NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

EVENT PLANNING TOOLKIT

The 19th National Take Back Day is
OCTOBER 24, 2020 | 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.

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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.

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THE PROBLEM WITH UNUSED MEDICATION

Idaho ranks 8th in the nation for pain reliever misuse among persons aged 12 and older[1]. In 2019, over 14% of Idaho 9th-12th graders reported taking prescription pain medication without a doctors prescription or differently than how a doctor told them to use it one or more times in their life[2].

While a majority of youth did not report misusing prescription drugs, of those that did[3]:

- Over 70% misused pain relievers such as hydrocodone or oxycodone and 35% misused depressants such as Xanax and valium.
- Over 41% took or recieved them from a family member or friend.
- Over 60% misused the medication in their own home.

HOST A TAKE BACK DAY EVENT IN YOUR COMMUNITY!

The next National Prescription Drug Take Back Day is **Saturday, October 24th, 2020 from 10am-2pm.**

The Office of Drug Policy is encouraging local organizations across the state to coordinate 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 an event in your community and provide you with the materials you'll need to make your event a success!

WHY HOST 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.

I**MPROVE 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. SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2017 and 2018.
2. High School Healthy Youth Behavior Survey, Idaho 2019 Results. Centers for Disease Control and Prevention.
3. Idaho Healthy Youth Survey 2019 State Report. Idaho Office of Drug Policy.

WHAT ODP IS PROVIDING:

This step-by-step Take Back Day Event Planning Toolkit has been created to:

- Assist you and your community partners in organizing and running a successful event;
- Provide recommendations that can be adapted and customized to fit your local community and your local law enforcement agency partners;
- Encourage you to seek additional information and guidance from the DEA website: www.takebackday.dea.gov
- Provide promotional tools in English and Spanish including:
  - Poster
  - Flyer
  - Print Ad
  - Radio Spot
  - Press Release
  - Talking Points
  - News Article
  - Social Media Plan, Posts, & How-To Guide
  - Event Signage

OUR 2020 GOALS

On the last National Prescription Drug Take Back Day in 2019, there were 38 Take Back Day events across Idaho and 5,402 pounds of drugs collected.

This year, our goal is to increase those numbers by **25%** and:

- **Organize at least 47 Take Back Day events across Idaho**
- **Collect at least 6,752 pounds of drugs statewide**

INCREASING TURNOUT, TOGETHER

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PLANNING STEPS

STEP 1: CONTACT LAW ENFORCEMENT & LOCAL PARTNERS

Required Partner:

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

Recommended Partners:

Local organizations could consider many types of partners for support, sponsorship, and volunteers including, but 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 medications 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.

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.

STEP 3: REGISTER YOUR EVENT ONLINE

Community Organizations: Once you have secured your law enforcement partners and location, register the event with the DEA by contacting **Jami Wardle** at **571-887-2938** or **Dea.id.ntbi@usdoj.gov**

Be Prepared With:

- Date, time, and location of the event
- Name of participating law enforcement agency
- Description of the event, including the disposal process

Local Law Enforcement: If a LE agency is organizing an event, 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.

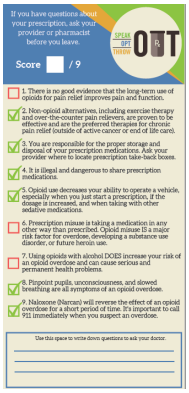
- Work with you local LE partner to determine what materials will be collected. The following items may be collected in addition to controlled prescription drugs:
  - Over-the-Counter Medications, Veterinary Medications, Vitamins and Supplements.
  - Vape Pens, Cartridges or other E-Cigarette Devices (without batteries in the device.)
  - **Sharps (needles) may not be accepted.**
- Order and assemble collection materials—the DEA will provide necessary supplies (Take Back Day boxes and liners) for registered events at no cost.
- Make a plan that will allow participants to drive-up and drop off medications with limited contact and without needing to get out of their car.

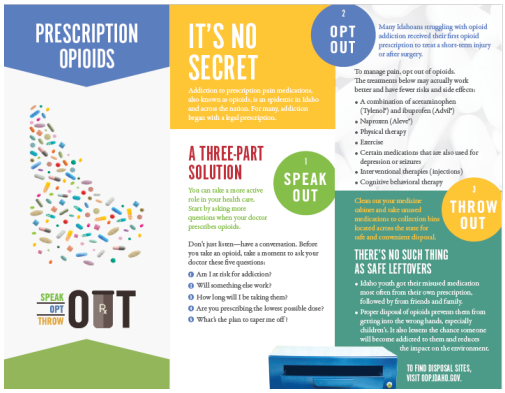
STEP 4 CONTINUED: SITE SET-UP MATERIALS AND SUPPLIES

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

Potential site materials include:

- Table and chairs
- Tents and canopies (if outdoor site is chosen)
- Traffic cones
- Caution tape (to define restricted areas)
- Signage to direct participants
- Educational displays and/or handouts to educate community members about permanent Take Back locations and drop boxes in your area
    - Consider ordering some **free ODP opioid misuse prevention materials**, available in English and Spanish at www.prevention.odp.idaho.gov/order-resource-materials-prescription-opioid-misuse-prevention/
        - Brief opioid knowledge test rack cards
        - Public health district specific take back location rack cards
        - Prescription opioid brochure
        - Opioid handout card





Additionally, you may need these supplies to 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)
- Educational handouts (optional) – Regional Rack Cards
- To request rack cards, please contact the Idaho Office of Drug Policy
- 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. All volunteers are encouraged to wear PPE for the duration of the events.

STEP 5: PROMOTE YOUR EVENT

Begin promoting your event as soon as your registration, location, and law enforcement partnership are finalized. Take full advantage of the media and social media templates and content provided in the Promotional Materials section of the Toolkit (pg.9).

- Tailor the flyers, posters, press release, and print ad to your local event - don't forget to add your logo!
- Review the Social Media Plan (pg. 17), for tips to successfully promote your event online. Create a Facebook event, select pre-written posts, tailor the content, and make notes to post content on your calendar.

When promoting your event we encourage Take Back Day Event 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

- Depending on the size of your community and location, somewhere between 5 to 10 volunteers are recommended at a time to help the event run smoothly.
- Consider the optimal traffic flow for drive-through drop offs.
- Ensure proper signage and table configuration for seamless drop-off flow.
- Record the number of vehicles that drive-through for disposal.
- Answer questions and distribute materials to people attending the event.

Potential volunteer roles:

- Distribute fliers and help advertise in advance of the event.
- Set up & tear down on the day of the event.
- Direct traffic, greet participants, answer questions, etc.

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

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 a letter to event partners and volunteers thanking them for their involvement.

- **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 describing your outcomes.
  - Post on your Facebook event homepage and social media accounts. See the Social Media Plan on pg. 17.

STEP 8: COMPLETE THE EVALUATION SURVEY

The Survey can be completed at this LINK

The survey is an opportunity to provide ODP feedback on your event.
Questions will include:

- Number of vehicles that drove through the event.
- Number of pounds that were taken from your event.
- What you felt worked well?
- What you would change for your next event?
- What resources would be helpful that you didn't receive leading into this event?

QUESTIONS?

For Take Back Day event planning support and questions, contact **Marianne.King@odp.idaho.gov**

TAKE BACK DAY EVENT CHECKLIST

STAY ON TRACK

PLAN

- [ ] Establish Law Enforcement partnership
- [ ] Identify potential community partners & event volunteers
- [ ] Secure event location
- [ ] Register your event
- [ ] Identify needed materials & supplies for site set-up and collection
- [ ] Order & assemble free collection materials from DEA

PROMOTE

- [ ] Localize Templates for Promotion (see pg. 9)
- [ ] Print Posters/Flyers for Distribution (see pgs. 10-12)
- [ ] Create Facebook Event (see pg. 17)
- [ ] Identify, localize, schedule social media posts (see pg. 17)
- [ ] Distribute flyers and posters in the community
- [ ] Localize & distribute press release, article, & other media (see pgs. 14-16)
- [ ] Share radio PSA with local radio stations (see pg. 13)

PREPARE

- [ ] Secure all needed materials & supplies for Take Back Day event
- [ ] Connect & confirm with Law Enforcement partner
- [ ] Host digital volunteer prep meeting to review collection process, volunteer schedules, responsibilities, & questions

EVENT DAY

- [ ] Event Set-Up – Signs, Cones, Tables, Tents, etc.
- [ ] Count vehicles and boxes of collected medication
- [ ] Law Enforcement officer is responsible for all collected materials at end of event
- [ ] Event site tear down & clean up

WRAP-UP

- [ ] Thank volunteers
- [ ] Thank community members via social media (see pg. 17)
- [ ] Complete evaluation survey (see pg. 7)

PROMOTIONAL MATERIALS

A **HOW TO GUIDE** TO RAISE AWARNESS ABOUT YOUR EVENT!

The templates in this document are EXAMPLES only. Please download and customise your files at this LINK.

All promotional materials are available in English and Spanish

Poster
Flyer
Print Ad
Radio Spot
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

FLYER

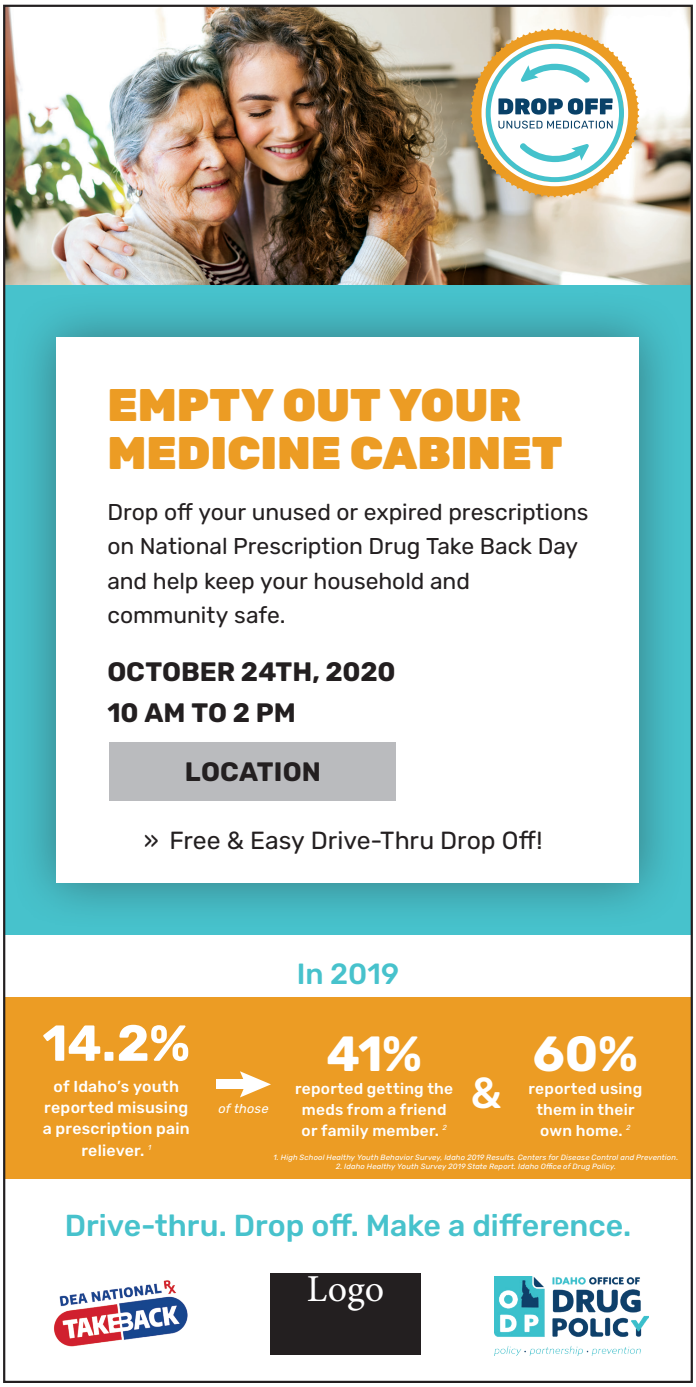
Instructions to customize print materials:

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

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



All materials can be downloaded here.

RADIO SPOT

A 30 second radio spot can be sent to radio stations to run as a free, public service announcement. The spot in the Toolkit is a 30 second, but the last **10 seconds is open for localized information.** Please use the tag format listed as [CUSTOMIZABLE TAG :10] to have your local radio stations tag the spot to promote your event.

Radio Script:

[INTRO :20]
Some things are worth holding onto. Expired or unused prescriptions are not one of them. Keeping leftover medication increases the likelihood that it could be misused by someone you love. Get rid of the risk by disposing of your unused or expired medications on National Prescription Drug Take Back Day on October 24th.

[CUSTOMIZABLE TAG :10]
Turn in your unused medication at [Location] on October 24th from 10 am to 2 pm. Drive thru. Drop off. And help make a difference, [CITY].

PRESS RELEASE

This pre-written 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.

All materials can be downloaded here.

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 streamline. Stock photos can be found in the Toolkit folder labeled "Images and Logos"

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 layed 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 October 24th from 10am-2pm at LOCATION. A safe and easy way to protect your family and community."

SOCIAL MEDIA HOW TO GUIDE

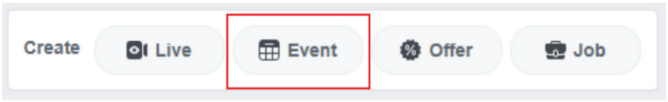
HOW TO BUILD AN EFFECTIVE SOCIAL MEDIA PROMOTION

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. 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 newsfeed, select "Event"



c. 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.

d. Select "Change Photo/Video" and upload the provided header named [Facebook Event Card Header] from the Toolkits Social Graphics.

e. Select "Publish"

f. 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 timeframe. We would recommend $100 - $400 during October 16-24 (cut-off at 11:00 a.m.) . Costs may very 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.

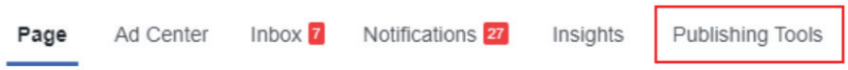
b. From the page's newsfeed, hover over the camera in the top left corner of the header image, select "Upload Photo/Video" and choose the provided header image named [Facebook Page Header].

3. POST CONTENT OFTEN

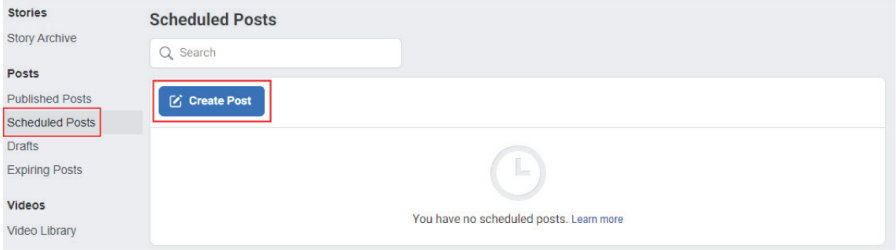
a. Making regular content posts will help raise awareness and allow people to share the information about the National Prescription Drug Take Back Day with their friends and family. Ensure you are making content posts on Facebook Posts, Instagram Posts, and Instagram Stories multiple times in the 3 weeks 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 October to stay top-of-mind and provide information for those interested.

4. BE ACTIVE ON THE DAY OF THE EVENT

a. Post a pre, during on the day of the Take Back and post follow-up day after the event.

   i. Pre (early morning time): Hype the event, provide details, instructions, location, general information

   ii. During (Immediately after the event begins): 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. Make sure you do not show people dropping off the drugs as anonymity is part of the messaging of Take Back Day events.

   iii. Post (Following Day): Thank partners, sponsors, and community members who made the event a success.

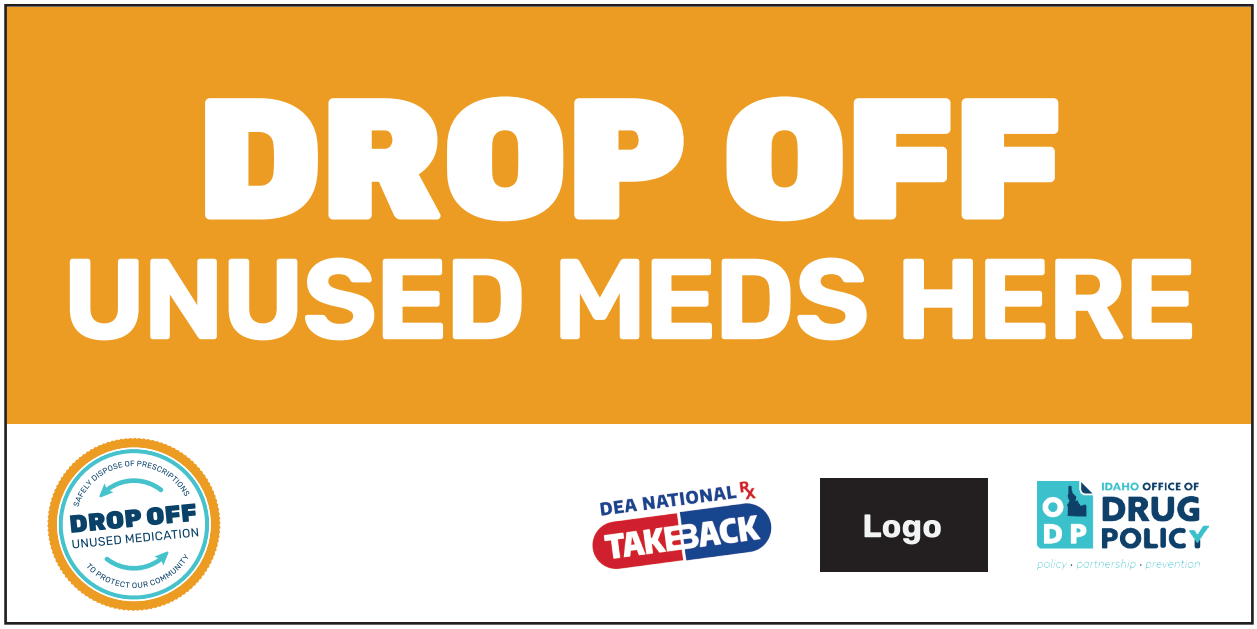
SUGGESTED TIMELINE

- **October 5:**
  Create Facebook Event
- **October 5:**
  Change Facebook Header Graphic
- **October 6:**
  Take Back post #1
- **October 9:**
  Take Back post #2
- **October 13:**
  Take Back post #3
- **October 16:**
  Take Back post #4
- **October 19:**
  Take Back post #5
- **October 21:**
  Take Back post #6
- **October 23:**
  Take Back post #7
- **October 24th – Early Morning:**
  Take Back post #8
- **October 24th - 10:15 am.:**
  Take Back post LIVE OR LOOK LIVE#9
- **October 25th:**
  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 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