

## National Drug Take Back – April 2019

### Washington State Activities

The Washington State Health Care Authority is supporting 82 Community Prevention and Wellness Initiative (CPWI) communities that work with community coalitions across the state to sponsor drug take back and community awareness events and activities in recognition of National Drug Take Back day, April 27, 2019. Partners involved in these activities include, but are not limited to, law enforcement agencies, US Attorney's Office, US Drug Enforcement Agency, pharmacies, healthcare facilities, colleges, schools, child care facilities, youth groups, faith-based organizations, senior and assisted living facilities, food and homeless shelters, and local media outlets.

Planning for these events and activities began at the end of 2018, and promotion has been ongoing since January 2019. Over the past four months, dozens of education and awareness events were provided to thousands of Washingtonians from preschoolers to seniors. As part of the National Drug Take Back, safe storage containers, [collection sites](#), are being distributed across the state, and several Take Back events are planned for National Drug Take Back day on April 27, 2019. A few examples are provided below.

1. Educational Service District 189 hosted a Social Emotional Learning Conference for 5,576 parents and older adults promoting the safe storage and disposal of medications.
2. The Coalition for Orcas Youth in Island County is making a flyer in the shape of a fish with information promoting the dangers of prescription drug contamination. Flyers will be given to parents of children in child care, preschool and elementary school.
3. 64 communities, 95 schools in all 39 counties are hosting Drug Take Back events with safe storage/disposal drop boxes.
4. WSU pharmacy students volunteer to support take back event in Cheney, Washington.

In addition, HCA is sponsoring the Starts with One Take Back opioid prevention campaign this month as well. The campaign resources can be found at: <https://getthefactorsrx.com/take-back-campaign-downloads>.



#### Media Relations Activities:

- **Take Back Event Pitching:** The media vendor (DH) pitched weekly publications this past week in the regions that coalitions requested support with. In Pacific County, the Pacific County Press already confirmed they will run info in next week's April 24th publication!
- DH will pitch the daily publications beginning Friday, April 19th.
- **Statewide Follow-up:** DH conducted a statewide survey of coalitions in Washington that were hosting take back events in their community. These events are being pitched (either by DH on behalf of a coalition or by the coalitions themselves). In addition, [www.TakeBackYourMeds.org](http://www.TakeBackYourMeds.org) is now updated with the 18 different take back events.
- These will remain on the website until Take Back Day is over (April 27th).
- **Partner Webinar Training:** DH is recording this webinar on Monday (4/22) that will be posted on [www.TheAthenaForum.com](http://www.TheAthenaForum.com) in early May – to be shared with coalitions and partners.