

## City of Cleveland, Ohio

Program Overview: The Cleveland Department of Public Health in collaboration with the Division of Waste Collection organized a Pharmaceutical Round-up Event on May 7<sup>th</sup> 2008. This one day event generated 381 lbs of pharmaceuticals and attracted hundreds of area residents. While organizing the event the following had to be taken into account:

- The state of Ohio has in-place regulations prohibiting the acceptance, possession, transport and disposal of certain pharmaceuticals by individuals to whom they are not prescribed.
- Some pharmaceuticals are subject to Drug Enforcement Agency (DEA) guidelines if they fall under the category of controlled substances.

In order to properly dispose of any substances brought in at the event, the organizers searched for an Ohio State Board of Pharmacy approved company. The company would need to be able to accept any pharmaceuticals generated at the event, in addition to properly containing, transporting and disposing of them. Environmental Enterprises, Inc. was able to satisfy these conditions, had all the required licensing, and fit within the budget of the event.

The largest expense for the event was advertising, including announcements on radio stations (WZAK, WJMO/WERE, WMJI, WNWV, WCPN, Clear Channel), in the newspaper (Cleveland Plain Dealer), and in Scene Magazine. Many of the area residents who came out expressed their gratitude for the opportunity to properly dispose of their medications.

Collection Sites: Two locations were set up at the Waste Collection Division facility at 5600 Carnegie Ave., and the Transfer Station at 3727 Ridge Road.

Key Motivation: The goal was to provide residents with a way of properly disposing of their unwanted pharmaceuticals. In turn, the organizers hoped to decrease the incidence of accidental poisonings and drug abuse, as well as promote environmental quality.

Organizing Body: Cleveland Department of Public Health

Partners: Division of Waste Collection and Environmental Enterprises, Inc. Due to the fact that Environmental Enterprises, Inc. had all of the appropriate licensing and disposal procedures in place, no police involvement was necessary.

Level of Implementation: The event was hosted in the City of Cleveland, however advertisements of the event were sent to all of Cuyahoga County.

Cost: The total cost for this one-day event was \$18,318, which was funded through a grant from the U.S. EPA's Great Lakes National Program Office to the Division of Waste Collection. A portion of the grant was then distributed to the Cleveland Department of Public Health for collection and disposal of the unwanted pharmaceuticals. The collection and disposal of 381 lbs of pharmaceutical materials cost \$4,381, according to Environmental Enterprises, Inc. The remainder of the grant (\$13,937) went towards setting up an advertisement campaign. The itemization of advertising expenses is as follows:

<b>Radio Buy</b>	<b># Spots</b>	<b>Frequency</b>	<b>Spot Type</b>	<b>Run Dates</b>	<b>Total Cost</b>
WZAK (Old Med Education & Roundup)	30	2 wks	:60 & :15	4/21 to 5/4	\$2,175.00
WJMO/WERE (Old Med Education & Roundup)	40	2wks	:60 & :15	4/21 to 5/5	\$450.00
WMJI (Old Med Roundup)	10	1 wk	:30	4/21 to 4/26	\$1,950.00
Clear Channel Traffic (Old Meds Education & Roundup)	36	1 wk	:15	4/28 to 5/5	\$2,700.00
WNWV 107 Wave (Old Med Roundup)	35	1 wk	:30	4/28 to 5/7	\$1,540.00
WCPN (Education & Roundup)	18	1 wk	:15 & :30	4/28 to 5/7	\$1,530.00
<b>Print Ad Buy</b>					
Plain Dealer (Old Med Roundup)		1x	1/4 page	Sunday 5/4	\$2,480.00
City News (Old Med Roundup)		1x	1/4 page	Thursday 5/1	\$500.00
Scene Magazine (Computer Round)		1x	1/3 page	Thursday 4/17	\$612.00
<b>Total Media Costs</b>					<b>\$13,937.00</b>

Outcome: The event was a success and generated a total of 381 lbs of pharmaceuticals, which is equivalent to 76,200 pills. The large scale advertising made an impact and attracted hundreds of area residents.

Long-term Actions: The event was successful and there is a desire to host future events, however due to lack of funding no ongoing programs or plans for future events currently exist.

Contact: Matthew P. Carroll, Director  
Cleveland Department of Public Health  
Phone: (216) 664-6790  
Email: Mcarroll@city.cleveland.oh.us