



NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

COLLECTION SITE EVENT PLANNING TOOLKIT & PROMOTIONAL GUIDE

The 28th National Take Back Day is
April 26, 2025 | 10 AM TO 2 PM

The Office of Drug Policy is providing this toolkit to help local partners plan Take Back events in their communities.



This document is not intended to take the place of local, state, or federal laws or guidelines. This is a general guide to assist in the planning and management of an event.

TABLE OF CONTENTS

INTRODUCTION.....	1
• THE PROBLEM WITH UNUSED MEDICATION.....	1
• WHY HOST AN EVENT IN YOUR COMMUNITY.....	1
• WHAT ODP IS PROVIDING.....	2
• OUR GOALS.....	1
 PLANNING STEPS.....	 3
• STEP 1: CPNTACT LOCAL PARTNERS.....	3
• STEP 2: SECURE A LOCATION.....	3
• STEP 3: REGISTER YOUR EVENT.....	4
• STEP 4: PLAN YOUR EVENT.....	4
• EVENT SUPPLIES & HANDOUT MATERIALS.....	5
• STEP 5: PROMOTE YOUR EVENT.....	6
• STEP 6: ACTIVATE YOUR EVENT.....	6
• STEP 7: WRAP UP YOUR EVENT.....	7
• STEP 8: COMPLETE THE EVALUATION SURVEY.....	7
 EVENT PLANNING CHECKLIST.....	 8
DEA MATERIALS.....	9
• DEA EVENT REGISTRATION FORM.....	9
• DEA TAKE BACK INITIATIVE PROTOCOLS.....	10
• DEA TAKE BACK VAPE COLLECTION GUIDANCE.....	11
• DEA TAKE BACK ITEM NOT ACCEPTED GUIDANCE....	12
 PROMOTIONAL MATERIALS.....	 13
• PRINT MATERIALS.....	14
• PRESS MATERIALS.....	17
• SOCIAL MEDIA PLAN.....	18
• SOCIAL MEDIA HOW-TO GUIDE	19
• EVENT SIGNAGE.....	22
• THANK YOU CARDS.....	23





THE PROBLEM WITH UNUSED MEDICATION

In 2023, an estimated **4.4% of Idahoans** over the age of 12, misused prescription pain relievers in past year (**65,000**), **8.6 million misused nationally**.¹

About 2.2% (4,000) of Idaho youth aged 12-17 reported misusing prescription pain relievers in the past year. Misuse includes taking medication without a prescription, in larger amounts, or for longer than prescribed.¹

Among people aged 12 or older who misused prescription pain relievers in 2023:²

- **47.0%** obtained them through a prescription or stole them from a healthcare provider (**44.3% from one doctor**).
- **39.1%** got them from a friend or relative (given, bought, or taken without asking).
- **8.0%** purchased them from a drug dealer or stranger.
- **5.8%** used another method to obtain them.

ORGANIZE OR SUPPORT A TAKE BACK DAY EVENT IN YOUR COMMUNITY!

The next National Prescription Drug Take Back Day is
Saturday, April 26, 2025 from 10am-2pm (local time).

The Office of Drug Policy is encouraging local organizations across the state to coordinate and/or promote Take Back Day events in their communities to help Idahoans properly dispose of expired or unused prescription medications and prevent prescription drug misuse in our state.

This **Take Back Day Event Toolkit** will walk you through all of the steps to organize a collection site event in your community and provide you with the materials you'll need to make your event a success!



WHY ORGANIZE OR SUPPORT A TAKE BACK DAY EVENT?

PROVIDE AN OPPORTUNITY for your community to conveniently and securely dispose of unused prescription medications.

RAISE AWARENESS about the prescription drug misuse in Idaho, the importance of properly disposing of leftover medications, and local year-round collection sites.

IMPROVE YOUR COMMUNITY, COLLABORATIVELY. Take Back events provide a great opportunity for community coalitions, organizations, schools, & prevention providers to join together to make a difference in their local community.

1. Key Substance Use and Mental Health Indicators: Results from the 2022 National Survey on Drug Use and Health. SAMHSA.

2. Idaho Healthy Youth Survey, 2021 State Report. Idaho Office of Drug Policy.



WHAT ODP IS PROVIDING:

This step-by-step **Take Back Day Collection Site Event Planning Toolkit and Promotional Guide** has been created to:

- Assist you and your community partners in organizing and running a successful Take Back Day collection site event; Provide
- recommendations that can be adapted and customized to fit your local community and law enforcement agency partners; Equip you
- with additional information and guidance from the DEA (www.dea.gov/takebackday) Provide promotional tools in English and
- Spanish including:
 - Poster
 - Flyer
 - Print Ad
 - Radio Spot
 - Press Release
 - Talking Points
 - News Article
 - Social Media Content, Promotion Plan, and How-To Guide
 - Event Signage

OUR 2025 GOALS

Between 2017-2024, the total weight of drugs collected at National Prescription Drug Take Back Day Collection Site events across Idaho **increased by 60%**. Nationwide, the average weight of drugs collected **increase by 1,796%** during that same period. In October 2024 a total of 40 Take Back Day collection site events were organized statewide, in participation with 38 law enforcement agencies, and collected a total of 6,698 lbs. of medication.

For the 28th National Take Back Day on April 26, 2025 our goals are to:

- **Organize at least 44 Take Back Day collection site events across Idaho - a 10% increase from October 2024.**
- **Increase the total weight of drugs collected by 6% from October 2024 - with the goal of collecting 7,100 lbs. of drugs statewide.**



INCREASING TURNOUT, TOGETHER

PLANNING STEPS

STEP 1: CONTACT LOCAL LAW ENFORCEMENT

! Required Partner: Local Law Enforcement

Law enforcement (LE) must be present to take custody of controlled medications. The DEA requires that at least one LE officer be at any Take Back Day event. Call or send a written request to your local law enforcement seeking their participation.

- A full list of Idaho Police and Sheriff Departments can be found at www.isp.idaho.gov/police-links/

Once you have confirmed participation from LE, you **MUST** inform them that they will be the main point of contact listed on your registration. Event supplies will be sent to LE and they will be contacted by the DEA as needed.

Your local LE may already be planning a Take Back Day Collection Site Event and might not have capacity to provide officers to assist with a separate event. If so, ask if you can partner with the LE agency to promote & support their event by spreading awareness and contribute volunteers AND you can share that:

LE Overtime Funding Available: if needed, ODP can provide funding for up to 6 hours of overtime per officer per Take Back Day Collection Site event to allow for more events to take place in communities across ID.

IMPORTANT!

YOU CANNOT HOST AN EVENT WITHOUT A LE PARTNER PRESENT. NO OTHER PLANNING STEPS SHOULD BE TAKEN UNTIL LE PARTICIPATION AND PARTNERSHIP HAS BEEN CONFIRMED.

Recommended Partners: Once you've secured a partnership with local LE, consider partnering with local organizations for support, sponsorship, and volunteers. Potential partners include, but are not limited to: City and Community Leadership, Hospitals, Pharmacies, Local Health Clinics, Substance Abuse Treatment Centers, Senior Citizen Centers, Drug-Free Community Coalitions, Schools, Faith-Based Organizations, Libraries.

STEP 2: SECURE A LOCATION

To allow for COVID-19 safety precautions, your event should be set up for low-contact collection, enabling participants to drive-up and drop off items without getting out of their car. As an event organizer, you are responsible for obtaining the correct permissions for your venue location and coordinating safety precautions. According to DEA protocols, collection sites are NOT allowed to be held INSIDE pharmacies/drug stores. They can be right outside the doors or in the parking lot, but not in the building.

Location Tips:

- Choose a neutral, well-known, easily accessible location with free parking (consider weather for outdoor sites).
- Think long-term - using the same location for each subsequent event will increase participation over time.
- To help with event awareness, secure a site in an area that has a lot of foot or car traffic (e.g., parking lots of churches, malls, pharmacies, schools, community parks, etc.)

PLANNING STEPS

STEP 3: REGISTER YOUR EVENT

Community Organizations: Once you have confirmed your LE partners and secured your location, register the event with the DEA by:

1. Filling out the DEA Event Registration Form on page 9 (can also be found at odp.idaho.gov/take-back-day)

Registration Form FAQs:

- You **DO** need to request boxes
- You **DO NOT** need to request DEA posters unless desired. Posters can be viewed at www.dea.gov/content/partnership-toolbox
- Method of Disposal: FedEx Shipping Labels are **REQUIRED**
- **List your LE agency contact as the main POC and make sure they aware they are the POC**
 - DEA.ID.NTBI@USDOJ.GOV
 - **208-995-9908**

2. Submit registration form via email to: **DI Ginelle Garcia**

Local Law Enforcement: If a LE agency is organizing an event, they register with the DEA at: www.deadiversion.usdoj.gov/drug_disposal/index.html

STEP 4: PLAN YOUR EVENT

Preparation should ideally begin 30 days before the event. **Collection process and Eligible Items:**

- Review the DEA Take Back Initiative Protocols on page 10.
- Make a plan that allows participants to drive-up & drop off items with limited contact and without needing to get out of their car.
- Work with your local LE partner to determine what items will be accepted for collection. Eligible items include:
 - Over-the-Counter Medications, Veterinary Medications, Vitamins, and Supplements
 - Vape Pens, Cartridges, and E-Cigarette Devices (without batteries). See DEA Vape Collection Guidance on page 11.
 - Sharps and needles cannot be accepted

Materials - Identify, order, and begin gathering collection site materials:

- The DEA will provide necessary supplies (Take Back Day boxes and liners) for registered events at no cost.
- Collection site supplies - e.g. tables, chairs, etc. (see pg. 5).
- Educational handout resources and materials (see pg. 5).

Volunteers - Identify potential volunteer roles and begin outreach and recruitment. Depending on the size of your community and location, between 5 to 10 volunteers are recommended to help the event run smoothly. Potential volunteer roles include:

- Promotion - Distribute fliers and help advertise in advance .
- Event Day - Set up & tear down, direct traffic, greet participants, hand out informational materials, answer questions, etc.

STEP 4 CONTINUED: SITE SET-UP SUPPLIES AND EDUCATIONAL HANDOUT MATERIALS

When planning your event, consider the materials and supplies you may need.

Potential Site Materials and Supplies

- Tables and chairs
- Tents and canopies
- Traffic cones
- Caution tape (to define restricted areas)
- Signage to direct participants

Potential Educational Handout Materials and Resources

It may be beneficial to provide educational handouts to Take Back Day participants to inform them about permanent Take Back locations and drop boxes in your area.

• Educational Opioid Handouts and Permanent Take Back Location Rack Cards.

You can order free ODP opioid misuse prevention materials in English & Spanish at <https://radarcart.boisestate.edu/library/product-category/drug-education-2/opioids/speak-out-opt-out-throw-out-campaign/>

Examples of handout materials to order include:

- Public health district-specific permanent take back location rack cards
- Brief opioid knowledge test rack cards
- Prescription opioid brochure
- Opioid handout card



- **Drug Deactivation and Disposal Systems.** In addition to information about permanent Take Back locations, it may be beneficial to handout at-home drug deactivation systems to provide participants with a convenient ,at-home disposal option - especially in rural areas with limited access to permanent drop boxes.

- Potential options include [Deterra](#) and [TakeAway](#)
- More information on product wholesale costs and order placement instructions can be found at www.odp.idaho.gov/take-back-day



Additionally, you may need these supplies for medication collection:

- Packing tape to secure boxes
- Scissors
- Permanent markers to blackout information on prescription bottles (not required but you may encounter this request)
- Pencils and pens, clipboards, notepads or paper
- Hand sanitizer, protective gloves and masks



Communities should follow the suggested guidance of their health districts regarding COVID-19 safety precautions .

PLANNING STEPS

5

STEP 5: PROMOTE YOUR EVENT

Begin promoting your event as soon as your event registrations are confirmed, you've worked with your LE partner to identify which items will be collected, and you've outlined a drive-through/drop-off plan.

Take full advantage of the print, press, and social media templates provided in the **Promotional Materials** section of the Toolkit (pg. 12).

- Customize the flyers, posters, press release, and print ad to your local event - don't forget to add your logo !
- Review the Social Media Plan & How-To Guide (pg. 17) for tips and content. Create a Facebook event, select pre-written posts, customize the content, and preschedule posts in your social media accounts.

When promoting your event we encourage organizers to do intentional outreach to the priority populations listed below. These populations are highlighted because they have higher rates of opioid prescriptions, are disproportionately impacted by opioid misuse, or experience barriers in receiving communication and/or connecting with informational and support resources.

- Idahoans aged 55-75 years old
- Rural Idahoans
- Native American communities
- Hispanic/Latino communities

STEP 6: ACTIVATE YOUR EVENT FOR A SUCCESSFUL TAKE BACK DAY

6

Volunteer Training and Assignments

We recommend organizing a virtual meeting, conference call, or email with all event volunteers the week prior to April 27 outlining the following:

- Review event schedule and collection plan, safety precautions (masks, gloves, etc.), proper attire (comfortable shoes, weather-appropriate clothing, etc.), recommend bringing water and snacks .
- Confirm volunteer roles and assignments.

Site Set-Up, Participant Engagement, and Handout Distribution

- Ensure Take Back Boxes and Liners provided by the DEA are assembled.
- Consider the optimal traffic flow for drive-through drop-offs.
- Ensure proper signage and table configuration for seamless drop-off.
- Have educational handouts and resources ready for distribution.
- Take pictures of the collection site and volunteers (not participants).
- Answer questions and distribute materials to people attending the event.
- Record the number of vehicles that drive-through for disposal.

Your Law Enforcement partner is responsible for all of the collected materials at the end of the event.



PLANNING STEPS

STEP 7: WRAP UP YOUR EVENT

Legally, law enforcement are the only people who can be in possession of the collected medications as they contain controlled substances - so your law Enforcement partner is responsible for securely and properly removing and disposing of the collected materials after the event.

- **Thank your volunteers and partners!**
 - Send cards to event partners & volunteers thanking them for their involvement. Downloadable thank you card templates available (pg. 21).
- **Share the impact!**
 - Inform event partners and the community about the success of the event. (Like pounds collected, # of cars that dropped off meds, # of collection boxes filled, etc.)
 - Develop a press release for local media sharing your outcomes.
 - Post on your Facebook event homepage and social media accounts. See the Social Media Plan & Suggested Timeline on pg. 17.

STEP 8: COMPLETE THE EVALUATION SURVEY

The Survey can be found at www.odp.idaho.gov/take-back-day

The survey is an opportunity to provide ODP feedback on your event and help us learn how to improve our Take Back Day planning and promotional resources. Questions will include:

- How many vehicles drove through your event?
- How many pounds of materials were collected at your event?
- How do you feel your event went?
- What you would change for your next event?
- What resources would've been helpful that you didn't receive?



QUESTIONS?

For Take Back Day event planning support and questions, contact

Hannah.Timmons@odp.idaho.gov

TAKE BACK DAY EVENT PLANNING CHECKLIST



STAY ON TRACK

STEP 1

- ___ Establish Law Enforcement partnership (see pg. 3)

PLAN

- ___ Identify potential community partners & event volunteers (see pg. 3)
- ___ Secure event location and consider collection process (see pg. 3)
- ___ Register your event - fill out registration form & submit to DEA (see pg. 4)
- ___ Work with LE partner to determine eligible collection items (see pg. 4)
- ___ Identify & gather needed supplies for site set-up and collection (see pg. 5)
- ___ Identify & order informational handout materials (see pg. 5)

PROMOTE

- ___ Localize print and press templates for promotion (see pgs. 14-17)
- ___ Print Posters/Flyers for Distribution (see pgs. 14-16)
- ___ Create Facebook Event (see pg. 18)
- ___ Identify, localize, schedule social media posts (see pgs. 18-21)
- ___ Distribute flyers and posters in the community
- ___ Distribute press release, article, & other media (see pg. 17)

PREPARE

- ___ Secure all needed supplies and handout materials for Take Back Day event
- ___ Connect and confirm with Law Enforcement partner
- ___ Organize pre-event volunteer meeting to review roles & responsibilities (see pg. 4)
- ___ Assemble collection boxes and liners from the DEA

EVENT DAY

- ___ Event Set-Up (Signs, Cones, Tables, Tents, etc.)
- ___ Handout informational materials and resources
- ___ Count vehicles and boxes of collected medication
- ___ Law Enforcement officer is responsible for all collected materials at end of event
- ___ Event site tear down and clean up

WRAP-UP

- ___ Thank volunteers and partners, send thank you cards (see pg. 23)
- ___ Thank community members via social media (see pg. 18)
- ___ Complete evaluation survey (see pg. 7)



National Drug Take Back Initiative 28

Saturday, April 26th, 2025



PARTICIPANT INFORMATION

LAW ENFORCEMENT AGENCY:

ADDRESS: _____

CITY, STATE, ZIP: _____

POINT OF CONTACT: _____

PHONE: _____

EMAIL: _____

COALITION PARTNER CONTACT:

(if applicable):

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE and Email: _____

COLLECTION SITE:

ADDRESS: _____

CITY, STATE, ZIP: _____

SUPPLY REQUEST:

Do you need posters? Yes

No

Number of boxes needed:

Posters (Spanish): (Small - 11"X17") _____ (Large - 24"X36") _____

Posters (English): (Small - 11"X17") _____ (Large - 24"X36") _____

Does your agency have a permanent pharmaceutical collection box? Yes

No

COMMENTS / ADDITIONAL REQUESTS:

Additional POC, address to deliver supplies, method of disposal, etc.

DEA CONTACT INFORMATION

POINT OF CONTACT: Ginelle Garcia PHONE: (208) 995-9908 EMAIL: DEA.ID.NTBI@DEA.GOV

DEA USE ONLY

SPREADSHEET: _____ DATABASE: _____ SIGNED DEA-12: _____ SHIPPING LABELS: _____

NTBI COLLECTION SITE PROTOCOLS

This program is anonymous and all efforts should be made to protect the anonymity of individuals disposing of medications. No questions or requests for identification should be made. However, the public should be clearly advised what is or is not accepted through written and oral instructions and reminders. Oral instructions and reminders does not include asking individuals what they are donating.

An example would be:

“Hi. Thank you for participating in our Take Back Event. Just as a reminder, we don’t accept vapes with batteries or inhalers. We have a trash can over here for those items.”

This information will be conveyed through media advertising, posters in clear view for the public at collection sites, verbal reminders at the collection site, and any other means of public communication deemed reasonable and appropriate to convey information from the DEA.

All participants must retain possession of their own medication during the surrender process. Law enforcement personnel should not handle the medications at any time.

No effort should be made by law enforcement personnel to count, inventory, or log medications.

Participants may dispose of medication in its original container or by removing the medication from its container and disposing of it directly into the disposal box. However, liquid products, such as cough syrup, must remain sealed in their original container.

If an original container is submitted, the individual should be encouraged to remove any identifying information from the prescription label.

All solid dosage pharmaceutical products and liquids in consumer containers may be accepted. The depositor should ensure that the cap is tightly sealed to prevent leakage.

Intra-venous solutions, injectables, and syringes WILL NOT be accepted due to potential hazard posed by blood-borne pathogens.

Illicit substances such as marijuana or methamphetamine are not a part of this initiative and should not be placed in collection containers. If an individual attempts to surrender an illicit controlled substance, law enforcement personnel should handle such material as abandoned property in accordance with department policy.

E-Cigarette & Vaping devices Disposal



DEA National Take Back Day Vape Collection Guidance:

DEA will collect vape pens or other e-cigarette devices from individual consumers **only** after the batteries are removed from the devices. It is important to stress that the DEA is not responsible for removing the batteries from the devices.

If the battery cannot be removed, individual consumers can check with large electronic chain stores who may accept the vape pen or e-cigarette devices for proper disposal.

Individual consumers may also contact their local Hazardous Materials Management Facility to determine if they accept these devices, and for additional guidance regarding proper disposal.



Items Not Accepted

Please do not give us the following:

- Illicit substances such as marijuana or methamphetamine are not part of this initiative and should not be placed in collection containers. If an individual attempts to surrender an illicit controlled substance, law enforcement personnel should handle such material as abandoned property in accordance with department policy.
- Intra-venous solutions, injectables, inhalers, syringes, chemotherapy medications, vaping devices that have batteries that cannot be removed, or medical waste WILL NOT be accepted due to potential hazard posed by blood-borne pathogens
- No department evidence or illegal drugs
- Thermometers (Mercury)
- Oxygen Containers
- Pressurized Canisters



PROMOTIONAL MATERIALS

A HOW TO GUIDE TO RAISE AWARENESS ABOUT YOUR EVENT!

The templates in this document are EXAMPLES only.
Please download and customise your files at this [LINK](#).

Poster
Flyer
Print Ad
Press Release
Talking Points
News Article
Social Media Plan & Posts
Event Signage

POSTER

Instructions to customize print materials:

- 1.Download the poster pdf
- 2.Add your event location
- 3.Replace black box with your organization's logo
 - 1.Right click on black box
 - 2.Click edit image
 - 3.Upload your logo and adjust size



**EMPTY OUT YOUR
MEDICINE CABINET**

Help prevent the misuse of prescription medications in Idaho. National Prescription Drug Take Back Day is an easy & safe way to dispose of unused and expired medications.



**SATURDAY,
APRIL 26, 2025
10AM - 2PM**

LOCATION

**FREE & EASY
DRIVE-THRU DROP OFF!**



Logo



POSTER HERE

FLYER

Instructions to customize print materials:

- 1.Download the flyer pdf
- 2.Add your event location
- 3.Replace black box with your organization's logo
 - 1.Right click on black box
 - 2.Click edit image
 - 3.Upload your logo and adjust size



EMPTY OUT YOUR MEDICINE CABINET

Make your home and your community safer by disposing of unused and expired prescription drugs on National Prescription Drug Take Back Day with a free and easy drive-thru and drop off.

SATURDAY, APRIL 26, 2025
10 AM - 2 PM

LOCATION

Protect the ones you love.
DRUG MISUSE IN IDAHO

14% of Idaho's youth reported misusing a prescription pain reliever. ¹

→ **41%** of those reported getting the meds from a friend or family member. ²

& **60%** reported using them in their own home. ²

DEA NATIONAL TAKEBACK

Logo


IDAHO OFFICE OF DRUG POLICY
policy • partnership • prevention

¹ High School Healthy Youth Behavior Survey, Idaho 2019 Results, Centers for Disease Control and Prevention.
² Idaho Healthy Youth Survey 2019 State Report, Idaho Office of Drug Policy.

PRINT AD

Instructions to customize print materials:

- 1.Download the print ad pdf
- 2.Add your event location
- 3.Replace black box with your organization's logo
 - 1.Right click on black box
 - 2.Click edit image
 - 3.Upload your logo and adjust size



EMPTY OUT YOUR MEDICINE CABINET

Drop off your unused or expired prescriptions on National Prescription Drug Take Back Day and help keep your household and community safe.

SATURDAY, APRIL 26, 2025
10 AM TO 2 PM

LOCATION




»Free & Easy **with** Drive-Thru Drop Off!

In 2019

14%	→	41%	&	60%
of Idaho's youth reported misusing a prescription pain reliever. ¹	of those	reported getting the meds from a friend or family member. ²		reported using them in their own home. ²

¹ High School Healthy Youth Behavior Survey, Idaho 2019 Results, Centers for Disease Control and Prevention.
² Idaho Healthy Youth Survey 2019 State Report, Idaho Office of Drug Policy.

Drive-thru. Drop off. Make a difference.



All materials can be downloaded here.

PRESS RELEASE

This prewritten press release article can be submitted to newspapers, magazines, or digital content publishers. Follow the steps below when submitting a press release:

1. **Localize and customize** your press release by replacing all the **orange placeholder content**
2. **Attach photos and logos** that are pertinent to the release. Stock photos and logos can be found in the Toolkit folder in “Images and Logos”
3. **Identify contacts** and email addresses to send the release to
4. Copy the content of the release into the body of the email and attach a pdf version
5. Use the headline of the release as the subject line of the email
6. **Send the release** and follow-up with a call to ensure receipt and ask other information is needed

TALKING POINTS

The talking points could be useful if you are interviewed by news media or if your volunteers want background information if they are asked specific questions. This document **shouldn't be given out, but instead, used as a resource** in answering questions.

NEWS ARTICLE

This pre-written news article can be submitted to newspapers, magazines, or digital content publishers. Follow these steps when submitting an article:

1. **Localize and customize** your article by replacing all the **orange placeholder content**
2. **Find contact information** for editors and journalists
3. **Call the editors and journalists** to let them know that you have an article to submit that you think they would have interested in publishing as it pertains to prevention of misuse of prescription drugs
4. **Send them the article** with photos attached that can make publishing easy and streamlined. Stock photos can be found in the Toolkit folder labeled “Images and Logos”

All materials can be downloaded here.

SOCIAL MEDIA PLAN

Many successful events rely heavily on a robust social media plan to promote and activate events. The toolkit has a variety of art, images, and copy that can be utilized to promote your Take Back event. Key social tools should include Facebook and Instagram. Some key suggestions and instructions for social media promotional planning and implementation are laid out in the **social media how to guide**. Open the guide and follow the steps.

The pre-written posts are available for you to use and are designated with **orange customizable text**. Images are also provided to accompany posts. Posts with images get more views and will help your event be more successful.

Example: “Properly disposing of unused or expired medications prevents them from being found and misused by those you love. Drop off your old prescriptions this National Prescription Drug Take Back Day on **Saturday, April 26th**, from 10am-2pm at

LOCATION. A safe and easy way to protect your family and community.”



Example:

“Expired or unused prescriptions are not one of them. Holding onto leftover medication increases the likelihood that it could be misused by someone you love. Get rid of the risk by disposing of unused or expired medications this National Prescription Drug Take Back Day on **Saturday, April 26th**, from 10am – 2pm at **LOCATION**.”



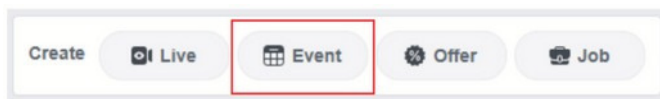
SOCIAL MEDIA HOW TO GUIDE

HOW TO BUILD AN EFFECTIVE SOCIAL MEDIA PROMOTION

Many successful events rely heavily on a robust social media plan to raise awareness and increase engagement. The toolkit has a variety of art, images, and content that can be utilized to boost your Take Back Day event. Successful social media promotion should include Facebook and Instagram, the two most heavily used platforms. The suggestions below will help make you effectively use social media to generate enthusiasm for your event:

1. BUILD A FACEBOOK EVENT CARD

- a. These “cards” are often shared on Facebook to promote events and allow people to select if they are interested or would like to attend. When they click on the options, Facebook will send them a notification close to the event as a reminder of being interested or planning to attend the event.
- b. From your page’s news feed, select “Event”



- a. Fill in the event name, location, date, time, and description. If there are any sponsors/partners that you would like to include, add them under “Co-hosts” or tag them in the description by typing “@” followed by their page name.
- b. Select “Change Photo/Video” and upload the provided header named [Facebook Event Card Header] from the Toolkits Social Graphics.
Select “Publish”
- c. “
- d. If budget is available, boosting events is a great way to raise awareness. Select “Promote” under the “Events” tab, choose the “Reach More People” option. Boost the event for the desired budget and time-frame. We would recommend \$100 - \$400 during April 14th - April 26th (cut-off at 11:00 am). Costs may vary by location.

2. UPDATE YOUR ORGANIZATION'S FACEBOOK PAGE HEADER

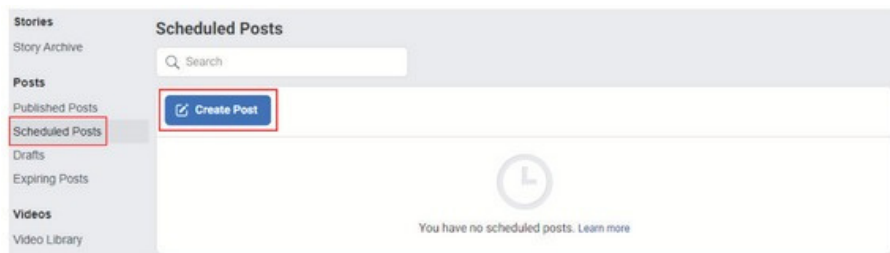
- a. Updating your organization page header will notify people that the organization has made a change. This is a good strategy to create awareness two – three weeks prior to the event.
- b. From the page’s newsfeed, hover over the camera in the top left corner of the header image, select “Upload Photo/Video” and choose the provided header image named [Facebook Page Header].

3. POST CONTENT OFTEN

- a. Making regular content posts will help raise awareness and allow people to share the information about the National Prescription Drug Take Back Day with their friends and family. Ensure you are making content posts on Facebook Posts, Instagram Posts, and Instagram Stories multiple times in the 3 weeks leading into your event.
- b. Use the provided social media posts with suggested graphics to generate awareness and stay at the top of people's minds. Copy/paste the text, customize the location and times, and select "Publish"
- c. These can be scheduled through Facebook's publishing tools. Select "Publishing Tools" from the top of the page's newsfeed.



- d. Select "Scheduled Posts" and then "Create Post"



- e. Upload the photos and copy/paste the provided copy
- f. Select "Schedule Post" and choose the desired date/time
- g. We recommend 2-3 posts per week during **April** to stay top-of-mind and provide information for those interested.

4. BE ACTIVE ON THE DAY OF THE EVENT

- a. Post on social media once pre-event (in the morning on April 26th), again mid-event (between 10am-12pm on April 26th, and one last time post-event the next day (April 27th).
 - i. Pre-event (early morning time): Hype the event, provide details, instructions, location, general information
 - ii. Mid-event (10am-12pm): Share a clip of community partners or Law Enforcement at the event. Let fans know how much time they have left for drop-off during this LIVE or LOOK LIVE video post. Include volunteers and images/footage of sight setup or signage. Make sure you do not show people dropping off medication - Take Back Day is intended to provide participants with an anonymous way to properly dispose of prescriptions and other items.
 - iii. Post-event (Following Day, April 27th): Thank partners, sponsors, and community members who made the event a success.

SUGGESTED TIMELINE

»April 3

Create Facebook Event

»April 3:

Take Back post #1

»April 3

Take Back post #2

»April 5:

Take Back post #3

»April 8:

Change Facebook Event Cover Graphic

»April 12:

Take Back post #4

»April 15:

Take Back post #5

»April 18:

Take Back post #6

»April 26th:

Take Back post #7

» April 26th - Early Morning:

Take Back post #8

» April 26th - 10:15 am:

Take Back post #9 - LIVE OR LOOK LIVE

»April 27th:

Take Back post #10

EVENT SIGNAGE

Instructions to customize print materials:

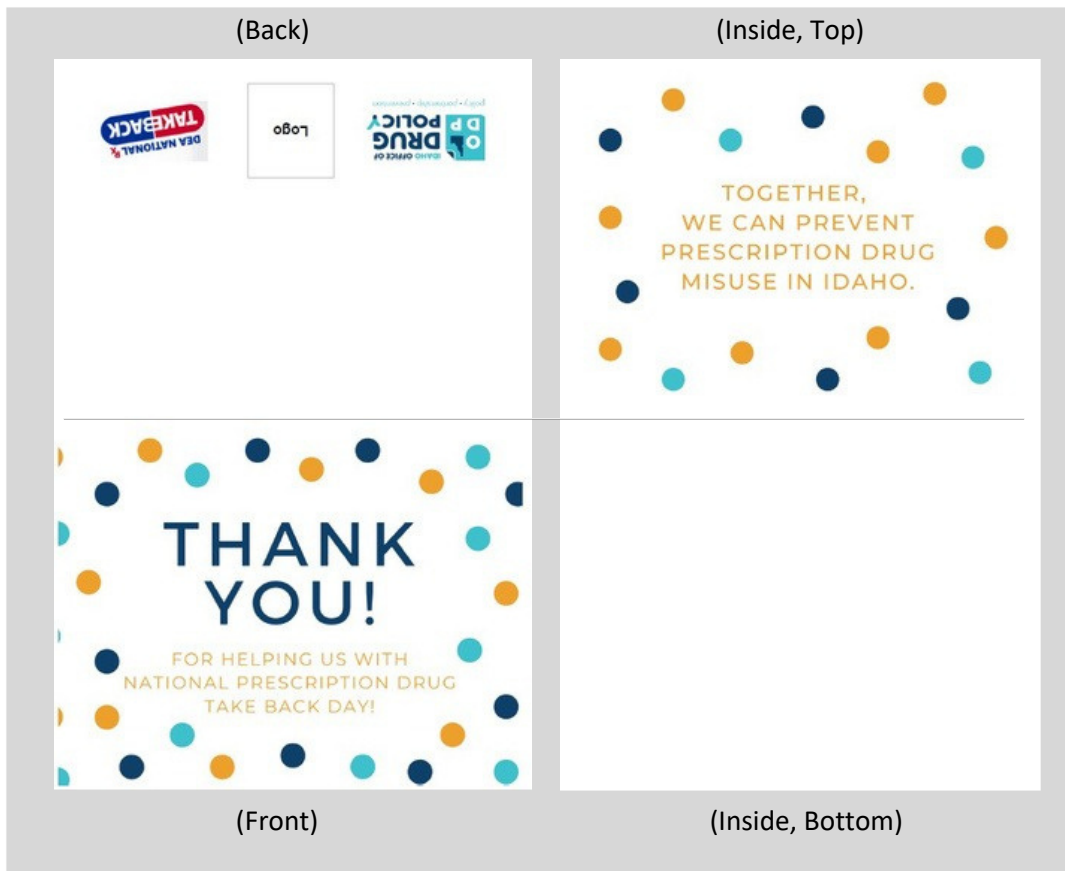
- 1.Download the event banner and/or yard sign pdf(s)
- 2.Replace black box with your organization's logo
 - 1.Right click on black box
 - 2.Click edit image
 - 3.Upload your logo and adjust size



THANK YOU CARD TEMPLATES

Cards templates can be downloaded [HERE](#).

Thank You Card Template – Wide, Folded



Thank You Card Template – Tall, Folded





THANK YOU FOR ORGANIZING A TAKE BACK DAY EVENT!

ODP IS EXTREMELY GRATEFUL FOR ALL
OF OUR STATE & LOCAL PARTNERS
Together, we can prevent prescription drug misuse in Idaho

Get in touch with us today!

(208) 854-3040

info@odp.idaho.gov

<https://odp.idaho.gov/>

[@IdahoDrugPolicy](https://twitter.com/IdahoDrugPolicy)

