

City of Green Bay, Wisconsin

Program Overview: Brown County Port and Solid Waste Department, in collaboration with the Sustainable Greater Green Bay Task Force, sponsored two pharmaceutical collection events for 2008, one on April 18- 19, 2008 and another on September 19, 2008. The events were very successful, in total attracting more than 930 individuals and bringing in over 2,100 pounds of medications.

In addition to the collections, the City of Green Bay also spent nearly 10 months on public education and awareness. The goal was to ensure that the public and local law enforcement officials had a better understanding of the importance and relevance of proper disposal of unwanted medications. Advertising was essential to accomplishing this goal. Organizers advertised on local radio stations, through free press coverage in local newspapers and through posters and mailings. In all, over 200 direct mail pieces were sent out to Brown County pharmacies, clinics, dentists, veterinary offices and hospitals, prior to each collection.

Furthermore, the partnership hired a graphics designer to create an educational brochure to be used at special events and distributed to the general public. Approximately 45,000 postcards were also created and sent out to 45 pharmacy locations in Brown County. Each pharmacy then received 1,000 postcards that they could include in prescription bags, notifying the public of the issue and any upcoming events.

At the end of these collections, all medications were taken to a disposal facility in St. Louis, Missouri by the Brown County Sheriff's Department. The medicines were taken to Missouri for disposal as this facility was (to the best of their knowledge) the closest location for environmentally safe and proper disposal.

Collection Sites: The April 18th-19th collections were hosted at Streu's Pharmacy Bay Natural in downtown Green Bay and the September 19th collection took place at ShopKo Pharmacy in De Pere, Wisconsin.

Key Motivation: The primary motivation for hosting these collection events was to increase public awareness about unwanted medicines and promote the environmental integrity of the region.

Organizing Body: Principal event organizers were the Brown County Port and Solid Waste Department and the Sustainable Greater Green Bay Task Force.

Partners: Other essential supporters included the City of Green Bay, the Green Bay Metropolitan Sewerage District, Brown County, Bay Lake Regional Planning Commission, the Brown County Sheriff's Department, Streu's Pharmacy Bay Natural and ShopKo Pharmacy.

Level of Implementation: The events were open to Brown County residents, but individuals from surrounding areas were also permitted to dispose of their unwanted medications.

Cost: The City of Green Bay received a \$25,000 grant from the U.S. Environmental Protection Agency, which was then administered to the organizers of the event. Expenses were greater than anticipated due to the success of both events and the extra drums of medication requiring a U-Haul truck for transport. The disposal fee is based on pounds. To offset these increases, more supplies and staff time (including fringe) were provided in-kind. Please see the below table for a detailed listing of the event costs:

Personnel/Salaries	Actual Cost	In-Kind	Further Information
Sheriff	\$1,524.76		
Solid Waste Staff		\$1,532.00	
City Staff		\$375.00	
Fringe			
Sheriff	\$152.40		<i>Extra staff needed</i>
Travel			
Disposal Transportation	\$1,124.26		<i>Includes U-Haul rental</i>
Supplies			
Postage/Printing	\$556.65	\$600.00	<i>Includes direct mailings, posters and postcards to pharmacies</i>
Contract Costs			
Advertising	\$11,315.00		<i>Includes radio station fees</i>
Marketing/Educational	\$5,586.93		<i>Educational brochure design and 10 months of public education and outreach</i>
Other Costs			
Disposal Fee	\$2,940.00		<i>For the over 2,100 lbs of collected materials</i>
One Time Burn Fee	\$1,800.00		
TOTAL	\$25,000.00	\$2,507.00	

Outcome: The April two-day event attracted roughly 730 participants and the September one-day event attracted 300 participants. In total, over a ton of unused medication was collected. The collected materials included 1,700 pounds of pills, 470 pounds of liquid medication, 31 pounds of aerosols and inhalers, six mercury thermometers, and several pounds of miscellaneous items.

At the April event, a survey was conducted of each participant to learn where they heard about the collection event and also how they previously disposed of their unwanted medications. Surveys were collected from over 700 participants and the results were as follows:

How did you hear about this unwanted medicines collection event?

Newspaper	42%
Television	35%
Radio	13%
Poster	10%

How have you been disposing of unwanted meds?

Storing	40%
Flushed	26%
Garbage	26%
Other	8%

Long-term Actions: The Brown County Sheriff's Department now provides a daily, on-going unwanted medicine collection drop-off program for Brown County residents. Residents can bring unwanted medications to the primary law enforcement center located in downtown Green Bay. The Wisconsin Public Service will handle all future disposals including any waste generated by this program.

After months of public education and outreach to residents and law enforcement officials, more Green Bay residents are now aware of the dangers of improper medicine disposal. Unfortunately, that means individuals may end up storing the materials (as evident in the survey) unless there is a suitable disposal option in place. Therefore there still exists a need for collection events in and around the area.

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