



**DRUG TAKEBACK SOLUTIONS
FOUNDATION**

The Drug Takeback Solutions Foundation
State of California Stewardship Plan for
Covered Drugs
2023 Annual Report

Reporting Period: 01/01/23 through 12/31/2023

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I. Contact Information

14 CCR section 18973.4(a): Contact information pursuant to section 18973.3(a) including any changes or updates to this information.

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Primary contacts for the Foundation have not changed in the Reporting Period.

II. Executive Summary

PRC section 42033.2(a): On or before March 31, 2022, and each year thereafter, a program operator shall prepare and submit to the department both of the following:

(1) A written report describing the stewardship program activities during the previous reporting period of one year.

14 CCR section 18973.4: On or before March 31, 2022, and each year thereafter, a program operator shall prepare and submit an annual report to the department.

14 CCR section 18973.4(b): Executive Summary. A concise summary of the information contained in the report that includes, but is not limited to, the highlights, outcomes and challenges, achievement of the Convenience Standards pursuant to subsection (1)(F) of subdivision (a) of section 42032.2 of the Public Resources Code, education and outreach efforts, and ways in which challenges are being addressed.

The Drug Takeback Solutions Foundation (“Foundation”) operates a Product Stewardship Plan for Covered Drugs (“Plan”) under Chapter 2 (commencing with section 42030), Part 3, Division 30 of the California Public Resources Code (“PRC”), and the California Code of Regulations (“CCR”) Title 14, Division 7, Chapter 11, Article 4 (“Regulation”) (collectively the “Drug Take-Back Laws”). The Director of the California Department of Resources Recycling and Recovery (“CalRecycle”) approved the Foundation’s Stewardship Plan for Covered Drugs on December 20, 2022.

Pursuant to PRC section 42033.2(a)(1) and 14 CCR section 18973.4(b), this 2023 Annual Report (“Report”) for Covered Drugs summarizes the program implementation and operation activities between January 1, 2023, and December 31, 2023 (“Reporting Period”). All capitalized terms not defined in this Report are the same as those used in the Foundation’s approved Plan dated October 15, 2022.

Reporting Period Summary of Operations

The Foundation’s primary focus during the Reporting Period was making continual progress towards the Convenience Standard and expanding the geographic spread¹ of Collection Receptacles by educating potential Authorized Collectors about the opportunity to participate in the Product Stewardship Program (“Program”). To that end, the Foundation conducted outreach via mail, email, and telephone communications to potential Authorized Collectors to make reasonable efforts to gain their participation in the Program pursuant to PRC section 42032.2(b)(2).

¹ See page 8 of this Annual Report resubmission, subsection Geographic Spread, for analysis of geographic spread.

During the Reporting Period, the Foundation enrolled 44² new Authorized Collection Sites for a total of 457 Authorized Collection Sites in the Program; however, during the Reporting Period, six locations closed and/or disenrolled from the Program, resulting in 451 active Authorized Collection Sites by the end of the Reporting Period. The Foundation secured an additional 27 Mail-Back Distribution Sites, totaling 622 Mail-Back Distribution Sites supplementing Collection Receptacles in counties that do not have the minimum number of Authorized Collection Sites due to circumstances beyond the Foundation's control.

The Authorized Collection Sites collected 2,131 Inner Liners, which is 37% more than in the previous year. This equates to 69,000.44 pounds of Unwanted Covered Drugs, which is 36% more than in the previous year. There were 6,688 Mailers returned, which is 290% more than in the previous year. Collected drugs from all Mailer types totaled 2,800.45 pounds, which is 223% more than in the previous year. The total weight of collected Unwanted Covered Drugs through all forms of collection was 71,800.89 pounds, which is approximately 28% more than in the previous year.

The primary challenge the Foundation faced in meeting the Convenience Standard was the inability to place additional Collection Receptacles at Authorized Collection Sites due to circumstances beyond the Foundation's control. Authorized Collectors provided the following reasons for not permitting Collection Receptacles to be placed at their Authorized Collection Sites: safety and diversion concerns, space constraints, internal take-back programs, lack of interest or response, improper licensing, no public access, fear of or desire to avoid interactions with the California Board of Pharmacy, and pharmacists' responsibility or potential liability for supporting the Program. Additionally, the Foundation was told that it is contractually prohibited from approaching three of the five major Pharmacy Retail Chains, resulting in an available Authorized Collector pool that is not large enough to meet the Convenience Standard. Accordingly, the Foundation is utilizing Mail-Back Distribution Sites as a supplemental service in some counties, and the Foundation will work in collaboration with CalRecycle to establish Mail-Back Distribution Sites in other counties that do not have the minimum number of Authorized Collection Sites due to circumstances beyond the Foundation's control. The Foundation continues to evaluate additional potential Authorized Collection Sites to increase the number of Collection Receptacle Sites in these counties.

² On Page 8 of CalRecycle's Consideration of The Drug Takeback Solutions Foundation's 2023 Annual Report for Covered Drugs (June 27, 2024) ("RFA"), CalRecycle noted that the Foundation cited 52 new Authorized Collection sites on page 2 and 8 of the Annual Report for Covered Drugs submitted March 29, 2024 and 44 new sites on page 7, in a table titled *New Disposal Options Secured by County During the Reporting Period*. The correct number is 44. The updated submission reflects this, and the initial incorrect reporting was simply human error.

The Foundation conducted a comprehensive education and outreach program in accordance with the approved Plan, as detailed in Section IX of this Report. Education and outreach conducted in the Reporting Period consisted of programmatic advertising, influencer media campaigns, social media, direct mail to Ultimate Users, healthcare facilities, and continuum of care related facilities, and traditional media campaigns designed to ensure that Ultimate Users, Authorized Collectors, and other parties easily and widely understand where and how to return Covered Drugs.

III. Collection System

14 CCR section 18973.4(c)(1) Describe How ultimate users had an opportunity to dispose of their covered drugs as described in the approved stewardship plan.

During the Reporting Period, Ultimate Users were able to dispose of Covered Drugs at 457 Authorized Collection Sites in the State. Ultimate Users also had the opportunity to receive Mailers from 622 Mail-Back Distribution Sites, through the Program website³, or by dialing the toll-free number. These mechanisms allowed Ultimate Users to dispose of their Unwanted Covered Drugs through USPS at no cost.

A. Establishing Authorized Collection Sites

14 CCR section 18973.4(c)(2) Efforts between the program operator and potential authorized collectors to establish authorized collection sites, including, but not limited to:

(A) Pursuant to section 18973.2(d)(2), efforts to notify potential authorized collectors of the opportunity to serve as an authorized collector for the stewardship program in the counties in which the program operated, and the list of potential authorized collectors that were notified.

(B) Pursuant to section 18973.2(d)(3), the process by which good faith negotiations with potential authorized collectors were conducted.

(C) Pursuant to section 18973.2(d)(4), efforts to work with retail pharmacies and retail pharmacy chains to fulfill the requirement in section 42032.2(b)(2) of the Public Resources Code, if applicable.

(D) Pursuant to section 18973.2(d)(5), efforts to incorporate potential authorized collectors that submitted a written offer to join the stewardship program, and the list of potential authorized collectors that submitted written offers.

(E) Pursuant to section 18973.2(d)(6), a list of potential authorized collectors that submitted a written offer to join the stewardship program and were rejected, and the reason(s) for each rejection.

(F) Description of how the program operator complied with the requirement in section 18973.2(d)(7).

During the 2023 Reporting Period, the Foundation continued to engage with potential Authorized Collectors to establish additional Authorized Collection Sites in the State. Outreach was performed via letters, calls, and emails to 5,460 potential Authorized

³ Program website for the Reporting Period was www.safemedicinedrop.com.

Collectors notifying them of the opportunity to serve as an Authorized Collector under the Plan. The Foundation identified retail pharmacies and retail pharmacy chains in accordance with 42032.2(b)(2) to work towards a minimum of five Authorized Collection Sites or one Authorized Collection Site per every 50,000 people. The Foundation explained to retail pharmacies and retail pharmacy chains the reasonable effort required by the Public Resources Code to participate in a drug stewardship Program. The list of potential Authorized Collectors who were contacted is provided in *Attachment A: Potential Authorized Collectors Notified*.⁴

Negotiations with potential Authorized Collectors were conducted via telephone according to the process described in the Plan, Section VI(c)(1). These discussions covered, among other topics, the DEA requirements for proper placement, installation, and operation of the Collection Receptacle. Once an understanding of operational needs was reached with an Authorized Collector, the Foundation confirmed interest and executed an agreement to establish the potential collector as an Authorized Collector. The Foundation worked with the Authorized Collector to modify its DEA registration, where necessary, and provided training materials on Collection Receptacle operations and general Program information for the pharmacy staff.

The Foundation received seven written offers from potential Authorized Collectors to participate in the Stewardship Program during the Reporting Period. The Foundation accepted two of the offers and provided each site with a Collection Receptacle. One offer from a potential Authorized Collection Site was not accepted because the site was a grocery store with no on-site pharmacy. This site was not added as a potential Authorized Collector as they do not meet the requirements for hosting and were informed as such via a phone call. The Foundation contacted the remaining four interested potential collection sites but was unable to make contact with the sites after initial contact was made. The Foundation is actively trying to re-establish contact with each of these potential Authorized Collectors. A full list of written offers to participate is provided in *Attachment B: 2023 Collection Information, Tab (D) Written Participation Offers*.

A Request for Proposal (“RFP”) with several pharmacy retailers was initiated in an effort to establish additional Authorized Collection Sites. However, this effort was unsuccessful due to the retailers’ contractual obligations with their existing drug stewardship

⁴ CalRecycle’s RFA, page 8, provides feedback that it is difficult to distinguish between potential Authorized Collectors and Mail-Back Distribution Sites on Attachment A. To address this, the Foundation has removed potential Mail-Back Distribution Sites from Attachment A as they are not required pursuant to 14 CCR section 18973.4(c)(2)(A).

program provider.

Good faith negotiations were initiated with all potential Authorized Collectors who expressed interest in participating within 30 days as required by 14 CCR section 18973.2(d)(3).

B. Convenience Standard

14 CCR section 18973.4(c)(3) How the Convenience Standards pursuant to subsection (1)(F) of subdivision (a) of section 42032.2 of the Public Resources Code were met. Include necessary changes to calculations that account for changes in the number of authorized collection sites and most recent publicly available population calculations from the State of California Department of Finance. If the Convenience Standards were not met, describe efforts made to achieve compliance.

The Foundation met the Convenience Standard in 28 counties in which it operates.

- The Foundation established the required number of Authorized Collection Sites in six counties.
- The Foundation provided supplemental service to reach the minimum number of Sites through Mail-Back Distribution Sites in 22 counties that do not have the minimum number of Authorized Collection Sites due to circumstances beyond the Foundation's control.

In addition to the 28 counties in which the Foundation met the Convenience Standard, the Foundation also operates in 22 counties that did not have the minimum number of Authorized Collection Sites, due to circumstances beyond the Foundation's control, nor sufficient Mail-Back Distribution Sites.

- In 17 of those 22 counties, the Foundation established either Authorized Collection Sites and/or Mail-Back Distribution Sites, but these counties did not meet the minimum number of Authorized Collection Sites and/or Mail-Back Distribution Sites during the Reporting Period.
- In the remaining 5 counties, there were no Authorized Collection Sites or Mail-Back Distribution Sites, but 2 counties that were in this category in the prior Reporting Period of 2022 (Colusa and Plumas) now each have one Authorized Collection Site.

In these 22 counties, the Foundation continues its efforts to establish Authorized Collection Sites. The Foundation conducted extensive outreach during the Reporting Period, as detailed below. The Foundation will also work collaboratively with CalRecycle to establish Mail-Back Distribution Sites to supplement service in the 22 counties that do

not have the minimum number of Authorized Collection Sites due to circumstances beyond the Foundation’s control, nor sufficient Mail-Back Distribution Sites.

On January 8, 2024, CalRecycle indicated that the Foundation had provided sufficient information to describe the circumstances beyond its control to establish Mail-Back Distribution Sites in 38 counties in 2022 – all counties in which the Foundation had established Mail-Back Distribution Sites. As of 2023, the Foundation has now established Mail-Back Distribution Sites in 40 counties. The circumstances beyond the Foundation’s control are detailed below in [Efforts To Achieve Convenience Standard](#).

At the end of the Reporting Period, the Foundation’s Program had 451 Authorized Collection Sites and 622 Mail-Back Distribution Sites totaling 1,073 sites.

During the Reporting Period, the Foundation established new Authorized Collection Receptacles and Mail-Back Distribution Sites in the following counties:

New Disposal Options Secured by County During the Reporting Period

County	# Collection Receptacle	# Mail-Back Distribution Sites
Amador	1	0
Butte	0	1
Calaveras	1	0
Colusa	1	0
Contra Costa	0	1
Del Norte	0	1
Kern	0	8
Fresno	1	5
Los Angeles	15	0
Madera	3	0
Monterey	4	0
Nevada	1	0
Placer	1	0
Plumas	1	0
Riverside	4	4
Sacramento	3	1

Geographic Spread⁵

The Foundation's analysis shows that across the 50 counties in the Program, approximately 46% of the counties are meeting geographic spread as defined by the Foundation's Plan. At least 90% of Ultimate Users in 23 counties live within a 15-mile drive of an Authorized Collection Site or Mail-Back Distribution Site. The Foundation utilized the population data reported by the State of California Department of Finance 2023 when measuring geographic spread by county.

Where geographic spread was not met, the Foundation made efforts to establish additional Authorized Collection Sites. A total of 567 potential Authorized Collectors were contacted in the Reporting Period in counties where geographic spread was not met. The table in *Appendix D* provides the number of potential Authorized Collectors that were contacted through email and/or telephone in each of those 26 counties.

⁵ CalRecycle's RFA, page 4, states that the Foundation's Annual Report does not include an analysis of reasonable geographic spread for any of the counties in which the Plan operates. This section provides for the analysis on geographic spread as requested by the RFA.

With the addition of 44 Authorized Collection Sites and 27 Mail-Back Distribution Sites, the Program continues to grow year-over-year, expanding the geographic spread and access of program services for Ultimate Users. A complete list of each county's percentage of Ultimate Users living within a 15-mile drive and accompanying maps are provided in *Appendix D*.

Efforts To Achieve Convenience Standard

The Foundation focused its efforts to achieve the Convenience Standard by prioritizing counties that do not have the minimum number of Authorized Collection Sites due to circumstances beyond the Foundation's control. In the Reporting Period, these efforts included: conducting research via internet searches, using available internal sales tools, and leveraging current retail partners to identify potential pharmacies and law enforcement agency sites to serve as additional Authorized Collection Sites. The Foundation also evaluated alternative types of Authorized Collectors such as Long-Term Care Facilities.

The Foundation has made progress toward the Convenience Standard by establishing 44 Authorized Collection Sites for a total of 457 Authorized Collection Sites in California. However, of the 457 Authorized Collection Sites, six locations closed and/or disenrolled from the Program. At the end of the Reporting Period, the Foundation had 451 active Authorized Collection Sites.

The Foundation also made progress in working towards meeting the Convenience Standard in the counties that did not meet the minimum number of Authorized Collection Sites due to circumstances beyond the Foundation's control.

The circumstances beyond the Foundation's control include the following:

- There are a limited number of pharmacies in the following 13 counties: Alpine, Colusa, Del Norte, Glenn, Inyo, Lassen, Mariposa, Modoc, Mono, Plumas, San Benito, Sierra, and Trinity. The Foundation is identifying potential alternative Authorized Collection Sites to increase the number of sites in these rural counties. Because CalRecycle's position is that both Program Operators must meet the Convenience Standard independently, in rural counties with less than 50,000 people, there would need to be ten Authorized Collection Sites, rather than five. It is impossible in some counties for the Foundation to enroll enough sites to meet the Convenience Standard where there are not a sufficient number of remaining potential Authorized Collection Sites.
- When the Foundation reached out to the limited number of potential Authorized Collection Sites in these 13 counties, they declined to place Collection

Receptacles for the following reasons: safety and diversion concerns, space constraints, internal take-back programs, lack of interest or response, improper licensing, no public access, fear of or preference against interactions with the California Board of Pharmacy, and not wanting to take on additional pharmacist responsibilities.

- In addition, the other Program Operator has contractual agreements with three of the five largest Retail Pharmacy chains in these counties. Accordingly, the Foundation is contractually prohibited from approaching these chains for expansion at a site-by-site level. This significantly and materially limits the Foundation's ability to establish Authorized Collection Sites in the counties where the Foundation has not established the minimum number of Authorized Collection Sites.
- There are also challenges created by the closure of many pharmacies in California. As pharmacies close, this limits potential opportunities for establishing new Authorized Collection Sites.

Convenience Standard Calculation

The Foundation utilized the State of California Department of Finance 2023 publicly available reported population data to re-calculate the current Convenience Standard per county. This data was used in determining if changes to the number of Authorized Collection Sites were necessary.

Based on the data, the Convenience Standard has been adjusted in the following Counties:

- Los Angeles County: The population decreased to 9,825,708. When factoring five Authorized Collection Sites per 50,000 people, the number of required Authorized Collection Sites decreases to 197.
- Orange County: The population decreased to 3,142,277. The adjusted total of Authorized Collected Sites is now 63, down from 65.
- Placer County: The population increased to 410,706. The adjusted total of Authorized Collection Sites increased by one, which is now a total of nine.
- Sacramento County: The population increased to 1,581,831. The adjusted total of Authorized Collection Sites is now 32, increasing from 31.
- San Diego County: The population decreased to 3,297,860. The adjusted total of Authorized Collection Sites is down to 66 from 67.
- Sonoma County: The population decreased to 479,826. The adjusted total of Authorized Collection Sites is now 10, down from 11.
- Stanislaus County: The population decreased to 545,704. The

adjusted total of Authorized Collection Sites is now 11, down from 12.

- Ventura County: The population decreased to 825,937. The adjusted total of Authorized Collection sites is now 17, down from 18.

Taking into consideration the State of California Department of Finance reported population, the total number of Authorized Collection Sites for the State has decreased by 14 Authorized Collection Sites, totaling 771 Authorized Collection Sites. Due to the reduction in population and the Foundation's outreach to potential Authorized Collection Sites, the Convenience Standard is now met in Ventura County.

C. Authorized Collection Sites

14 CCR section 18973.4(c)(4) For each participating authorized collection site, include the following:

(A) Name and physical address

(B) Amount of covered drugs collected, as required in the stewardship plan pursuant to section 18973.2(g)(4)

(C) Number of instances that collected covered drugs were picked up for disposal

(D) Number of receptacle liners picked up for disposal

(E) Number of instances and corresponding amount of time the secure Collection Receptacle was not available to the public during business hours. For each instance, provide a description of why the secure Collection Receptacle was not available.

The name and physical address of each participating Authorized Collection Site, and collection data for each participating Authorized Collection Site, including the number of Inner Liners collected and corresponding weight, are provided in *Attachment B: 2023 Collection Information*.⁶ The Foundation uses the number of Inner Liners collected to calculate the number of times Unwanted Covered Drugs were picked up from each Site. Per Section XI(A)(1)(b)(ii) of the Plan, the Foundation uses the average collection weight metrics from each Authorized Collection Site to determine when an Authorized Collection Site needs additional outreach efforts to increase collection utilization or if additional CRCKs are needed beyond the standard allocation.

⁶ CalRecycle's RFA, page 8 states, "In the Foundation's list of authorized collectors, it is unclear if the addresses listed are mailing addresses, physical addresses, or both." Attachment B and the Supplement_Confidential Collection Information have been updated to include the statement that "*Unless otherwise indicated in the sheet below, mailing and physical addresses for Potential Authorized Collectors are the same." Additionally, regarding these attachments, the Foundation has addressed the six locations that were not consistently included in the attachments.

The Foundation was not notified of any instances of Collection Receptacle temporary closures during the Reporting Period. Accordingly, the Foundation was not alerted to any instances of Collection Receptacles being unavailable to the public. Per Section XI(A)(1)(a) of the approved Plan, the Foundation requires that all Collection Receptacles be unlocked and accessible to the public during all operating hours.

D. Mail-Back Distribution Sites

14 CCR section 18973.4(c)(5) For each type of mail-back service utilized, include the following, as applicable:

(A) List of distribution locations

(B) Mechanism(s) of distribution

(C) Amount of mail-back materials distributed, as required in the stewardship plan pursuant to section 18973.2(g)(6)(E)

(D) Amount of mail-back material returned, as required in the stewardship plan pursuant to section 18973.2(g)(6)(E)

List of Distribution Locations: The list of Mail-Back Distribution Sites is provided in *Attachment B: 2023 Collection Information*. During the Reporting Period, the Foundation operated Mail-Back Distribution Sites in 40 counties in the State to supplement the Collection System. The Foundation added 27 Mail-Back Distribution Sites during the Reporting Period.

Mechanisms of Distribution: The mechanisms of distribution for the Mail-Back service were: Mail-Back Distribution Sites, toll-free number requests, and website requests.

Amount of Mail-Back Materials Distributed and Returned

The Foundation distributed all three types of Mail-Back options—Standard Mail-Back Envelopes, Inhaler Mail-Back Envelopes, and Combination Product Mail-Back Packages (those utilized for medications with a sharps component) (jointly, “Mailers”)—to Ultimate Users during the Reporting Period as follows:

- 1690 Standard Mail-Back Envelopes provided by distribution sites
- 44 Standard Mail-Back Envelopes requested via the toll-free number
- 731 Standard Mail-Back Envelopes requested via the website
- 69 Inhaler Mail-Back Envelopes requested from the website
- 408 Combination Product Mail-Back Packages requested from the website
- 23 Combination Product Mail-Back Packages requested from the toll-free number

This resulted in the disposal of 2,704.45 pounds of collected drugs through the return of 6,688 Standard Mail-Back Envelopes, and 61 Combination Product Mail-Back Packages.

No Inhaler Mail-Back Envelopes were returned during the Reporting Period.

The difference between total distributed and total Mail-Back Envelopes returned is due to the fact that some were distributed during the prior Reporting Period but not returned until this Reporting Period.

Per Section XI(A)(2) of the approved Plan, the Foundation uses Mailer return metrics to adjust the number of Mailers distributed to meet the needs of each location.

E. Alternative Forms of Collection and Disposal

14 CCR section 18973.4(c)(6) For each alternative form of collection and disposal, include the following, as applicable:

(A) Method(s) of collection

(B) Name and address of location(s)

(C) Number of collections

(D) Amount of materials distributed, as required in the stewardship plan pursuant to section 18973.2(g)(6)(E)

(E) Amount of material collected, as required in the stewardship plan pursuant to section 18973.2(g)(6)(E)

The Foundation did not have any alternative forms of collection or disposal during the Reporting Period.

IV. Transporters and Disposal Facilities

14 CCR section 18973.4 (d) Transportation and Disposal System. Description of the methods used for transportation and disposal of covered drugs, including the following:

(1) Mechanism(s) for tracking the collection, transportation, and disposal of covered drugs

(2) Name and mailing address of each service provider used to transport or process covered drugs

(3) For each disposal facility, include the following:

(A) Name of disposal facility

(B) Mailing and physical address

(C) Weight of covered drugs disposed

A list of Transporters and Disposal Facilities is provided at *Attachment C: Service Providers*. The Foundation did not add any new Disposal Facilities in 2023.⁷

⁷ CalRecycle's RFA, page 5, states that "the Foundation notified CalRecycle of a new disposal facility. Although the notification did not occur in 2023, the Foundation stated, [that] this information will also be included as part of the Foundation's Annual Report, to be submitted in March 2024." The Foundation clarifies that it did not add any new Disposal Facilities to the Plan in 2023. Although the Foundation notified CalRecycle in 2023, the Disposal Facility was not used in 2023. Accordingly, the Foundation will report on this Disposal Facility in its 2024 Annual Report.

The weights disposed of at each of the Disposal Facilities is included in *Attachment D: Weights by Disposal Facility*.⁸

The Foundation utilizes a serialization unique identification system imprinted on every Inner Liner and Mailer to track Inner Liners and Mailers from initial shipment through destruction as described in the approved Plan, meeting all federal, state, and local regulatory requirements.

Tracking of Covered Drugs from Collection Receptacles begins with the shipment of the Collection Receptacle Supply Bundle (CRSB) to the Authorized Collection Site and concludes with the destruction of the collected Covered Drugs at the destruction facility.

Authorized Collectors are required to maintain the Serialization Tracking Form for each Collection Receptacle Collection Kit (CRCK) received at their Authorized Collection Site. The Serialized Tracking Form documents the unique ID of the Inner Liner, as well as the Inner Liner's initiation, removal, packaging, and hand-off to the common carrier (FedEx) for transport, per DEA requirements.

To ensure compliance with Plan safety and operating procedures, the Serialization Tracking Form is validated with the names and signatures of a minimum of two Authorized Collection Site employees and reviewed by the Program Operator and the Authorized Collector.

Serialization Tracking Form data elements tracked include but are not limited to the following:

- Name and address of the Authorized Collector
- Size of Inner Liner
- Pharmacy DEA # (if applicable)
- Name and address of Reverse Distributor/Disposal Site
- Reverse Distributor/Disposal Site DEA #
- Serial Number of CRCK
- Date CRCK received (i.e., date Inner Liner acquired)
- Date Container installed in Collection Receptacle
- Date Container removed from Collection Receptacle
- Date Container transferred to storage
- FedEx tracking number
- Date Container shipped to the licensed DEA Reverse Distributor-Collector.

Collection Receptacle contents are packaged and sent by the Authorized Collector, via FedEx to the Plan's licensed DEA Reverse Distributor-Collector. Authorized Collectors retain a copy of the

⁸ *Attachment D: Weights by Disposal Facility* has been updated to reflect accurate disposal information, including the name, mailing and physical address, and the total weight of covered drugs disposed for each Disposal Facility..

Serialization Tracking Form, a copy of the FedEx tracking information, and any other required documents for a minimum of three (3) years. Upon receipt of the full Inner Liner(s), the licensed DEA Reverse Distributor-Collector will record all required data, as outlined in the approved Plan, and track the following data elements for each CRCK:

- Date received
- Number and size of Containers received and destroyed
- Serialized barcode label information
- Serialization Container tracking number
- Method of delivery, signature of individuals delivering Containers and employees who received the Container
- Weight
- Date transported to destruction facility
- Place and method of destruction
- Destruction date
- Manifest number (if applicable)
- Name and signature of the two DEA registrant employees witnessing destruction

All information recorded is transferred to the Program Operator daily. Any discrepancies observed by the licensed DEA Reverse Distributor-Collector are recorded on discrepancy reports and corrective action is taken according to Program procedures.

Tracking of Mailers containing Covered Drugs begins with the distribution of Mail-Back Starter Kits (MBSK) to the Mail-Back Distribution Sites and concludes with the destruction of the full Mailer collected at the destruction facility. The full Mail-Back solution, from the Ultimate User, is directly shipped via USPS, to the licensed DEA Reverse Distributor-Collector who records the following data elements for each Mailer:

- Date received
- Number and type of Mailer received and destroyed
- Serialized barcode label information
- Serialization Mailer tracking number
- Method of delivery, signature of individuals delivering
- Weight
- Date transported to destruction facility
- Place and method of destruction
- Destruction date
- Manifest number (if applicable)
- Name and signature of the two DEA registrant employees witnessing destruction.

All information recorded is transmitted to the Program Operator daily for tracking of the Mailers

returned using the MBSK's distribution system.

V. Policies and Procedures

14 CCR section 18973.4(e). Pursuant to subdivision (b)(6) of section 42033.2 of the Public Resources Code, provide the following:

- (1) Description of whether policies and procedures for collecting, transporting, and disposing of covered drugs, as established in the stewardship plan, were followed during the reporting period*
- (2) Description of each instance of noncompliance from stewardship plan policies and procedures, if any occurred*
- (3) Corrective actions taken, or that will be taken, if the program operator discovered critical instances of noncompliance with stewardship plan policies and procedures*

Per sections VII (A) and XIII of the Plan, the Foundation followed policies and procedures for collecting, transporting, and disposing of covered drugs. There were no instances of noncompliance, and therefore no corrective actions taken.

VI. Description of Updates

14 CCR section 18973.4(f) Description of updates, that have been made or will be made, to the processes and policies followed to safely and securely collect, track, and properly manage covered drugs from collection through final disposal

There were no updates that were made or will be made to the processes and policies followed to safely and securely collect, track, and properly manage Covered Drugs from collection through final disposal.

VII. Ordinance Repeal

14 CCR section 18973.4(g): Pursuant to subdivision (e) of section 42032.2 of the Public Resources Code, description of processes, logistics, and timing of implementation that will be necessary for the stewardship program to expand into jurisdictions not previously included in the stewardship plan, in the event of the repeal of a local stewardship program ordinance. The description shall include an explanation of how the stewardship program will meet the Convenience Standards, pursuant to subsection (1)(F) of subdivision (a) of section 42032.2 of the Public Resources Code.

There were no instances of ordinance repeal in the state of California during the Reporting Period.

VIII. Safety or Security Concerns

14 CCR section 18973.4(h) Safety and Security. Describe the general nature of any incidents with safety or security related to collection, transportation, or disposal of collected covered drugs. Explain what corrective actions were taken or will be taken to address the issue and improve safety and security. In addition, the following specific information about any incident(s) shall be made available to the department upon request, and shall include, but not be limited to:

- (1) Location and date
- (2) Description of specific incident
- (3) Cause(s) of specific incident
- (4) Parties involved
- (5) Regulatory or law enforcement agencies involved and any litigation, arbitration, or other legal proceedings that result from each incident

There were no Safety or Security Concerns during the Reporting Period.

IX. Educational Efforts and Public Outreach

14 CCR section 18973.4(i) Education and Outreach. Description and evaluation of the comprehensive education and outreach activities pursuant to section 18973.2(j), including, but not limited to, the following:

- (1) Electronic examples of promotional marketing materials
- (2) Numerical results of the education and outreach metrics outlined in the stewardship plan, pursuant to section 18973.2(j)(5)
- (3) A discussion of what the metrics, described above in section 18973.4(i)(2), reveal about the performance of the comprehensive education and outreach program, including, but not limited to, ultimate user awareness, program usage, and accessibility
- (4) Description of how the requirement of section 42031.6(b) of the Public Resources Code was met.

The Foundation provided educational materials to Authorized Collection Sites and Mail-Back Distribution Sites that participated in the Program. These educational materials were intended to educate the Authorized Collectors and Ultimate Users on how to find Collection Receptacles and order Mailers, and to provide information on the Program, drug abuse statistics, and the dangers of improper disposal of unwanted medications.

Sample educational and promotional material can be found in *Appendix A*. Samples are provided in English and Spanish, but all educational and promotional documents are produced in accordance with the languages outlined in the Foundation's approved Plan.

In accordance with the Plan, the Foundation implemented the following educational efforts and public outreach:

- Programmatic Advertising
 - Provides targeted display ads on browser sites on internet capable devices (smart phones, computers, tablets, etc.).
 - The Foundation ran ads across a prequalified list of over 200,000 domains including a variety of retail websites, Google, and Facebook.
 - Ads ran for six weeks, the first in April and the second in October.
 - There were a total of 659,500 impressions from both advertisements. Impression metrics are reported directly from the individual websites on which the ads are placed and are reported on a per campaign basis. See *Table 1 in Appendix A* for reported metrics.

- **Influencer Programs**
 - Influencer marketing is a content creation tactic used to drive awareness and education to a targeted audience through blogs and social media outlets. Influencers create authentic content around their everyday lives and interests while weaving the story of prescription drug take-back into their content.
 - Influencer content is converted into paid ad units across social platforms and then targeted to community members across the state of California.
 - Paid advertisements for influencer content were run on a variety of platforms including Google, Instagram and Facebook and drove towards a specified impression goal.
 - Social Media posts were run on three different social media platforms (X, Facebook, and Instagram) twice monthly for a total of 24 posts and 269 impressions.
 - The Foundation ran several social media influencer campaigns concurrently with other traditional and digital media campaigns. Digital media campaigns yielded 3,442,693 impressions. The dates and results of each campaign are listed in *Appendix A Table 1*.

- **Direct Mail Campaigns**
 - The Foundation sends an average of 400,000 direct mail postcards twice annually, April 2023 and December 2023, directly to Ultimate Users' homes, as well as to continuum of care organizations and homeless shelters throughout the state of California.
 - These campaigns were used as a means of reaching historically underserved and rural communities which may lack access to computers and the internet, as well as reported low income, racial and ethnic minorities, and other health related disparities.
 - After each direct mail campaign, The Foundation has adjusted the targeted homes for counties having limited disposal options.
 - The Foundation also uses the reported zip codes from the direct mail campaign to shift focus more heavily on underserved areas and areas that have lower volume of Mail-Back Unit requests.
 - A copy of the direct mail postcard can be found in *Appendix A Figure 5*. Total number of direct mail postcards along with the corresponding dates can be found in *Appendix A Table 1*.

- **Newspaper Advertisements**

- The Foundation utilized three different newspapers to target the three most densely populated areas in California. There was one advertisement in each newspaper on Sundays from December 10, 2023, through December 31, 2023, for three total insertions per newspaper, as Sundays have the highest circulation. The Foundation intentionally skipped the Sunday insertions during Holiday weekends due to changes in priorities and work schedules. Newspapers included:
 - The Sacramento Bee, covering Sacramento County, circulates 56,031 newspapers every Sunday, resulting in 168,093 impressions.
 - The LA Times, covering Los Angeles County, Orange County, Riverside County, San Bernardino County, and Ventura County, circulates 481,547 newspapers every Sunday, resulting in 1,444,641 impressions.
 - The San Diego Union Tribune, covering San Diego County, circulates 137,138 newspapers each Sunday, resulting in 411,414 total impressions.

Together, all three newspapers garnered a total of 2,024,148 impressions, meaning that 2,024,148 readers were served the advertisement.⁹ A breakdown of the circulation and total impressions can be seen in *Appendix A Table 2*. Examples of newspaper excerpts can be found in *Appendix A Figures 10, 11, and 12*. This campaign is ongoing and will continue through early 2024.

- Targeted media
 - Cross device display: The Foundation uses contextual targeting and advertising by targeting users based on categories allowing us to reach users as they are actively consuming relevant content such as Drug Safety, Local News, and Healthy Living. This is done by placing media on pages adjacent to content containing specific keywords such as “Consumer Drug Takeback,” “prescription drug disposal,” pharmacy services, medication disposal services, and medication disposal locations.
 - The cross-device display targeted media campaign started on November 27, 2023, and ran through December 31, 2023.
 - This campaign is ongoing and will continue through early 2024.
 - The click through rate is 0.15%, which is well above the industry benchmark click through rate of 0.08% - 0.10%. The most successful tactic

⁹ CalRecycle’s RFA, page 6-7 provides feedback that the metrics in Appendix A differ from what is reported in section IX of the Annual Report for Newspaper impressions. The Foundation has updated and reconciled the tables. A data error in Table 1 resulted in the wrong metric being recorded for impressions of Newspaper Advertisements and it was not caught in review prior to submission.

- deployed was Retargeting (where users who click on the advertisement are served the ad more frequently), with a click through rate of 0.5%, five times higher than the industry benchmark.
- The second most successful targeted media tactic deployed was behavioral targeting (where users are served the advertisement based on where they are visiting online, such as health related websites). Users were served the advertisement on average 2.5 times and total impressions were 1,325,049.
 - Once it identified these trends, the Foundation refocused efforts to serve targeted media through the two highest targeted media methods, retargeting and behavioral targeting. An example of the cross-device display advertisement can be found in *Appendix A Figure 7*.
- Audio: the Foundation utilized targeted audio via streaming platforms such as Spotify, Pandora, TouchTunes, iHeartRadio, PodcastOne, SoundCloud, TuneIn and more. Some of these streaming platforms also incorporate local radio streaming options.
 - Audiences are targeted behaviorally (similar to methods used in cross-device display tactics), as users that stream genres such as medical drugs, prescription drugs, medical services, health, science and medicine are served the advertisements.
 - The targeted audio campaign started on November 27, 2023, and ran through December 31, 2023.
 - Success is measured in terms of audio completion, meaning the listener completes listening to the advertisement. Audio completion rate for targeted audio advertisements was 99%, meeting the high end of the industry benchmark, meaning 99% of listeners listened to the entire advertisement. On average, listeners heard the advertisement 3.3 times and total impressions were 123,387.
 - Digital out-of-home advertisements: The Foundation utilized digital billboards and other digital advertising platforms outside of the home around high-traffic areas and high-traffic times of the day to reach audiences at the most impactful moments in their day.
 - These advertisements reach on-the-go Ultimate Users across different digital out-of-home media.
 - The digital out-of-home campaign started on November 27, 2023, and ran through December 31, 2023.

- The digital billboard advertisements were served at movie theaters, sports venues, gyms, office buildings, and most effectively on gas station TVs, which garnered the highest number of impressions.
- The total number of impressions across all the digital out-of-home advertising platforms was 172,244.
- This campaign is ongoing and will continue through early 2024. An example of the digital billboard advertisement can be found in *Appendix A Figure 8*.

Table 1 in Appendix A provides a high-level overview of the outreach activities performed.

The metrics listed in *Appendix A Table 1* can be used to evaluate performance of the education and outreach program including Ultimate User awareness, Program usage, and accessibility in accordance with section 18973.3(i)(5). Line 'Total Metrics' is reflective of the total number of impressions across all outreach activities.

The Foundation uses these metrics to improve the Program in accordance with its Plan. The Foundation continuously analyzes data from all of the Foundation's outreach and education activities to identify where additional education may be needed or whether a campaign is effective. For example,, the direct mail campaign was among the most successful in increasing Ultimate User engagement as follows:

- Data was analyzed immediately prior to the direct mail postcard being mailed and again one month after Ultimate Users received their direct mail postcard to understand the difference in Mailers requested.
- From January to April, there were an average of eight Mailer requests per month. From June through December, that average jumped from eight requests per month to 101 requests per month which is a 1,163% increase in Program usage.

Where direct connections between campaigns and program usage could not be determined, surveys were used to determine the effectiveness of those tactics. Survey results are discussed below.

In accordance with PRC section 42031.6(b), the Foundation ensured that all education and outreach material was consistent with services offered to Ultimate Users during the Reporting Period.

Annual Survey

In accordance with the Plan, the Foundation completed surveys to measure public awareness, assess convenience and accessibility of Collection Receptacles and other collection methods, and assess knowledge and attitudes regarding the risks of improper storage and disposal of Covered Drugs and regarding use of the Covered Drugs disposal Program amongst providers and Ultimate Users.

The Foundation conducted two surveys through Pollfish, the survey administrator, of: (i) 500 healthcare providers, including doctors, nurses, nurse practitioners, physician assistants, pharmacists, pharmacy technicians, dentists and other healthcare professionals that interact with Ultimate Users¹⁰, and (ii) 1,000 Ultimate Users. Pollfish's survey methodology uses randomized delivery and a mobile-optimized user experience to send in-app invitations to potential participants while they are naturally engaged on their devices.

Pollfish advertised and distributed the surveys through over 120,000 partnered applications and websites such as social media, weather, and news applications, to have a broad reach. The surveys were provided to Ultimate Users and providers through the partnered applications they already utilize, which provides reflexive, immediate responses directly from targeted samples of Ultimate Users and providers without disrupting their mobile experience or creating a biased atmosphere.

The surveys used a double opt-in to avoid pitfalls, such as sampling from the wrong pool of participants, meaning the potential participants must confirm their interest in the survey twice: by starting the survey and again before completing it. Pollfish collected demographic information, such as profession (to identify healthcare providers), and if the potential participants fit the survey criteria, they joined a participant pool where they were invited to take the survey.

The full survey questions and results can be found in *Appendix C*.

Discussion:

A summary of the results of both the Ultimate User and provider surveys, as well as the questions included in the surveys are provided in *Appendix C*. Through its interpretation of the survey results listed in *Appendix C*, the Foundation has identified three areas of focus: (1)

¹⁰ CalRecycle's Notice Regarding Disapproval of The Drug Takeback Solutions Foundation's 2023 Annual Report for Covered Drugs ("Notice"), item #6, requests that the Foundation clarify whether the "provider" survey was completed by pharmacists and healthcare professionals, in accordance with the Foundation's approved Plan.

increasing Program awareness, (2) education regarding risks of improper disposal, and (3) education on Program importance.

First, the Foundation should increase efforts in expanding awareness to Ultimate Users and providers by increasing the number of advertisements providing general awareness of the Program. The Foundation has selected this as a focus for the next Reporting Period because only 55% of Ultimate Users and 62% of providers surveyed were aware of the Program. Of the 62% of providers who reported awareness of the Program, 68% responded they have spoken to their patients about proper disposal of unwanted medication.

Second, the Foundation should improve education for providers and Ultimate Users on the implications of improper disposal. The Foundation is executing this by updating promotional materials and campaigns to more explicitly state the risks of improper disposal and methods of safe disposal. The Foundation found that this is an important topic on which to focus its efforts because 35% of providers surveyed responded that flushing medication down the toilet is safe, 67% of providers surveyed responded that throwing medication in the trash is safe, and 33% of Ultimate Users surveyed responded that throwing medication away in the trash was safe.

Third, of the Ultimate Users surveyed, only 21% of respondents reported disposing of medication via Program offerings (16% use a kiosk, 5% use Mailers). When asking Ultimate Users why they may keep medication in the home, 31% reported that they do so in case they needed them again, and 28% reported not knowing what to do with unwanted or expired medication. Only 44% of providers stated that using Mailers is a safe method of disposal. This is an area of concern for the Foundation as providers are a trusted source of information. The Foundation plans to target more healthcare providers with outreach via a direct mail campaign to healthcare provider offices to increase education and encourage conversations between providers and their patients regarding medication disposal.

Moving forward, the Foundation plans to increase awareness for both providers and Ultimate Users by utilizing what the Foundation learned during each Reporting Period. For example, the Foundation will start each year's media campaign by implementing the most successful campaigns identified in the previous Reporting Period. For example, the 2023 Reporting Period results showed for digital targeted media, the retargeting and behavioral tactics (described in section 'Targeted Media', 'Cross Device Display') yielded the highest click through rate and impressions. Given this information, the Foundation plans to focus efforts on retargeting and behavioral targeting when utilizing cross device display in the next Reporting Period. Also, as we found in this Reporting Period, the direct mail campaign continues to demonstrate success by increasing awareness, which then results in a higher number of Mailers requested.

The Foundation intends to do an additional survey in November 2024, one full year after the first survey, to identify changes in knowledge, awareness, and attitudes.

In accordance with PRC section 42031.6(b), the Foundation ensured that all education and outreach material was consistent with services offered to Ultimate Users during the Reporting Period.

X. Participating Covered Entities

14 CCR section 18973.4(j) Covered Entities, Covered Products, and Authorized Collectors. List of the following:

(1) Participating covered entities covered by the stewardship plan and their contact information including, but not limited to, the following:

(A) Name of covered entity

(B) Mailing and physical address

(C) Contact name and title

(D) Email address

(2) A copy of the list of covered products submitted to the Board of Pharmacy pursuant to subsection (2) of subdivision (a) of section 42031 of the Public Resources Code.

(3) Authorized collectors and their contact information including, but not limited to:

(A) Name of authorized collector

(B) Mailing and physical address

(C) Contact name and title

(D) Email address

A list of participating Covered Entities and corresponding product list is provided in *Attachment E: Covered Entities and Product List*. Unless otherwise indicated in *Attachment E*, mailing and physical addresses are the same.¹¹

A list of the Authorized Collectors and their contact information is provided in a separate attachment, *Supplement: Confidential Collection Information*.

XI. Service Provider Selection Process

14 CCR section 18973.4 (k) Description and evaluation of the process for selecting service providers, if applicable.

The Foundation has not added or changed any Service Providers for the Reporting Period.

¹¹ In response to CalRecycle's Notice, item #9, the Foundation confirms that this information has been provided in Attachment E: mailing and physical addresses associated with each Authorized Collector.

XII. Incentives

14 CCR section 18973.4(l) Description of any grants, loans, sponsorships, reimbursements, or other incentives provided, as applicable.

There were no grants, loans, sponsorships, reimbursements, or other incentives provided during the Reporting Period.

XIII. Staffing Changes

14 CCR section 18973.4 (m) Description of changes in staffing of the stewardship program.

There were no staffing changes in the Stewardship Program during the Reporting Period.

XIV. Expenses

14 CCR section 18973.4 (n) A list of all actual expenses incurred during the previous reporting period. Expenses shall be summarized in accordance with the budget categories specified in section 18973.6(b).

The table below represents actual expenses during the Reporting Period.

Expense Category	Total Expense
Capital Expenses	\$ 66,436.53
Operational Costs	\$ 398,817.14
Education and Outreach	\$ 244,590.05
Administrative Costs	\$ 460,350.13
Grants, Loans, Sponsorships and Other Incentives	\$ 0
Departmental Administrative Fees	\$ 2,316,503.36 ¹²
Total Expenses for Reporting Period	\$ 3,486,697.21

¹² In the RFA, CalRecycle states that “The Foundation paid a total of \$381,375.45 for invoices regarding departmental administrative fees in 2023.” However, the regulations require the annual report to include a “list of all actual expenses incurred during the previous reporting period,” not expenses paid. 14 CCR § 18973.5(q) (emphasis added). The figure above reflects actual expenses incurred in 2023 based on CalRecycle invoices provided to the Foundation in 2023, which were analyzed pursuant to Generally Accepted Accounting Principles (GAAP) to project remaining 2023 expenses incurred by the Foundation related to CalRecycle administrative fees

XV. Coordination Efforts

14 CCR section 18973.4 (o) Description of how the program operator coordinated with other program operators to avoid confusion to the public and all program participants in the event that multiple stewardship programs for covered drugs are in operation concurrently or new stewardship programs begin operating.

The Foundation communicated regularly with the other Program Operators regarding coordination efforts during the Reporting Period.

An agreement was signed between each Program Operator and a third-party vendor on September 11, 2023, and work began in November 2023 on the jointly operated toll-free number and neutrally branded website. Implementation of the jointly operated toll-free number and neutrally branded website was completed in early 2024.

The jointly operated toll-free number was created for Ultimate Users to call and inquire about locations to dispose of Covered Drugs, request that Mailers be sent directly to the Ultimate User, and to access other Program information including educational materials. The neutrally branded website serves as a single source of information for Ultimate Users. Both Program Operators agree to meet immediately to discuss any confusion of Ultimate Users or Program participants. Program Operators agree to take action to address any confusion. The website is neutrally branded by utilizing an agreed-upon logo created for the website.

The neutrally branded website allows Ultimate Users to order Mailers, view Program information, educational information, and other Program advocacy. The Foundation and the other Program Operator will each distribute 50% of the Mailers via a rotating button that directs Ultimate Users to each Program Operator every other time.

XVI. State Agency Determinations

14 CCR section 18973.4 (p) State Agency Determinations pursuant to section 42032.2(a)(1)(C) of the Public Resources Code. Submit all agency determination(s) of compliance, noncompliance, and superseding determinations of compliance, if any, for the reporting period.

The Foundation received the following State Agency Determinations during the Reporting Period. Copies of the determinations are provided in *Attachment F: State Agency Determinations*

- Program Budget
 - May 1, 2023 - CalRecycle's Completeness Determination of the Foundation's 2022 Annual Report and 2024 Annual Program Budget for Covered Drugs (Incomplete)
 - June 22, 2023 - CalRecycle's Completeness Determination of the Foundation's 2022 Annual Report and 2024 Annual Program Budget for Covered Drugs

- (Complete)
- August 15, 2023 – Request for Action – Consideration of The Drug Takeback Solutions Foundation’s 2024 Annual Program Budget for Covered Drugs (CalRecycle Approval)
- Annual Reporting
 - May 1, 2023 – CalRecycle’s Completeness Determination of the Foundation’s 2022 Annual Report and 2024 Annual Program Budget for Covered Drugs (Incomplete)
 - June 22, 2023 – CalRecycle’s Completeness Determination of the Foundation’s 2022 Annual Report and 2024 Annual Program Budget for Covered Drugs (Complete)
 - August 15, 2023 – Request for Action – Consideration of The Drug Takeback Solutions Foundation’s 2022 Annual Report for Covered Drugs (CalRecycle Disapproval)
- Noncompliance
 - March 14, 2023 – Notice of Violation for Noncompliance with the California Pharmaceutical and Sharps Waste Stewardship Law Regarding the 2022 Annual Program Budget for Covered Drugs
 - August 15, 2023 – Request for Action – Consideration of The Drug Takeback Solutions Foundation’s 2022 Annual Report for Covered Drugs
 - August 24, 2023 – Notice of Violation for Noncompliance with the California Pharmaceutical and Sharps Waste Stewardship Law Regarding the 2022 Annual Report for Covered Drugs
 - November 6, 2023 – Notice of Violation of Public Resources Code (PRC) section 42034.2(a) for Non-Payment of Pharmaceutical and Sharps Waste Stewardship Program Departmental Administrative Fee for Covered Drugs for October 2021 through March 2023 (Invoice #: 0000001518735)

XVII. Certification Statement

As required by 14 CCR section 18973(e), I hereby declare, under penalty of perjury, that the information provided in this document is true and correct, to the best of my knowledge.



Chris Smith, R.Ph.
Foundation President
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Winston-Salem, NC 27102
Phone Number: (336) 631-7602
Email Address: Chris.Smith@takebackfoundation.org

Appendix A – Educational Materials, Outreach, and Electronic Examples of Promotional Materials¹³

2023					
Outreach Activity	Type of Media	Start Date	End Date	Impressions	Frequency
Social Media Posts	Digital Promotion	1/1/2023	12/31/2023	269	24
Influencer Media*	Digital Promotion	3/4/2023	12/1/2023	3,442,693	4
Programmatic Media	Digital Promotion	4/10/2023	12/31/2023	659,500	2
Direct Mail Campaign	Direct Mail	4/1/2023	6/1/2023	550,008	1
Direct Mail Campaign	Direct Mail	12/1/2023	12/31/2023	353,828	1
Newspaper Advertisements	Print Ads	12/10/2023	12/31/2023	2,024,148	9
Cross Device Display	Targeted Digital Media	11/27/2023	12/31/2023	456,681	N/A
Advanced Audio	Targeted Audio Media	11/27/2023	12/31/2023	123,387	N/A
Digital Out of Home	Digital Billboards	11/27/2023	12/31/2023	172,244	N/A
Total Metrics	All	1/1/2023	12/31/2023	7,782,758	N/A

Table 1 – Outreach Activities Overview

Newspaper	# Insertions	Circulation Per Insertion	Total Impressions
The Los Angeles Times	3	481,547	1,444,641
The San Diego Union Tribune	3	137,138	411,414
The Sacramento Bee	3	56,031	168,093
Total	9	674,716	2,024,148

Table 2 – Newspaper Outreach

¹³ CalRecycle’s RFA, page 6–7 provides feedback that the metrics in Table 1 and Table 2 differ and are unclear. The Foundation has updated and reconciled the tables. A data tabulation error doubled the numbers in Table 2 and it was not caught in review prior to submission.



PROTECT YOUR FAMILIES,
COMMUNITIES, AND THE ENVIRONMENT

SAFELY DISPOSE OF UNUSED MEDICINES

WHAT SHOULD YOU DO WITH YOUR EXPIRED OR UNWANTED MEDICINES

There are a number of ways to dispose of expired or unwanted medications.

Go to www.safemedicinedrop.com to learn more.



CONVENIENT KIOSK
LOCATIONS



MAIL-BACK

For more information about the program,
go to www.safemedicinedrop.com
or call 1-888-371-0717



WHY IS SAFE DRUG DISPOSAL IMPORTANT FOR PUBLIC HEALTH?

Proper disposal of unused
drugs saves lives and
protects the environment.

- Unused or expired prescription medications can lead to accidental poisoning, overdose, and abuse.
- Unused prescription drugs thrown in the trash can be retrieved and abused or illegally sold.
- Unused drugs that are flushed contaminate the water supply.

Figure 1 - Educational Brochure - Front



PROTECT YOUR FAMILIES,
COMMUNITIES, AND THE ENVIRONMENT
**SAFELY DISPOSE
OF UNUSED MEDICINES**

BEFORE DISPOSAL CHECK THE PACKAGE

If there are specific instructions for disposal on the label, package or package insert, please follow those instructions.

DISPOSAL OPTIONS



CONVENIENT KIOSK DROP OFF LOCATIONS

To find drug disposal kiosk drop-off sites in your area, visit www.safemedicinedrop.com.



MAIL-BACK ENVELOPES

Mail-Back Services for Unwanted Medicines. Visit the Mail-Back section of www.safemedicinedrop.com to order a Mail-Back Package.

For more information about the program, go to www.safemedicinedrop.com or call 1-888-371-0717



**WHAT CAN YOU
DISPOSE OF IN A
KIOSK OR MAILBACK
ENVELOPE?**



ACCEPTED:

Medications in any dosage form, except for those listed below, in their original container or sealed.*

*If transferring medications to a sealed bag, please be sure to recycle all remaining packaging



NOT ACCEPTED:

Herbal remedies, vitamins, supplements, cosmetics, other personal care products, medical devices, batteries, mercury-containing thermometers, sharps, and illicit drugs.

Figure 1 - Educational Brochure - Back



**MAIL-BACK PACKAGE IS FOR
UNWANTED
OR EXPIRED
MEDICATIONS**



ACCEPTED

Medications in any dosage form, except those listed below, in their original container or sealed bag.*

*If transferring medications to a sealed bag, please be sure to recycle all remaining packaging.

NOT ACCEPTED

Herbal remedies, vitamins, supplements, cosmetics, other personal care products, inhalers, medical devices, batteries, mercury-containing thermometers, sharps, pet medication, and illicit drugs.

To protect your privacy, consumers are reminded to remove all personally identifiable information on prescription labels or materials before using any of the disposal options listed above.



Figure 2 - Mail-Back Insert for Medication



MAIL-BACK PACKAGE IS FOR
INHALERS



ACCEPTED

Inhalers

NOT ACCEPTED

Unwanted medicines that are not inhalers, herbal remedies, vitamins, supplements, cosmetics, other personal care products, medical devices, batteries, mercury-containing thermometers, sharps, and illicit drugs.

Note: Only place undamaged inhalers in their original containers in the Inhaler Mail-Back Package. Inhaler Mail-Back Packages can only be used for inhalers and cannot accept other types of items.

To protect your privacy, consumers are reminded to remove all personally identifiable information on prescription labels or materials before using any of the disposal options listed above.



Figure 3 - Mail-Back Insert for Inhalers



**MAIL-BACK PACKAGE IS FOR
PRE-LOADED PRODUCTS
CONTAINING A SHARP
AND AUTO-INJECTORS**



ACCEPTED

Pre-loaded products containing a sharp and auto-injectors.

NOT ACCEPTED

Unwanted medicines that are not pre-loaded products containing a sharp or auto-injectors, inhalers, herbal remedies, vitamins, supplements, cosmetics, other personal care products, medical devices, batteries, mercury-containing thermometers, sharps, and illicit drugs.

Note: Injector Mail-Back Packages can only be used for pre-filled injector products and cannot accept other types of items.



Figure 4 - Mail-Back Inserts for Combination Product Mail-Back Package



SAFE DISPOSAL OF MEDS AND SHARPS IS FREE!

**¡DESECHAR EN FORMA SEGURA
MEDICAMENTOS Y OBJETOS
PUNZOCORTANTES ES GRATUITO!**

Protect our families,
communities and
the environment



Figure 5 - Direct Mail Postcard - Front



FIND A LOCAL KIOSK OR GET A SHARPS CONTAINER!
WWW.SAFEMEDICINEDROP.COM
1-888-371-0717



**DRUG TAKEBACK SOLUTIONS
FOUNDATION**

*Inmar Rx Solutions is the service provider for The Drug Takeback Solutions Foundation

HOW IT WORKS



Medication Disposal:

- 01 Pull drawer open**
Abra el cajón
- 02 Place medications inside**
Coloque los medicamentos en su interior
- 03 Close the drawer**
Cierre el cajón



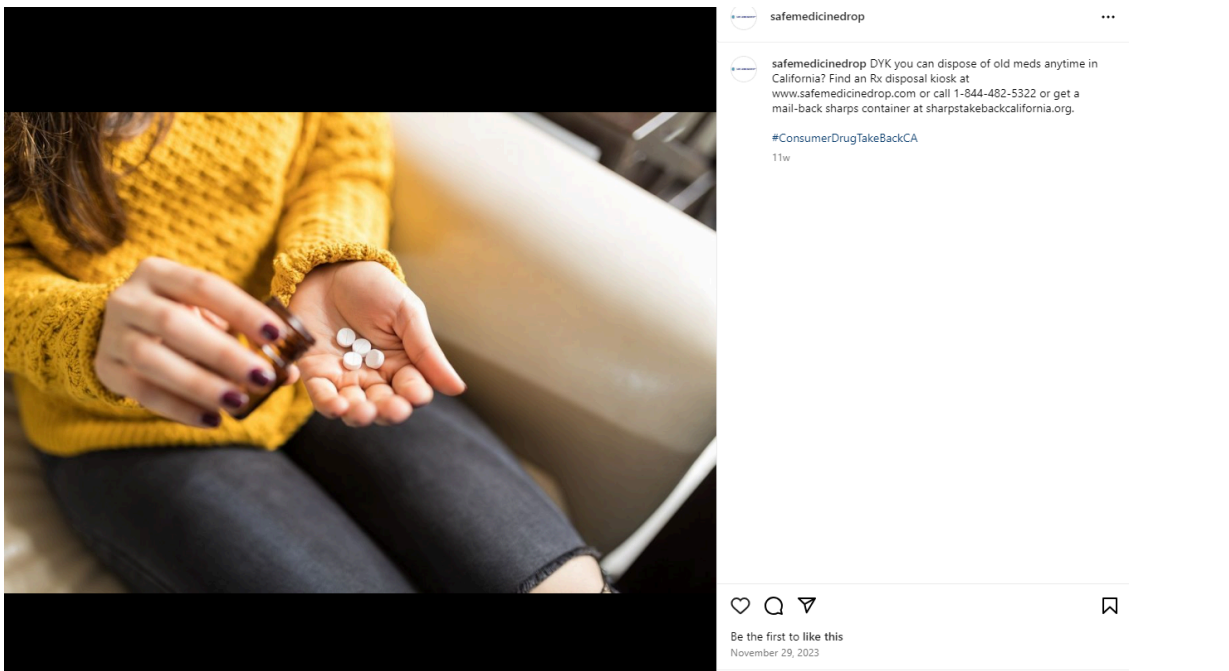
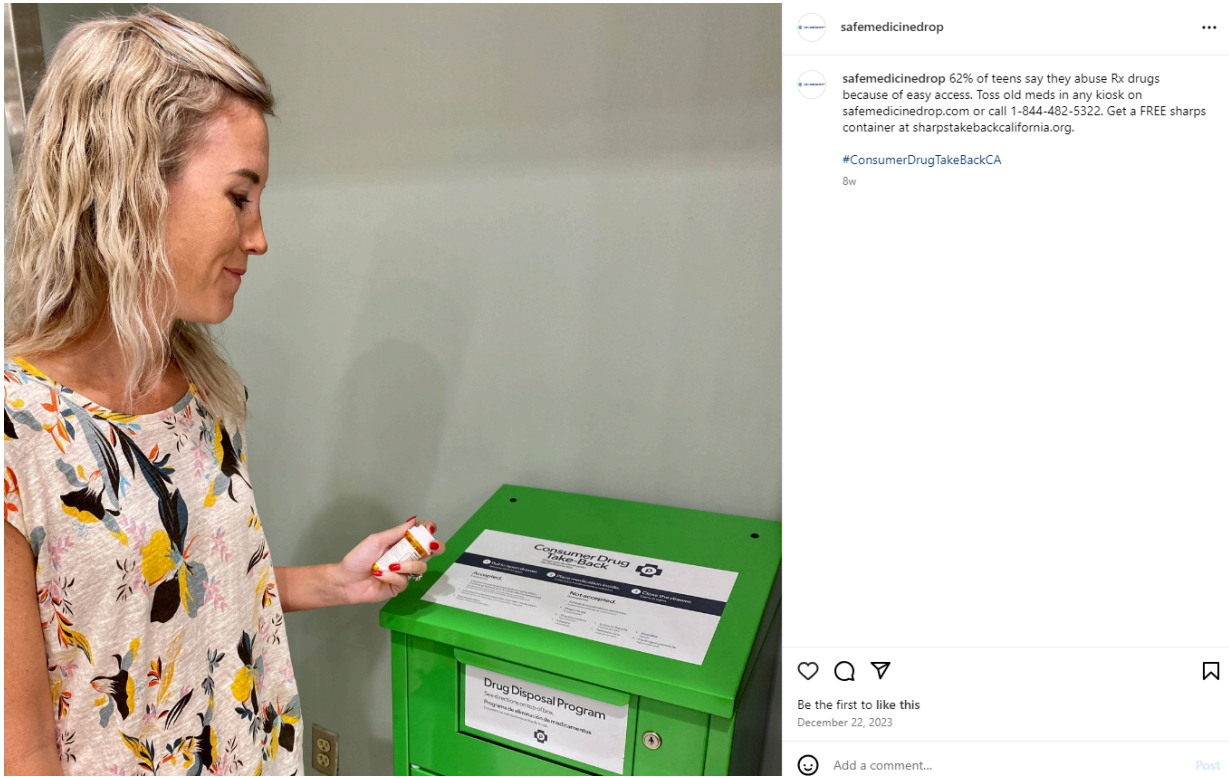
Getting a Sharps Container:

- 01 Go to www.safemedicatedrop.com or scan QR code**
Visite www.safemedicatedrop.com o escanee el código QR
- 02 Enter zip code and select "California Sharps Program"**
Ingrese el código postal y seleccione "California Sharps Program" [Programa de objetos punzocortantes de California]
- 03 Enter info, select "user" and submit**
Ingrese la información, seleccione "user" [usuario] y envíe



For more information, or to find this material in additional languages, scan the above QR code to visit www.safemedicatedrop.com.

Figure 5 - Direct Mail Postcard - Back



Figure(s) 6 - Social Media Posts - Instagram. These images were shared on the same dates on X (Formerly Twitter) and Facebook



**DRUG TAKEBACK SOLUTIONS
FOUNDATION**



**WE'VE MADE
MEDICATION
DISPOSAL FREE
AND EASY!**

FIND LOCATION

Visit SafeMedicineDrop.com



Figure 7 - Digital Media Displayed in Targeted Media



**DRUG TAKEBACK SOLUTIONS
FOUNDATION**

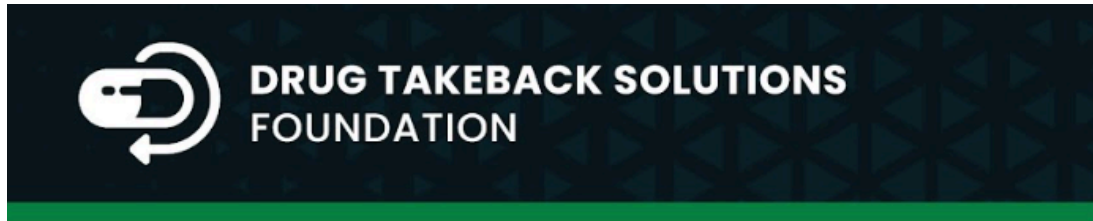
**SAFELY GET RID OF OLD MEDS
AT A NEARBY DISPOSAL SPOT!
IT'S EASY AND FREE.**

Visit SafeMedicineDrop.com
or call **888-371-0717** to find the
closest location.

SAFE DRUG DISPOSAL
ELIMINACIÓN SEGURA
DE MEDICAMENTOS.
RETURN YOUR UNUSED
PRESCRIPTION MEDICATIONS HERE

INVAR

Figure 8 - Digital Media Displayed on Digital Billboards



TIME TO CLEAN OUT YOUR MEDICINE CABINET!

**Help prevent drug misuse,
and protect our water supply
from improper drug disposal.
Safely dispose of unused
or expired medications.
Find a location near you at
SafeMedicineDrop.com
or call **888-371-0717**.**

Figure 9 - Newspaper Advertisement Displayed in The LA Times, San Diego Tribune, and The Sacramento Bee



DRUG TAKEBACK SOLUTIONS FOUNDATION

CNPA Advertising Se... / PO# C23124N10
Inmar Consumer Take Back Program
Section/Page/Zone: Main News/A004/LA
Time To Cleanout Your Medicine Cabi
Client Name: 7960657-1
Advertiser: 3 x 5.2500
Section/Page/Zone: 4 Colors
Description: You may not create derivative works, or in any way exploit or misappropriate any content.

An affinity for Judaism, but Milei isn't Jewish

Shortly before taking office as president of Argentina on Monday, Javier Milei decided to announce to the world that he was a Jew. He said he was Jewish, but not Jewish.



JAVIER MILEI, left, who became president of Argentina on Monday, has made public forays into Judaism. He is seen here with his wife, Cecilia, at a public event in Buenos Aires.

Milei's Jewish identity is a subject that does not seem to be a source of controversy — at least in the conservative press of the United States. He is a self-proclaimed Jew, and he has a Jewish name.

Milei, 47, is not an observant Jew, but he has a good friend of the Jews, he says. He is a Jew, he says, but he is not Jewish. He is a Jew, he says, but he is not Jewish. He is a Jew, he says, but he is not Jewish.

describing the extent of the nation's military dictatorship of the 1970s through early 2000s, when tens of thousands of people disappeared, according to human rights groups. The report says that 2000, many of these disappeared among targeted leftist students, were unaccounted for. The report says that 2000, many of these disappeared among targeted leftist students, were unaccounted for.

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Record death toll for journalists in Gaza
The Israeli military said on Monday that 14 journalists had been killed in the Gaza Strip in the past year and about 100 more were injured. The group said the deaths were the result of Israeli military operations in Gaza.

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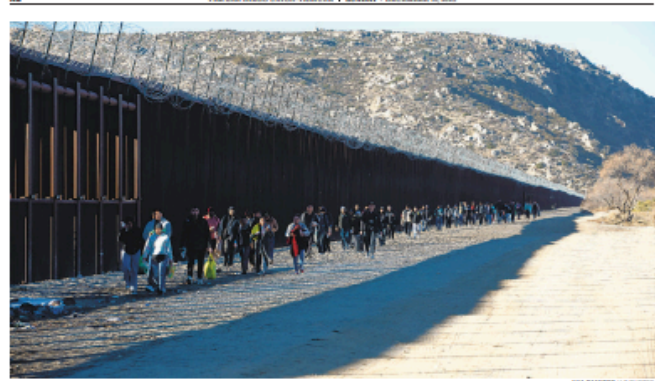
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TIME TO CLEAN OUT YOUR MEDICINE CABINET!
Help prevent drug misuse, and protect our water supply from improper drug disposal.
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Figure 10 - Newspaper Advertisement - The LA Times 12/10/2023 Insertion



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After crossing the border, migrants are led to an open-air detention site near Juarez Hot Springs where they will wait to be processed by the Border Patrol.



The chain-link fence, in addition to detecting migrants, limits access to a construction zone along the canal, where an elevated highway is being built.



A sign in Spanish on the border fence warns that crossing the canal is illegal and encourages using the CBP One app to apply for asylum screening.

MIGRANTS Mexico targeting smuggling groups

MEXICO — Border patrol agents are targeting smuggling groups in the northern state of Tijuana, where they said they are intercepting migrants before they reach the border. The agents are also targeting the groups that smuggle migrants across the border, according to a report from the U.S. Border Patrol.

The secondary U.S.-Mexico border fence was built that crossing the canal is illegal and migrants to apply for asylum screening through the CBP One mobile app's appointment system.

David Price Tjebke, director of the National Migration Institute in San Diego, said that the new fence is for "security and control."

"I'm not going to look for support here," Price said. "I'm not going to look for support here."

At one outdoor camp, the primary and secondary border fence were built in the south.

On Monday, Jess, who has been one of the volunteers providing humanitarian aid to migrants, said that there was an average of 80 people — many of them children.

"The fence may slow down our temporary shelter, what we are seeing is that people are going to try to find other routes," Jess said.

Price said that in the past week, the number of migrants at the border has increased. He said that the number of migrants at the border has increased.

"I'm not going to look for support here," Price said. "I'm not going to look for support here."

At one outdoor camp, the primary and secondary border fence were built in the south.

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Figure 11 - Newspaper Advertisement - The San Diego Tribune 12/10/2023 Insertion



300 travelers from India detained in French airport

BY CHRISTOPHER ENA AND ANGELA CHARLTON Associated Press

VATRY, FRANCE

About 300 Indian citizens heading to Central America were sequestered in a French airport for a third day Saturday after a dramatic police operation prompted by a tip that those aboard might be victims of human trafficking, authorities said.

Those aboard included children and families. The youngest passenger is a toddler of 21 months, and among the children are several unaccompanied minors, according to the local civil protection agency.

Two of the passengers have been detained as part of a special investigation into suspected human trafficking by an organized criminal group, according to the Paris prosecutor's office. Prosecutors wouldn't comment on what kind of trafficking was alleged, or whether the ultimate destination was the U.S., which has seen a surge in Indians crossing the Mexico-U.S. border this year.

French authorities hung white tarps across the soaring bay windows of the small Vatry Airport in Champagne country to ensure privacy for the passengers held inside. The unmarked A340 plane, grounded since Thursday, can be seen parked near the terminal. Other flights were canceled or rerouted as the airport was transformed into the hub of a vast trafficking investigation.

The 15 crew members of the Legend Airlines charter flight - en route from

Fujairah airport in the United Arab Emirates to Managua, Nicaragua - were questioned and released, according to a lawyer for the Romania-based airline.

A surreal holiday weekend scene has been unfolding in the Vatry Airport since Thursday. The flight stopped for refueling, and was grounded by French police based on an anonymous tip that it could be carrying victims of human trafficking, the prosecutor's office said.

The unusual and sudden probe disrupted air travel as police cordoned off the airport and flights were disrupted, according to the administration for the Marne region. The airfield is used primarily for charter and cargo flights.

Police sequestered the passengers in the airport, where they spent two nights on camp beds while the investigation continues, according to an official with the Marne administration. The official said the passengers initially remained in the plane, surrounded by police on the tarmac, but were then transferred into the main hall of the airport to sleep.

Emergency workers, a doctor and local volunteers are on the scene and the passengers are being given regular meals, medical care and access to toilets and showers, said Patrick Jaloux, head of the regional civil protection service. A special section of the terminal has been equipped for families.

As the ordeal drags on, "we are trying to find ways to help them pass the time" and reduce their distress, Jaloux told the Associated Press.



A makeshift memorial Oct. 28 outside Sparetime Bowling Alley, the site of a mass shooting in Lewiston, Maine.

Authorities knew Maine shooter was a threat

BY FABRICK WHITTLE AND HOLLY REAMER Associated Press

PORTLAND, MAINE

Police who declined to confront an Army reservist in the weeks before he killed 18 people in Maine's deadliest mass shooting feared that doing so would "throw a stick of dynamite on a pool of gas," according to video released Friday by law enforcement.

The video, which was released to the Portland Press Herald and then sent to The Associated Press, documents a Sept. 16 call between Sagadahoc County Sheriff's Sgt. Aaron Skolfield and Army Reserve Capt. Jeremy Reamer. Skolfield was following up with Reamer about the potential threat posed by Robert Card, 40, who carried out the Oct. 25 attacks at a bowling alley and a restaurant. He was found dead two days

later of a self-inflicted gunshot wound.

Military officials alerted police in September that Card had been hospitalized in July after exhibiting erratic behavior while training, that he still had access to weapons and that he had threatened to "shoot up" an Army reserve center in Saco, a city in southern Maine. The sheriff's department responded by briefly staking out the Saco facility and going to Card's home in Bowdoin for what Reamer described as a "welfare check."

"The only thing I would ask is if you could just document it," Reamer said. "Just say, 'He was there, he was uncooperative. But we confirmed that he was alive and breathing.' And then we can go from there. That's, from my end here, all we're really looking for."

Skolfield mentioned Maine's yellow flag law, which can be used to remove guns from potentially dangerous people, after Reamer said Card had refused medical treatment after his hospitalization.

"So that, obviously, is a hurdle we have to deal with. But at the same time, we don't want to throw a stick of dynamite on a pool of gas, either — make things worse," he said.

Reamer expressed similar concerns. "I'm a cop myself," he said. "Obviously, I don't want you guys to get hurt or do anything that would put you guys in a compromising position."

Auburn City Councilor Leroy Walker Sr., whose son Joseph Walker was killed in the shootings expressed frustration with police after seeing the video. Joseph Walker was the manager of Schenck's Bar & Grill, where part of the attack took place.

"I would like to know what we train these people to do. Is it to deliver mail? Or stop innocent people that may be driving 11 miles (per hour) over the speed limit?" Walker said in a text message, noting that watching the video made him "sick."

In the video, Skolfield referred to the Cards as "a big family in this area," and said he didn't want to publicize that police were visiting the home. He told Reamer he would reach out to Card's brother, Ryan, to ensure family members had taken Card's guns, and a second video shows an officer at the father's home. After Card's father said he hadn't spoken with Ryan in several days, the officer said he would try again later.

"I just wanted to make sure Robert doesn't do anything foolish at all," he said.


A report released last week by Sheriff Joel Merry made clear that local law enforcement knew months before the attack that Card's mental health was deteriorating. Police were aware of reports that he was paranoid, hearing voices, experiencing psychotic episodes and possibly dealing with schizophrenia.

Merry and Lewiston city officials declined to comment on the release of the videos.

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A holiday gem.

Figure 12 - Newspaper Advertisement - The Sacramento Bee 12/24/2023 Insertion

Appendix B – Website

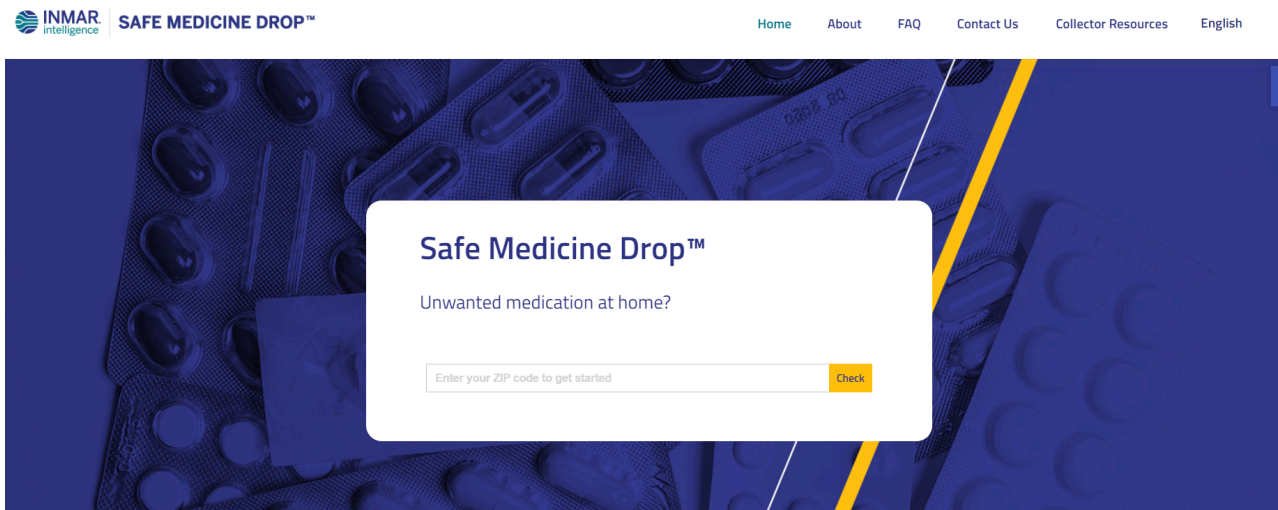


Figure 1 – The Foundation’s Approved Vendor’s Website Homepage

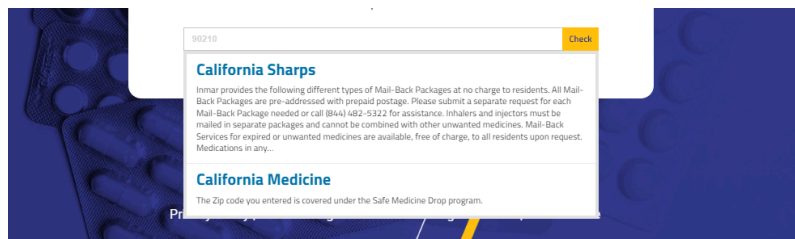


Figure 2 – Drop Down Menu on the Foundation’s Approved Vendors Website Homepage.

Figure 1 & 2 Description:

Figure 1 is the Foundation’s approved vendor’s homepage. Ultimate Users enter in their zip code into the search bar. Ultimate Users are provided with a drop down menu that demonstrates what programs and disposal options are available in their selected zip code. Ultimate Users have the option to select California Sharps and California Medicine when typing a zip code associated with the Program. Upon clicking on California Medicine, Ultimate Users are brought to the California Medicine landing page (Figure 3).

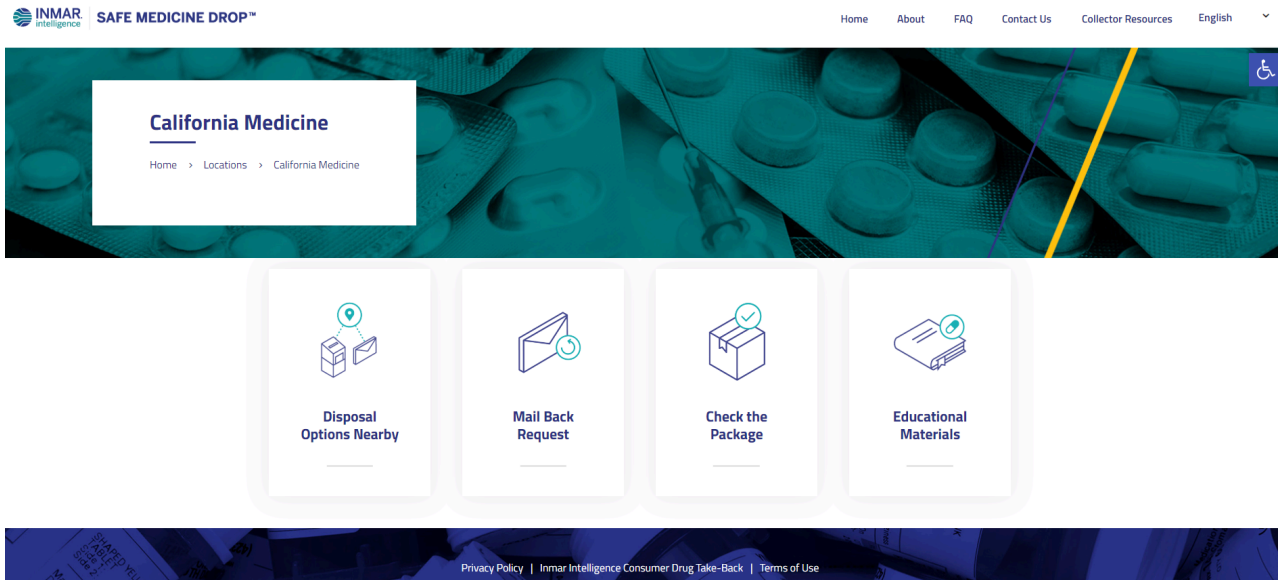


Figure 3 – Website – California Medicine Landing Page

Figure 3 Description:

Once on the landing page, Ultimate Users have the option to search for Collection Receptacles and Mail-Back Distribution Locations (button titled 'Disposal Options Nearby'), order Mailers (Mail Back Request), review safe disposal information (Check the Package) and review and/or download educational materials (Educational Materials). Website domain - www.safemedicinedrop.com.



Choose your package type

Medicine

How many packages do you need

1

2

3

Contact Information

First Name* Last Name* Email Address*

Address Line 1* Address Line 2

City* CA 90210

Submit

Figure 4 – Website – Mail-Back Request Form

Choose your package type How many packages do you need

Medicine

- Medicine
- Inhaler
- Auto-Injector Package

First Name* Last Name* Email Address*

Address Line 1* Address Line 2

City* CA 90210

[Submit](#)

Inmar provides the following different types of Mail-Back Packages at no charge to residents. All Mail-Back Packages are pre-addressed with prepaid postage.
Please submit a separate request for each Mail-Back Package needed or call 1-888-371-0717 for assistance.
Inhalers and injectors must be mailed in separate packages and cannot be combined with other unwanted medicines.

◆ [MEDICINE MAIL-BACK SERVICES](#)

◆ [INHALER MAIL-BACK SERVICES](#)

◆ [AUTO-INJECTOR MAIL-BACK SERVICES](#)

[Back To California Medicine](#)

Figure 5 - Website - Mail-Back Request Form Continued

Inmar provides the following different types of Mail-Back Packages at no charge to residents. All Mail-Back Packages are pre-addressed with prepaid postage.

Please submit a separate request for each Mail-Back Package needed or call 1-888-371-0717 for assistance.

Inhalers and injectors must be mailed in separate packages and cannot be combined with other unwanted medicines.

— **MEDICINE MAIL-BACK SERVICES**

Mail-Back Services for expired or unwanted medicines are available, free of charge, to all residents upon request. Medications in any dosage form, except for those identified as Not Accepted below, in their original container or sealed bag are accepted.

NOTE: The following items are not accepted in Standard Mail-Back Envelopes:

- herbal remedies
- vitamins
- supplements
- cosmetics
- other personal care products
- medical devices
- batteries
- mercury-containing thermometers
- inhalers
- used or empty syringes
- sharps and injectors
- illicit drugs

— **INHALER MAIL-BACK SERVICES**

Mail-Back Services for inhalers are available, free of charge, to all residents upon request.

NOTE: Only place undamaged inhalers in their original containers in the Inhaler Mail-Back Package. Inhaler Mail-Back Packages can only be used for inhalers and cannot accept other types of items.

— **AUTO-INJECTOR MAIL-BACK SERVICES**

Mail-Back Services for pre-filled injector products are available to all residents upon request.

NOTE: Auto-Injector Mail-Back Packages can only be used for pre-filled injector products and cannot be used for inhalers or other types of unwanted medicines or items

[Back To California Medicine](#)

Figure 6 – Website – Mail-Back Request Form Information (Continuation on Request Form Page)

Disposal Options Nearby

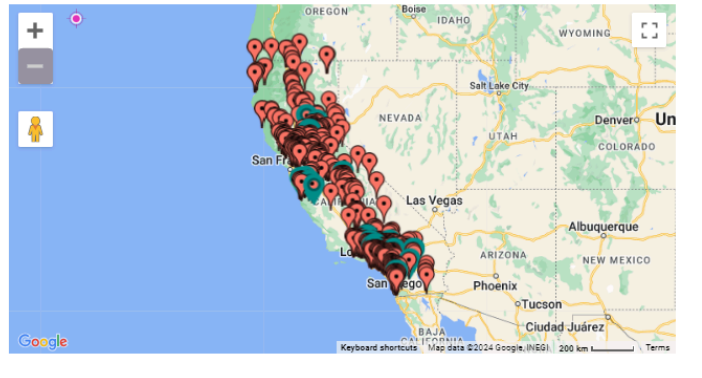
Home > ... > California Medicine > Disposal Options Nearby



Locations Listing

90210

Select Categ... Select Radius



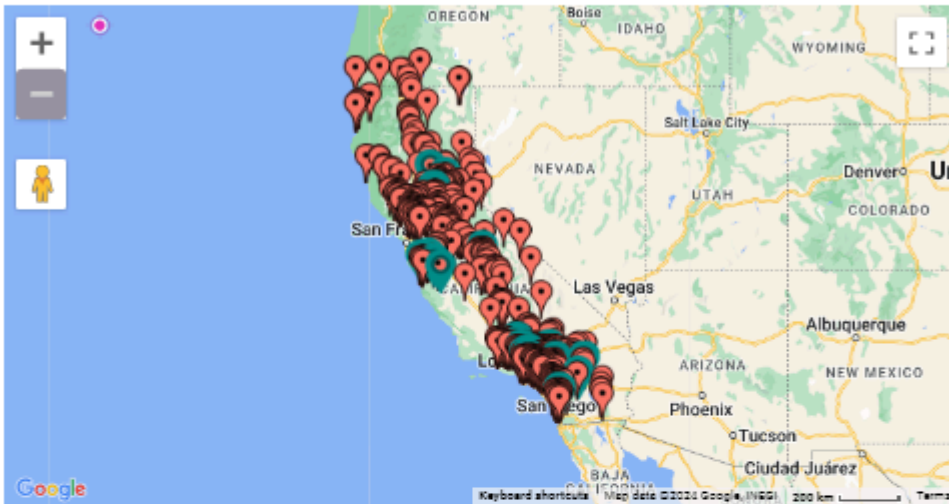
The map displays the western United States, including Oregon, Idaho, Nevada, Utah, Arizona, and California. Numerous red pins are scattered across the region, indicating disposal locations. Major cities like San Francisco, Los Angeles, San Diego, Las Vegas, Salt Lake City, Denver, and Albuquerque are labeled. The map includes standard navigation controls like zoom in (+) and zoom out (-) buttons, a person icon, and a scale bar at the bottom right.

Figure 7 - Website - Disposal Options Nearby

Locations Listing

90210

Select Categ... ▼ Select Radius ▼



3M mail-back supply location

Get Directions and Location Information

📍 8981 US HIGHWAY 395 OAK HILLS California 92344

3M mail-back supply location

Get Directions and Location Information

📍 18750 Minnesota Road Corona California 92881

3M OCCUPATIONAL MEDICINE mail-back supply location

Get Directions and Location Information

📍 2724 S. Peck Road Monrovia California 91016

986 PHARMACY mail-back supply location

Get Directions and Location Information

📍 2001 Santa Monica Blvd, Ste 100-W Santa Monica California 90404

986 PHARMACY Medicine Kiosk

Get Directions and Location Information

📍

Figure 8 - Website - Disposal Options Listed



How To Dispose of Medications:



1. FIND A KIOSK NEARBY

- a. Pull to open drawer
- b. Place Medications Inside
- c. Close the drawer



2. Mail-Back Envelope

- a. Request a mail-back envelope
- b. Put medications in the envelope and seal it
- c. Mail it back to the address on the envelope

Figure 9 - Website - Educational Materials

ACCEPTED:

- Unused or expired prescription medication (Including Schedule II-V controlled substances)
- Unused or expired over-the-counter medication

NOT ACCEPTED:

- Schedule I controlled substances
- Illegal Drugs

EDUCATIONAL MATERIALS: English | Español | Tiếng Việt | 中国人 | हिंदी | 한국인 | 日本 | Tagalog

EDUCATIONAL MATERIALS POSTCARD: English | Español | Tiếng Việt | 中国人 | हिंदी | 한국인 | 日本 | Tagalog | ខ្មែរ | 泰语

MAIL BACK INSERTS MEDICINE: English | Español | Tiếng Việt | 中国人 | हिंदी | 한국인 | 日本 | Tagalog | ខ្មែរ | 泰语

MAIL BACK INSERTS INHALER: English | Español | Tiếng Việt | 中国人 | हिंदी | 한국인 | 日本 | Tagalog | ខ្មែរ | 泰语

MAIL BACK INSERTS AUTO-INJECTOR: English | Español | Tiếng Việt | 中国人 | हिंदी | 한국인 | 日本 | Tagalog | ខ្មែរ | 泰语

[Back To California Medicine](#)

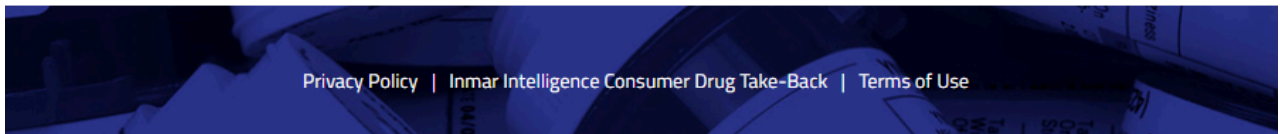


Figure 10- Website - Educational Materials

Check the Package

To protect the environment, unwanted medicines should never be flushed down the toilet, put down the sink, or thrown in the trash. Proper disposal of medication helps to reduce the risk of environmental contamination as well as reducing the chance of abuse.

When destroying medication, please make every attempt to protect your Patient Health Information (PHI) and remove any personally identifiable information on medication labels or product packaging before disposing.

For further information about safe medication storage and destruction practices, please see the U.S. Food & Drug Administration information page, Poison Control Center information page and the DEA information page.

[FDA Information](#)

[Poison Control Center](#)

[DEA Information](#)

Figure 11 - Check the Package

Contact Us

Home > Contact Us



Get In Touch

If you have any questions, or if you are a pharmacy or retailer and would like to learn more about the Consumer Drug Take-Back Program, Please write to us at
take-back@inmar.com

If you are an authorized collector and your collection receptacle needs maintenance or servicing, please contact us at take-back@inmar.com or call
800-350-0396



Figure 12 - Website - Contact Us

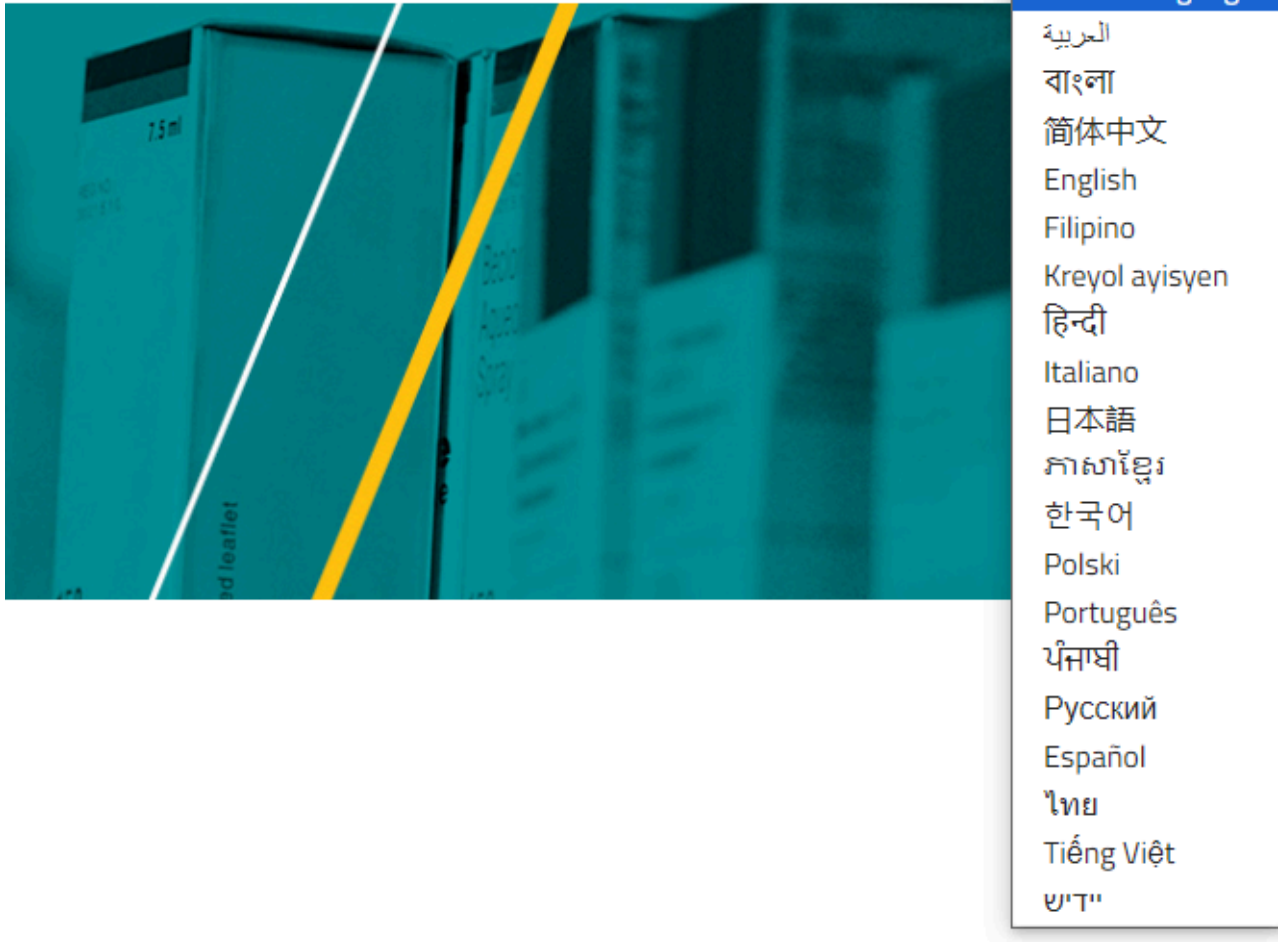


Figure 13 - Website - Required Languages

Appendix C – Surveys

Summary of Results – Providers:

- 62% stated they were aware of the Program for residents to safely dispose of expired or unwanted medication
- 55% of respondents stated that they were made aware of the Program through the Foundation’s outreach mechanisms (direct mail, letters, newspaper, pharmacies and health related clinics, signs/posters and online resources)
- 68% stated they have used the Program
 - 45% using a Collection Receptacle
 - 23% using Mailers
- 61% stated using a Collection Receptacle was convenient
- 65% stated using Mailers was convenient

Demographics – Providers:

What is your age?

- 16-17: 0.4% (Eliminated from survey due to minimum age requirement)
- 18-24: 22.2%
- 25-34: 34.3%
- 35-44: 26.2%
- 45-54: 10.2%
- >54: 6.6%

What is your profession?

- Doctor: 13.6%
- Physician Assistant: 12.2%
- Health Administrator: 17%
- Nurse Practitioner: 9.8%
- Nurse: 15.6%
- Pharmacist: 11%
- Pharmacy Technician: 9.8%
- Dentist: 11%
- None of the above: 0%

What is your gender?

- Male (55.6%)
- Female (44.4%)

Awareness – Providers

Q1: Are you aware of the program for residents to safely dispose of expired and/or unwanted medicines in California?

- Yes: 62.4%
- No: 23%
- Don't know: 14.6%

Q2: Where did you read, see, or hear information about the program for residents to dispose of expired and/or unwanted medicines in California? (Multiple choice – percentage of respondents selected listed choices)

- Social Media: 60.26%
- Direct Mail/Letter: 26.28%
- Law Enforcement: 22.76%
- Online Resources (Example: Newspaper): 41.99%
- TV: 40.38%
- Radio: 18.59%
- Newspaper, magazines, journals: 33.65%
- Signage: 22.12%
- Brochures: 19.23%
- Family/Friends: 33.97%
- Pharmacies, Hospitals, Doctor's Office: 50.32%
- Email: 25.64%
- Special Events: 17.63%

Knowledge and Attitudes – Providers

Q3: Have you talked to patients or clients about the dangers of medication abuse, misuse and/or inappropriate disposal in the last year?

- Yes: 67.8%
- No: 18.2%
- Don't know: 14%

Q4: Carefully read the list of statements about expired/unwanted medicine. Please indicate if this is a cause for concern in the home or community.

- Keeping unwanted medicines in the home can provide the opportunity for family members or friends to abuse them
 - Extremely Concerned: 37.6%
 - Very Concerned: 27.2%
 - Somewhat Concerned: 16.8%
 - Not Concerned: 10.2%
 - Don't Know/No Opinion: 8.2%
- Medicines flushed down the toilet the toilet or put in the trash can end up contaminating our drinking water
 - Extremely Concerned: 36.2%
 - Very Concerned: 28.2%
 - Somewhat Concerned: 16%
 - Not Concerned: 12%
 - Don't Know/No Opinion: 7.6%
- Medicines flushed down the toilet or put in the trash can cause mutation in fish and other wildlife who live in and around oceans, rivers, and lakes.
 - Extremely Concerned: 32.8%
 - Very Concerned: 29%
 - Somewhat Concerned: 18%
 - Not Concerned: 10%
 - Don't Know/No Opinion: 10.2%

Q5: Below is a list of ways to deal with expired and/ or unwanted medicines. Please indicate whether you feel each of the described methods of disposal is safe.

- Flushing down the toilet
 - Safe: 34.8%
 - Not Safe: 49.8%
 - Not Sure/Don't Know: 15.4%
- Throwing in the trash as-is
 - Safe: 36.2%

- Not Safe: 48.2%
 - Not Sure/Don't Know: 15.6%
- Mixing it with something like kitty litter or coffee grounds and then throwing it in the trash:
 - Safe: 31.2%
 - Not Safe: 46.8%
 - Not Sure/Don't Know: 22%
- Taking it to a drop-off box at a pharmacy or hospital
 - Safe: 62.6%
 - Not Safe: 18.6%
 - Not Sure/Don't Know: 18.8%
- Using a mail-back envelope or kit
 - Safe: 44%
 - Not Safe: 35.4%
 - Not Sure/Don't Know: 20.6%
- Taking it to a one-day disposal event such as a National Drug Take-Back Day
 - Safe: 65.4%
 - Not Safe: 18.8%
 - Not Sure/Don't Know: 15.8%
- Taking it to a police station
 - Safe: 50%
 - Not Safe: 25.2%
 - Not Sure/Don't Know: 24.6%

Q8: If you knew that there were drop-off boxes at a location near your office in California where residents could safely dispose of expired and/or unwanted medicines, how likely would you be to ask them to use these drop-off boxes to dispose of their medicine?

- Very likely: 46.7%
- Somewhat likely: 32.2%
- Not very likely: 8.5%
- Not likely at all: 5.6%
- No opinion: 7%

Convenience and Accessibility – Providers

Q6: Please read the list of safe ways to dispose of medications below, and indicate how convenient each of the disposal methods are, in your opinion.

- Taking it to a drop-off box location
 - Very Convenient: 37.2%
 - Somewhat Convenient: 28.4%
 - Not Very Convenient: 14.2%
 - Not Convenient at all: 10.4%
 - No Opinion: 9.8%
- Using a pre-paid mail-back envelope or kit
 - Very Convenient: 27.6%
 - Somewhat Convenient: 37.4%
 - Not Very Convenient: 14%
 - Not Convenient at all: 12%
 - No Opinion: 9%
- Taking it to a one-day event, such as a National Drug Take-Back Day
 - Very Convenient: 32.2%
 - Somewhat Convenient: 30.2%
 - Not Very Convenient: 19.6%
 - Not Convenient at all: 9.6%
 - No Opinion: 8.4%
- Ability to request a mail-back envelope online
 - Very Convenient: 31.8%
 - Somewhat Convenient: 32%
 - Not Very Convenient: 15.4%
 - Not Convenient at all: 11.4%
 - No Opinion: 9.4%

Q7: How do you currently dispose of unwanted and/or expired medicines? (multiple selections allowed)

- By using a medicine drop-off box: 45.2%
- By using mail-back materials: 23%
- Take them to a local household hazardous waste facility or other take-back events:

41.4%

- Throw it out with regular trash as-is: 23.8%
- Flush it down the toilet: 24.2%
- Take it back to a pharmacy: 30.6%
- Take it back to a doctor or hospital: 30.8%
- Store it in your home: 14.2%
- Mixing it with something like kitty litter or coffee grounds then throwing it in the trash: 19.8%
- Taking it to the police station: 22.8%
- Don't dispose of them: 14.4%

Summary of Results – Ultimate Users:

- 55% stated they were aware of the Program for residents to safely dispose of unwanted medication
- 21% stated they have used the Program
 - 16% stated they have used a Collection Receptacle
 - 5% stated they have used Mailers
- 73% stated that taking medication to a Collection Receptacle is convenient
- 76% stated using prepaid Mailers is convenient
- 56% of respondents were exposed to the Program via The Foundation's outreach mechanisms (direct mail, letters, newspaper, pharmacies and health related clinics, signs/posters and online resources)

Demographics – Ultimate Users:

What is your age?

- 16-17: 0.6% (Eliminated from survey due to minimum age requirement)
- 18-24: 13.8%
- 25-34: 22.9%
- 35-44: 20.1%
- 45-54: 14.1%
- >54: 28.5%

What is your gender?

- Male (43%)
- Female (57%)

Awareness - Ultimate Users

Q1: Are you aware of the program for residents to safely dispose of expired and/or unwanted medicines in California?

- Yes: 55.2%
- No: 44.8%

Q2: Where did you read, see, or hear information about the program for residents to dispose of expired and/or unwanted medicines in California? (Multiple choice - percentage of respondents selected listed choices)

- Social Media: 28.44%
- Direct Mail/Letter: 14.49%
- Law Enforcement: 9.96%
- Online Resources (Example: Newspaper): 17.21%
- TV: 29.89%
- Radio: 11.23%
- Newspaper, magazines, journals: 14.31%
- Signage: 13.77%
- Brochures: 7.07%
- Family/Friends: 22.64%
- Pharmacies, Hospitals, Doctor's Office: 40.4%
- Email: 9.6%
- Special Events: 7.61%

Knowledge and Attitudes - Ultimate Users

Q3: Please read the list of safe ways to dispose of medications below, and indicate how convenient each of the disposal methods are, in your opinion.

- Taking it to a drop-off box location
 - Very Convenient: 34.3%
 - Somewhat Convenient: 39%
 - Not Very Convenient: 16.6%
 - Not Convenient at all: 5.7%
 - No Opinion: 4.4%
- Using a pre-paid mail-back envelope or kit

- Very Convenient: 45.4%
 - Somewhat Convenient: 30.4%
 - Not Very Convenient: 12.6%
 - Not Convenient at all: 5.8%
 - No Opinion: 5.8%
- Taking it to a one-day event, such as a National Drug Take-Back Day
 - Very Convenient: 16.3%
 - Somewhat Convenient: 30.6%
 - Not Very Convenient: 30.4%
 - Not Convenient at all: 15.7%
 - No Opinion: 7%
- Ability to request a mail-back envelope online
 - Very Convenient: 40.1%
 - Somewhat Convenient: 33.5%
 - Not Very Convenient: 12.8%
 - Not Convenient at all: 7.1%
 - No Opinion: 6.5%

Q6: There are many reasons someone may keep medicines that they no longer need. Please tell me if any of the following describe why you may have expired and/or unwanted medicine stored at home:

- Saving them in case I need them again: 30.7%
- Waiting for a collection day: 18.6%
- Don't know what to do with them: 16.6%
- Haven't gotten around to it yet: 17.7%
- Hadn't thought about it: 11.5%
- Don't know: 4.9%

Q7: Below is a list of potential ways to deal with expired and/ or unwanted medicines. For each method listed, please indicate if you think it is a safe way to dispose of medicines.

- Flushing down the toilet
 - Safe: 19%
 - Not Safe: 63.7%

- Not Sure/Don't Know: 17.3%
- Throwing in the trash as-is
 - Safe: 15.1%
 - Not Safe: 66.1%
 - Not Sure/Don't Know: 18.8%
- Mixing it with something like kitty litter or coffee grounds and then throwing it in the trash:
 - Safe: 17.7%
 - Not Safe: 58.2%
 - Not Sure/Don't Know: 24.1%
- Taking it to a drop-off box at a pharmacy or hospital
 - Safe: 85.7%
 - Not Safe: 6.9%
 - Not Sure/Don't Know: 7.4%
- Using a mail-back envelope or kit
 - Safe: 69.4%
 - Not Safe: 12.6%
 - Not Sure/Don't Know: 18%
- Taking it to a one-day disposal event such as a National Drug Take-Back Day
 - Safe: 78.9%
 - Not Safe: 8.4%
 - Not Sure/Don't Know: 12.7%
- Taking it to a police station
 - Safe: 49%
 - Not Safe: 16%
 - Not Sure/Don't Know: 35%

Q8: Carefully read the list of statements about expired/unwanted medicine. Please indicate if this is a cause for concern in the home or community.

- Keeping unwanted medicines in the home can provide the opportunity for family members or friends to abuse them
 - Extremely Concerned: 20.7%
 - Very Concerned: 17.3%

- Somewhat Concerned: 24.6%
 - Not Concerned: 32.5%
 - Don't Know/No Opinion: 4.9%
- Medicines flushed down the toilet the toilet or put in the trash can end up contaminating our drinking water
 - Extremely Concerned: 36.2%
 - Very Concerned: 29.1%
 - Somewhat Concerned: 19.8%0
 - Not Concerned: 8.2%
 - Don't Know/No Opinion: 6.7%
- Medicines flushed down the toilet or put in the trash can cause mutation in fish and other wildlife who live in and around oceans, rivers, and lakes.
 - Extremely Concerned: 38.2%
 - Very Concerned: 28.8%
 - Somewhat Concerned: 18.4%
 - Not Concerned: 8.9%
 - Don't Know/No Opinion: 5.7%

Convenience and Accessibility - Ultimate Users

Q4: How do you currently dispose of unwanted and/or expired medicines? (multiple selections allowed)

- By using a medicine drop-off box: 16.3%
- By using mail-back materials: 4.8%
- Take them to a local household hazardous waste facility or other take-back events: 6.7%
- Throw it out with regular trash as-is: 17.3%
- Flush it down the toilet: 10.10%
- Take it back to a pharmacy: 12.10%
- Take it back to a doctor or hospital: 4.1%
- Store it in your home: 8.8%
- Mixing it with something like kitty litter or coffee grounds then throwing it in the trash: 3%
- Taking it to the police station: 2.6%
- Don't dispose of them: 9.4%
- Don't know/Other: 4.8%

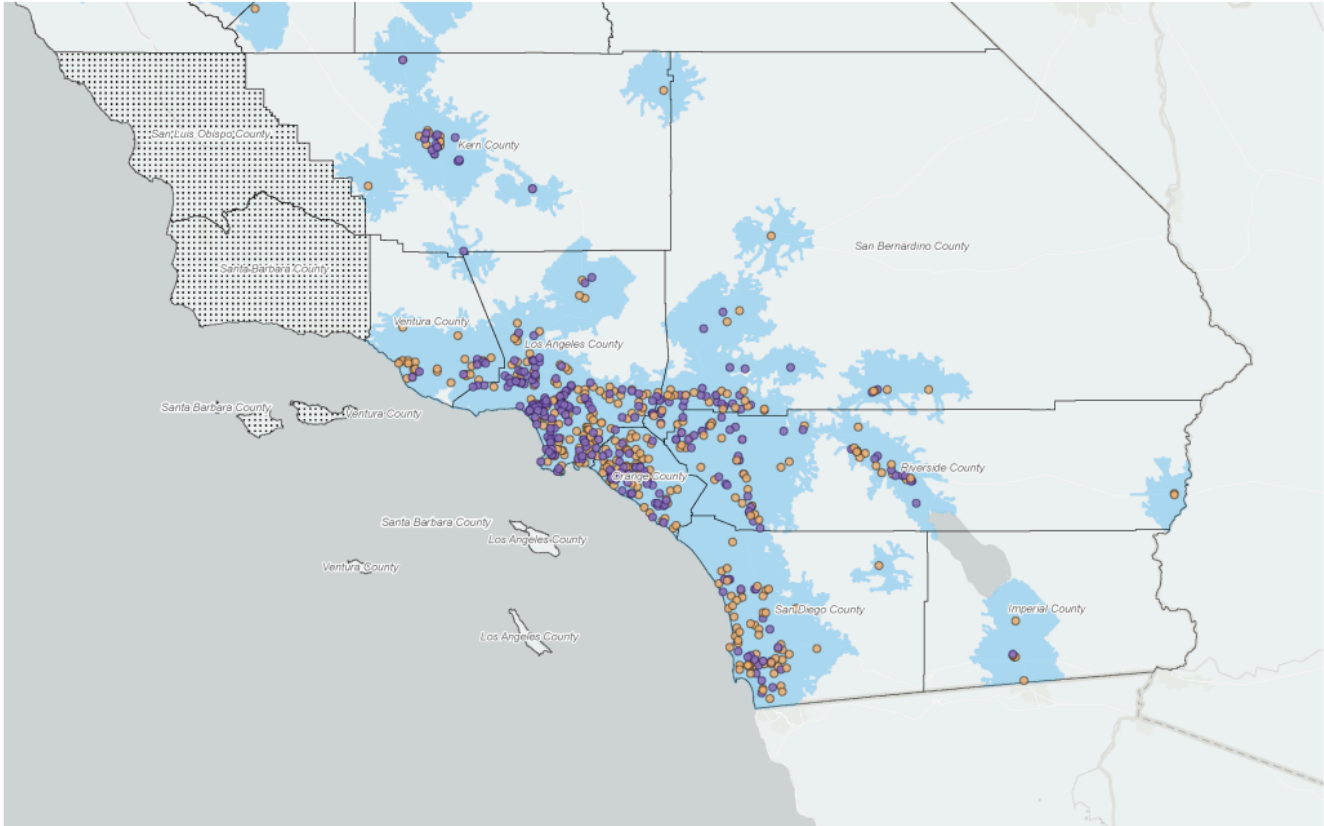
Appendix D – Geographic Spread

County Name	Number of Sites in County	Total County Population	Total County Population Coverage	Percent of Population Coverage	Number of Potential Authorized Collectors Contacted
Alpine County	2	1,204	97	8.09%	0
Amador County	4	40,474	26,508	65.49%	13
Butte County	13	211,632	196,997	93.08%	61
Calaveras County	2	45,292	20,674	45.65%	9
Colusa County	2	21,839	14,090	64.52%	6
Contra Costa County (Incorporated Area)	54	1,165,927	1150,988	98.72%	124
Del Norte County	2	27,743	18,955	68.32%	10
El Dorado County	14	191,185	170,133	88.99%	20
Fresno County	36	1,008,654	960,266	95.20%	243
Glenn County	2	28,917	21,977	76.00%	12
Humboldt County	4	136,463	81,315	59.59%	54
Imperial County	6	179,702	161,701	89.98%	25
Inyo County	2	19,016	11,898	62.57%	10
Kern County	34	909,235	802,959	88.31%	163
Kings County	5	152,486	124,338	81.54%	35

Lake County	4	68,163	52,922	77.64%	24
Lassen County	1	32,730	348	1.06%	8
Los Angeles County	242	10,014,009	9,948,678	99.35%	1,812
Madera County	10	156,255	142,236	91.03%	34
Mariposa County	0	17,131	625	3.65%	6
Mendocino County	13	91,601	63,452	69.27%	31
Merced County	6	281,202	264,007	93.89%	64
Modoc County	2	8,700	3,356	38.57%	5
Mono County	1	13,195	6,719	50.92%	3
Monterey County	22	439,035	419,599	95.57%	64
Napa County	4	138,019	121,565	88.08%	24
Nevada County	5	102,241	92,369	90.34%	17
Orange County	104	3,186,989	3,183,199	99.88%	513
Placer County	20	404,739	389,603	96.26%	42
Plumas County	1	19,790	4,383	22.15%	8
Riverside County	87	2,418,185	2,362,939	97.72%	314
Sacramento County	58	1,585,055	1,579,623	99.66%	177
San Benito County	16	64,209	61,562	95.88%	8
San Bernardino County	60	2,181,654	2,096,444	96.09%	322
San Diego County	81	3,298,634	3,257,700	98.76%	455



San Joaquin County	23	779,233	773,607	99.28%	115
Shasta County	12	182,155	160,055	87.87%	50
Sierra County	0	3,236	61	1.90%	1
Siskiyou County	13	44,076	27,454	62.29%	12
Solano County	21	453,491	447,303	98.64%	52
Sonoma County	31	488,863	464,795	95.08%	75
Stanislaus County	22	552,878	546,333	98.82%	96
Sutter County	4	99,633	95,065	95.42%	19
Tehama County	4	65,829	51,279	77.90%	14
Trinity County	0	16,112	0	0.00%	2
Tulare County	12	473,117	445,387	94.14%	121
Tuolumne County	3	55,620	43,104	77.50%	16
Ventura County	35	843,843	835,596	99.02%	130
Yolo County	7	216,403	210,970	97.49%	35
Yuba County	3	81,575	66,451	81.46%	6

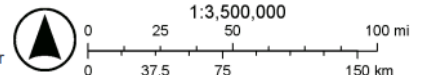
All Authorized Collection Sites (Southern California)



Authorized Collection Site, by Type

- Mail-back Distribution Site
- Authorized Collection Site

-  County Excluded from Analysis
-  15-mile Drive to an Authorized Collection Site or Mail-back Distribution Site



County of Los Angeles, County of Riverside, California State Parks, Esri, TomTom, Garmin, FAO, NOAA, USGS, Bureau of Land Management, EPA.