October
- Estimated population (2007) in the service area is 440,000 and growing
- Primary leadership provided by solid waste departments, Aging & Disability Resource Center, and UW Extension



Fox Cities Region Population Density - Population per Square Mile in 2000



Data Source: U.S. Census Bureau and UWEX
Map Production: Matt Kures - October, 2007



Fox Cities Case Study

- 5 collection events held in four counties on May 1-3, 2007
 - May 1, Thompson Community Cntr, Appleton
 - May 2, Oshkosh Senior Center Annex
 - May 2, Chilton Senior Center
 - May 3, Little Chute Civic Center
 - May 3, Waupaca County Courthouse
- Open to any resident in each of the participating counties

Fox Cities Case Study



Upon arrival, participants completed a brief survey providing their zip code, how they heard about program, and basic reasons for not using the medication

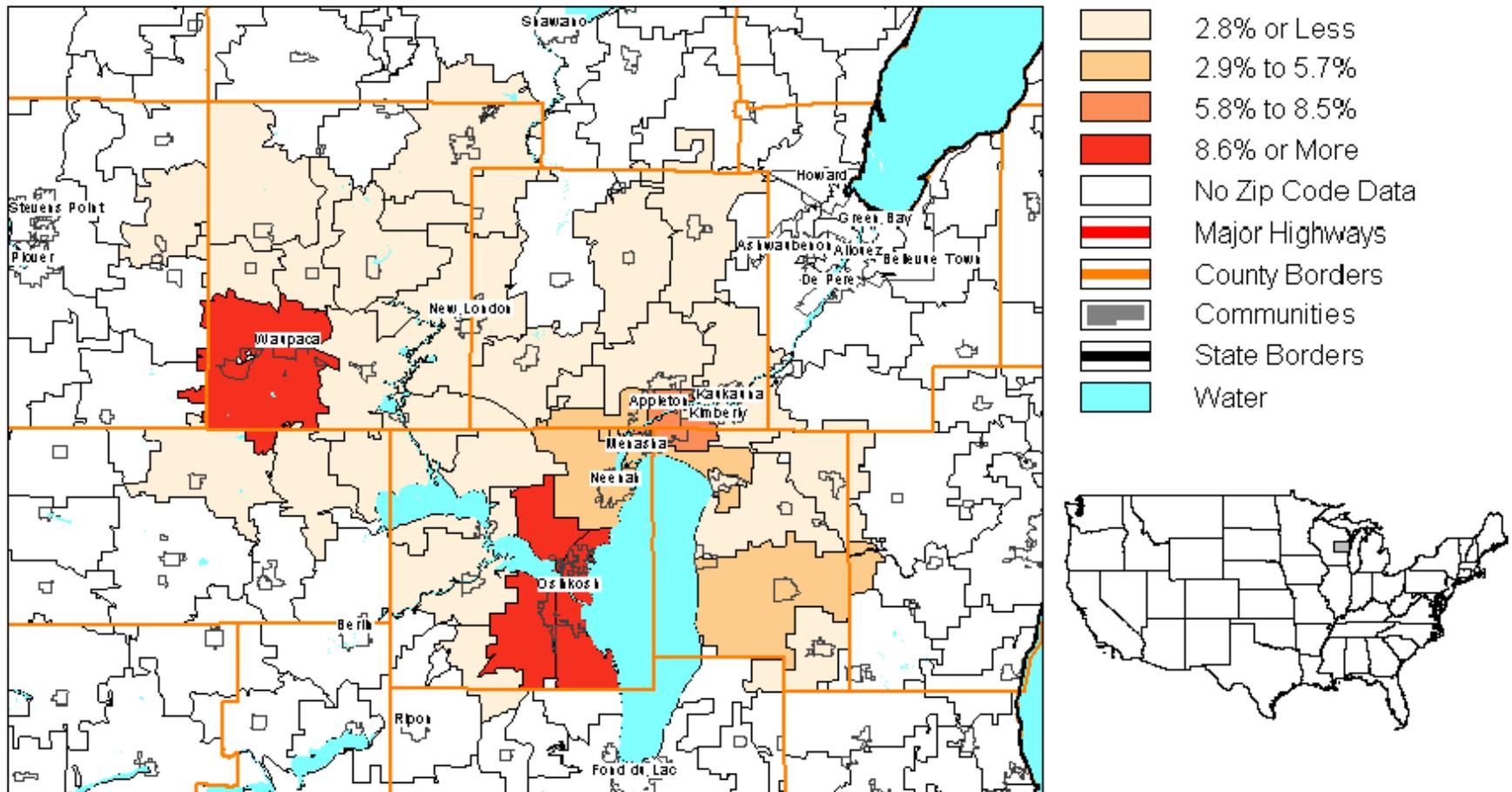
Fox Cities Case Study

● Participant Survey Summary

- Participants came from 44 distinct zip code areas
- 42% of participants dropped off 13 or more containers of meds
- 43% of medications had been stored for 2-4 years
- 46% of meds were brought in because they had expired
- 50% of participants were estimated to be over 65 years of age; 80% were estimated at over 46 years old

Fox Cities Case Study – Origin of Participants

Fox Cities Pharmaceutical Program
May 2007 Participants



Fox Cities Case Study



All meds received were sorted, categorized, identified, and recorded. This took a significant labor force (incl. retired pharmacists)

Fox Cities Case Study

An initial sort divided medications into two groupings: over-the-counter and prescriptions.



Fox Cities Case Study



Using masking tape, table tops were subdivided into OTC and prescription drug categories

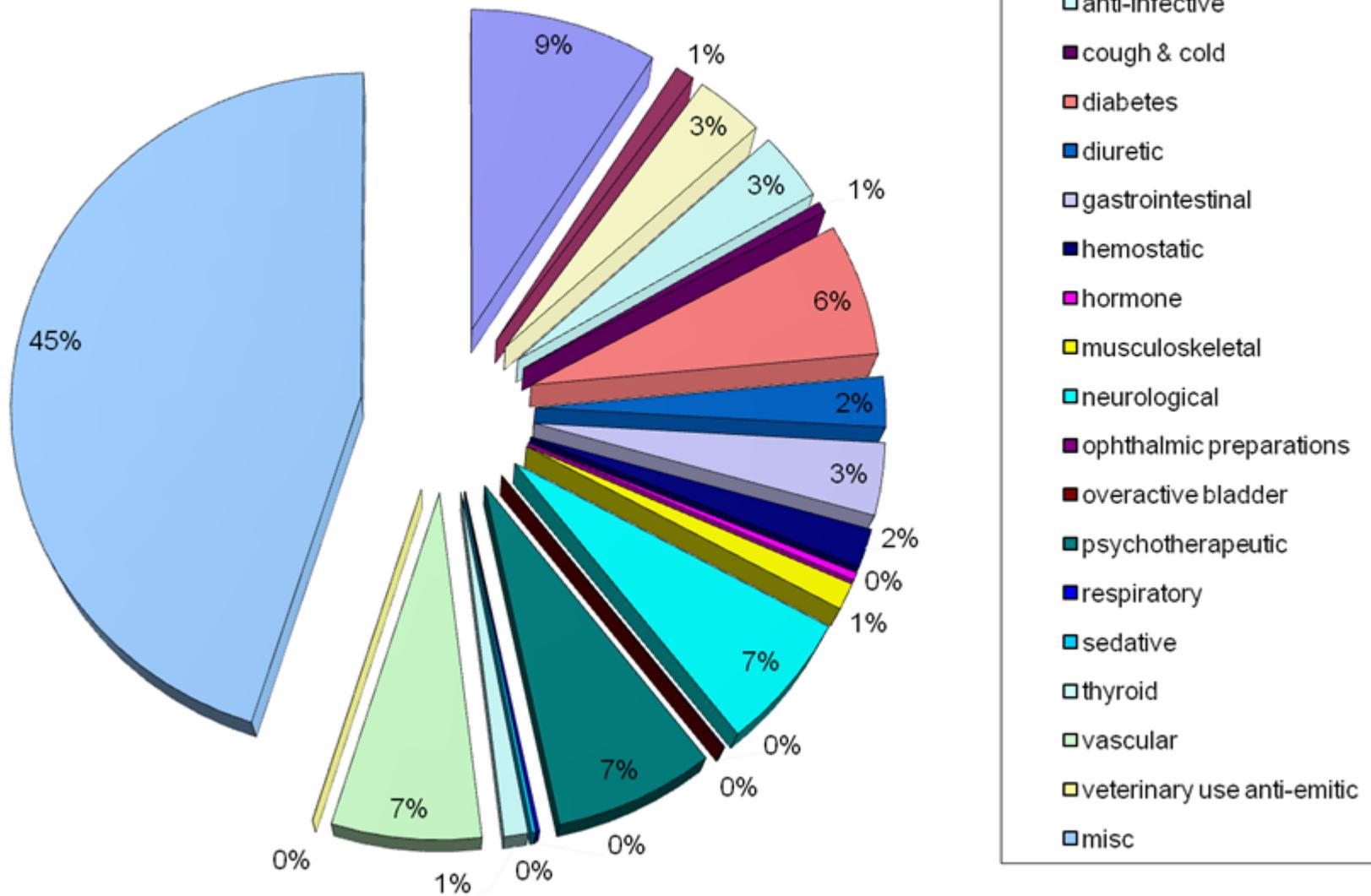
Fox Cities Case Study

of participants and medications collected

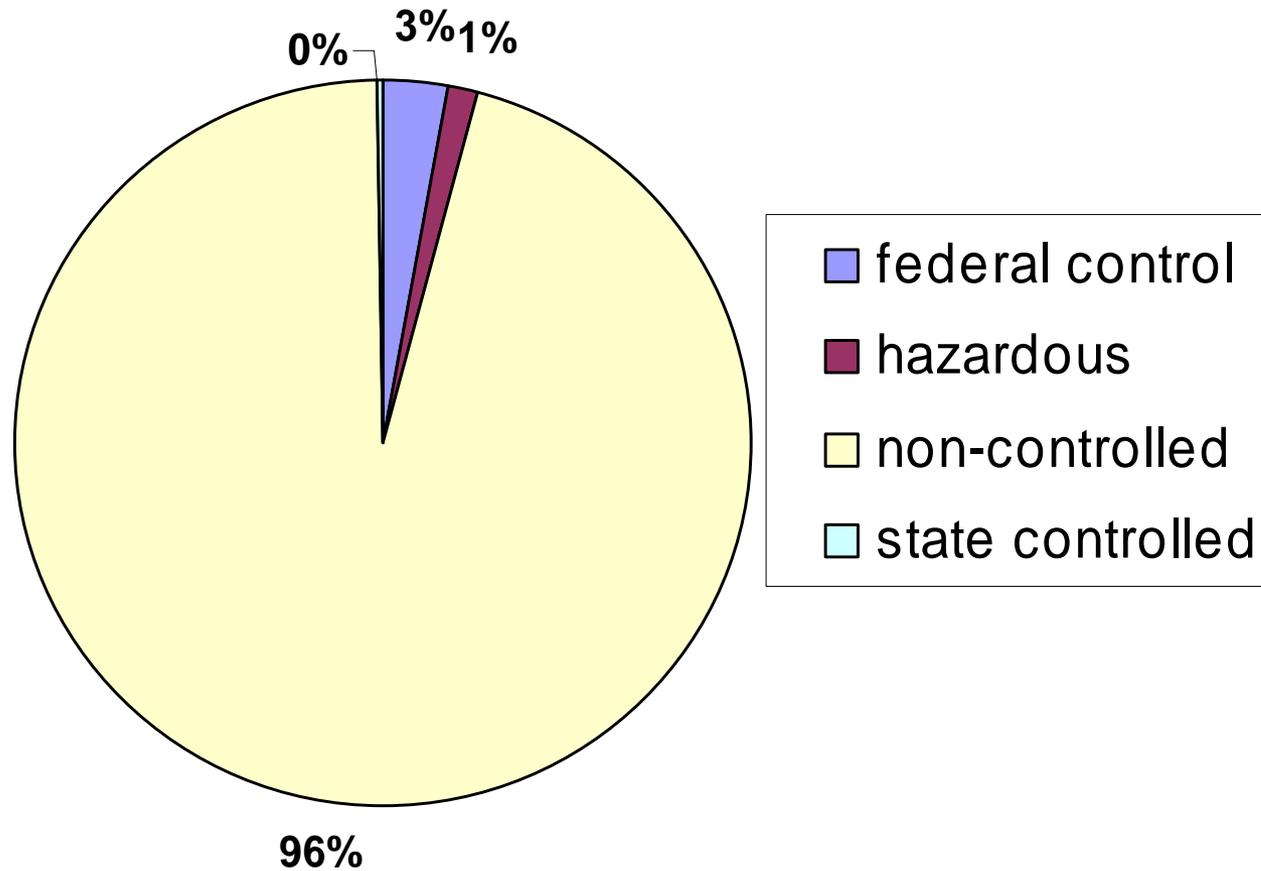
	Appleton	Chilton	Little Chute	Oshkosh	Waupaca	Totals
	177	43	55	207	108	590 participants
Controlled Substances (# of pills)	11194	1980	1677	6115	2975	23,941 pills
Noncontrolled substances (pounds of OTC and prescription medicines)	396	101	94	423	225	1,229 pounds

Therapeutic Classes

Quad Counties May 2007



Management Results



Fox Cities Case Study

● Program promotion

- Aging & Disability Resource Center grant:
 - professional print brochures and posters
 - FREE print and audio media to promote the program
- Utilized existing networks of high priority audiences – seniors, civic, environmental – for free promotion in newsletters or presentations (AARP, TRIAD)
- Survey results:
 - 46% newspaper articles
 - 11% newsletters
 - 8% word of mouth
 - 6% from pharmacists or doctors
 - minimal from TV and radio

Protect the environment,
protect yourself

OPERATION: Take Back Medication



WHERE & WHEN

OPERATION: Take Back Medication times and locations are:

MAY 1 | TUESDAY

- 9 a.m. to 1 p.m.
Thompson Community Center/LSS
820 W. College Ave., Appleton

MAY 2 | WEDNESDAY

- 9 a.m. to 1 p.m.
Oshkosh Senior Center Annex
234 N. Campbell Road, Oshkosh
- Noon to 4 p.m.
Chilton Senior Center
42 School St., Chilton

MAY 3 | THURSDAY

- 9 a.m. to 1 p.m.
Little Chute Civic Center
625 Grand Ave., Little Chute
- Noon to 4 p.m.
Waupaca County Courthouse
811 Harding St., Waupaca

REDUCE POLLUTION AND PREVENT POISONING

Properly dispose of unwanted and expired medications and personal care products by participating in Operation: Take Back Medication. Residents of Calumet, Outagamie, Winnebago and Waupaca counties are invited to participate free-of-charge.

WHAT CAN I BRING?

Household pharmaceuticals accepted during the drop-off include prescription and over-the-counter human and pet medications such as:

Pills	Liquids	Inhalers
Capsules	Sprays	Vials
Ointments	Creams	Drops

- Please do not bring needles or medical waste!
- All medicine should be kept in original containers

FOR MORE INFORMATION, please call:

MARY KOHRELL in Calumet County at 920-849-1450 ext. 3
SUE GAU in Outagamie County at 920-968-5721
DEBBIE KROGWOLD in Waupaca County at 715-258-6240
JENNIFER SEMRAU in Winnebago County at 920-232-1850

Spring 2007

Fox Cities Case Study

● Program Costs

- Hazardous waste vendor for disposal, supplies, transportation and staffing = \$4,954 paid by counties
- Publicity and promotion = \$2,570 from ADRC grant and \$2,570 in-kind contribution from marketing firm
- On-site staffing = estimated value at \$9,750 donated by pharmacists, private health care, law enforcement, students, and county employees

Challenges

- Working across county boundaries – with varying staff, departments, and expectations – can be very complicated and takes extreme patience and persistence
- Volunteer recruitment is an ongoing challenge – perhaps more difficult than raising funds
- Data collection and analysis are difficult and time consuming; participants (at least in WI) will not tolerate lengthy forms and surveys

Lessons Learned

- Free media is perhaps the most effective way to publicize programs
- Target your audiences and focus your promotion efforts so you don't overextend your capability
- Be willing to compromise
- Keep working together and be willing to adapt your thinking

Next Steps

- Launch and evaluate pilot mail back program
- Provide recommendations to policy makers
- Begin Phase 2 – product stewardship model with key stakeholders

Permanent Collection Locations

● Illinois

- Will County (700,000 people) - Basinger's pharmacies (non-controlled only)
- Solid Waste District of Northern Cook County (1,000,000 people) - fire stations, village halls, senior center (funding available)
- Kendall County (100,000 people) - Yorkville police station
- City of Chicago HHW facility



Permanent Collection Locations

● Washington State:

- 25 clinical HMO pharmacies in 6 counties
- Secure containers in front of pharmacy counter
- Consumers put meds in containers directly
- Sign directs no controlled substances
- Will be expanded to retail pharmacy in next month



● Illinois area

- Will County (700,000 people) - Basinger's pharmacies (non-controlled only)
- Solid Waste District of Northern Cook County (1,000,000 people) - fire stations, village halls, senior center
- Kendall County (100,000 people) - Yorkville police station
- City of Chicago HHW facility

Permanent Collection Locations

● Teleosis Institute **Green Pharmacy Program** (Berkeley, CA)

- Partnership program with Kaiser Permanente, pharmacies, Whole Foods, City of Berkeley, others
- 12 pilot take-back sites operating in pharmacies, doctor & dental offices, veterinarian hospitals, health care facilities, & local recycling events
- 700 lbs. collected in 8 months of 2007
- Uses Unused & Expired Medicine Registry (TX)
- <http://www.teleosis.org/gpp-program.php>
- NPR Marketplace report Feb. 20, 2008



<http://www.iisgcp.org/unwantedmeds>

<http://www.epa.gov/ppcp/>

Susan E. Boehme
Sboehme@uiuc.edu

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