GUARD
— and —
DISCARD

Guard and Discard: Media Toolkit

Expanding your Digital Reach

Campaign Summary

The Guard and Discard media campaign is designed to raise public awareness of the importance of safe use, safe storage and safe disposal of prescription painkillers in preventing opioid misuse.

Target Audience

In 2018 there were 1,345,400 Illinoisans were prescribed pain medication. The demographic information indicates that the clear majority are White (84.5%) followed by African American (13.5%) and Latino (12.2%). Women comprise 54.7% of those prescribed pain medications. The group also skews older with 54% falling between ages 45 and 69 and 26% between ages 25-44. Most do not have young children in the household, with 28% having a child under the age of 18 at home.

CAMPAIGN THEME OVERVIEW

- Guard and Discard General 1
- Guard and Discard General 2
- Safe Use
- Safe Storage
- Safe Disposal

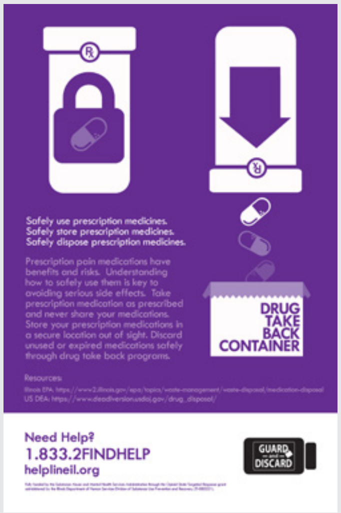
Fully funded by the Substance Abuse and Mental Health Services Administration through the Opioid State Targeted Response grant administered by the Illinois Department of Human Services Division of Substance Use Prevention and Recovery (TI-080231).

GUARD AND DISCARD GENERAL 1

POSTCARDS

click on images to download

BACK SIDE



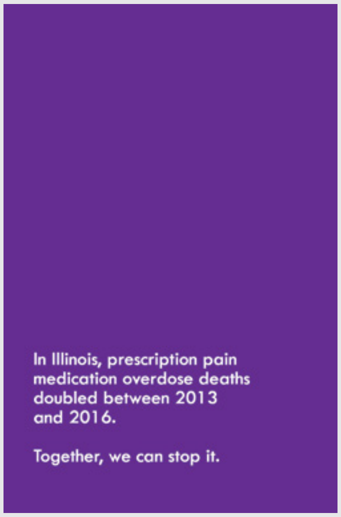
Safely use prescription medicines.
Safely store prescription medicines.
Safely dispose prescription medicines.

Prescription pain medications have benefits and risks. Understanding how to safely use them is key to avoiding serious side effects. Take prescription medication as prescribed and never share your medications. Store your prescription medications in a secure location out of sight. Discard unused or expired medications safely through drug take back programs.

Resources:
Illinois EPA: https://www2.illinois.gov/epa/topics/waste-management/waste-disposal/medication-disposal
US DEA: https://www.deadiversion.usdoj.gov/drug_disposal/

Need Help?
1.833.2FINDHELP
helplineil.org

FRONT SIDE

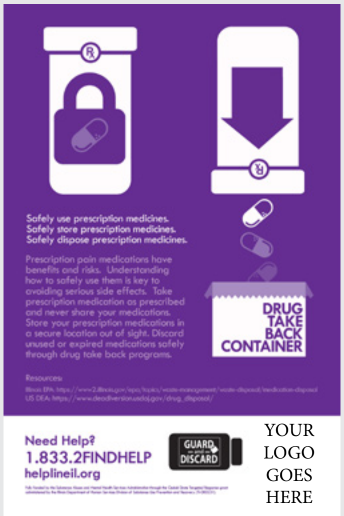


In Illinois, prescription pain medication overdose deaths doubled between 2013 and 2016.

Together, we can stop it.

5.5” x 8.5”

BACK SIDE



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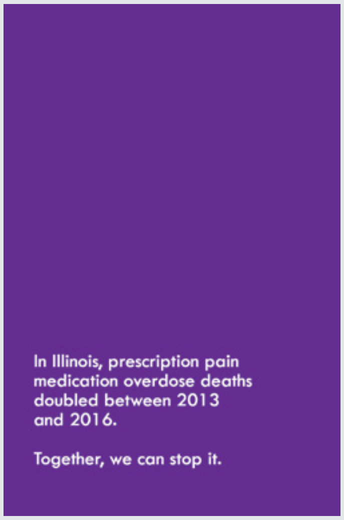

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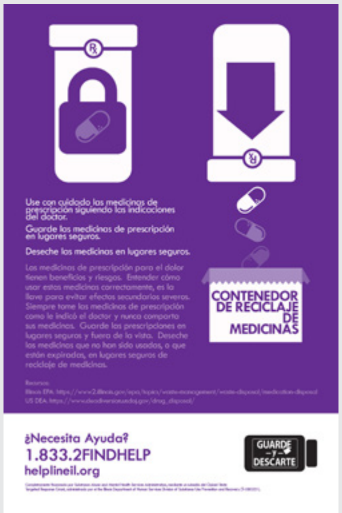

Use con cuidado las medicinas de prescripción siguiendo las indicaciones del doctor.

Guarde las medicinas de prescripción en lugares seguros.

Deseche las medicinas en lugares seguros.

Las medicinas de prescripción para el dolor tienen beneficios y riesgos. Entender cómo usar estas medicinas correctamente, es la llave para evitar efectos secundarios severos. Siempre tome las medicinas de prescripción como le indicó el doctor y nunca comparta sus medicinas. Guarde las prescripciones en lugares seguros y fuera de la vista. Deseche las medicinas que no han sido usados, o que están expiradas, en lugares seguros de reciclaje de medicinas.

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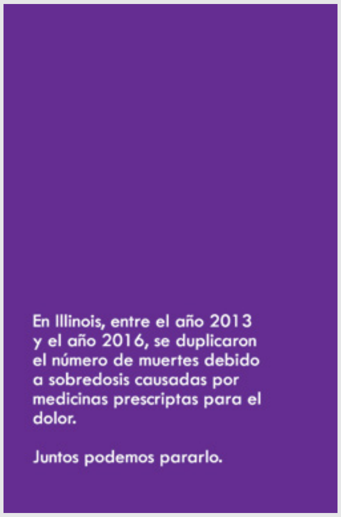

En Illinois, entre el año 2013 y el año 2016, se duplicaron el número de muertes debido a sobredosis causadas por medicinas prescriptas para el dolor.

Juntos podemos pararlo.

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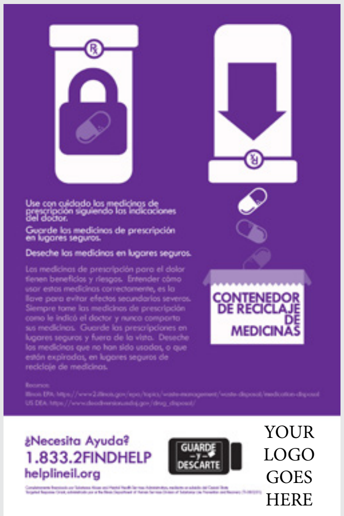

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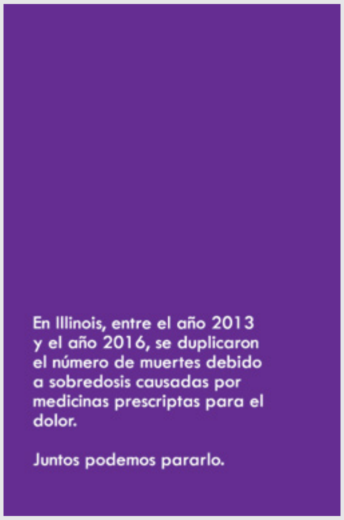

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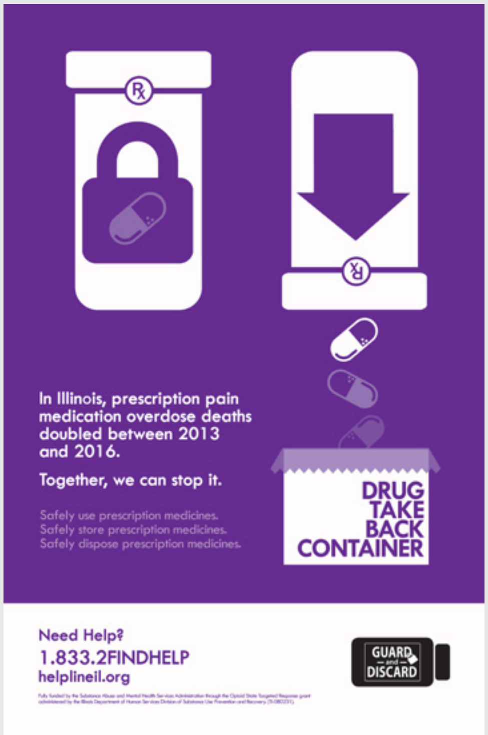
GUARD AND DISCARD GENERAL 1

POSTERS *click on images to download*


DRUG
TAKE
BACK
CONTAINER
GUARD and DISCARD

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Safely use prescription medicines.
Safely store prescription medicines.
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Need Help?
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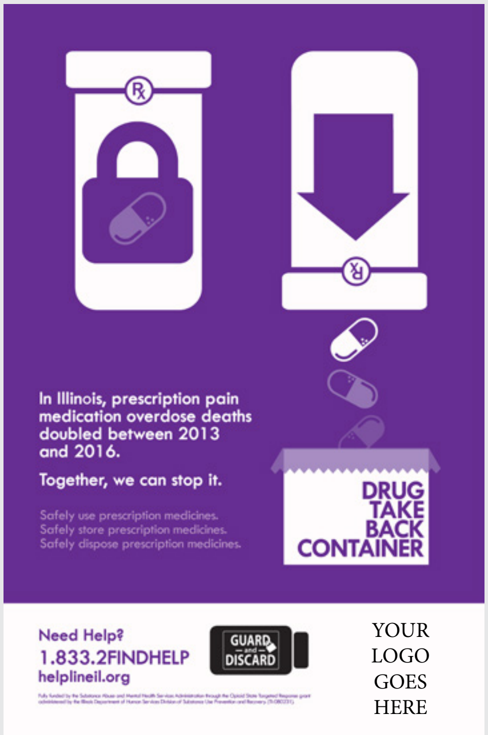
helplineil.org

11” x 17”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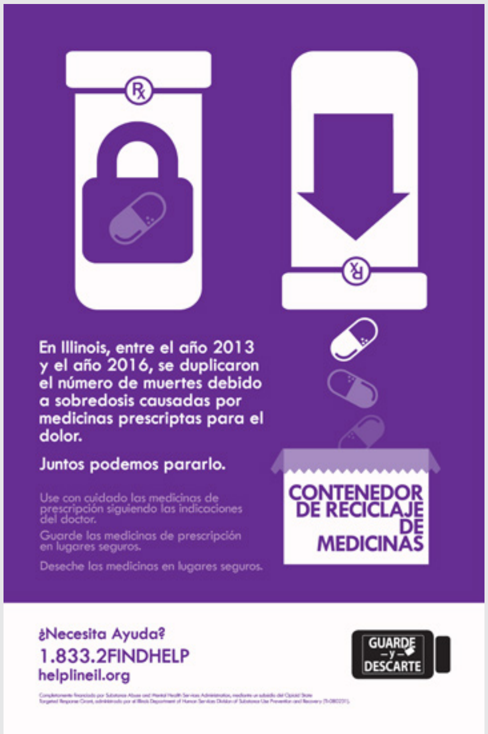
CONTENEDOR
DE RECICLAJE
DE
MEDICINAS
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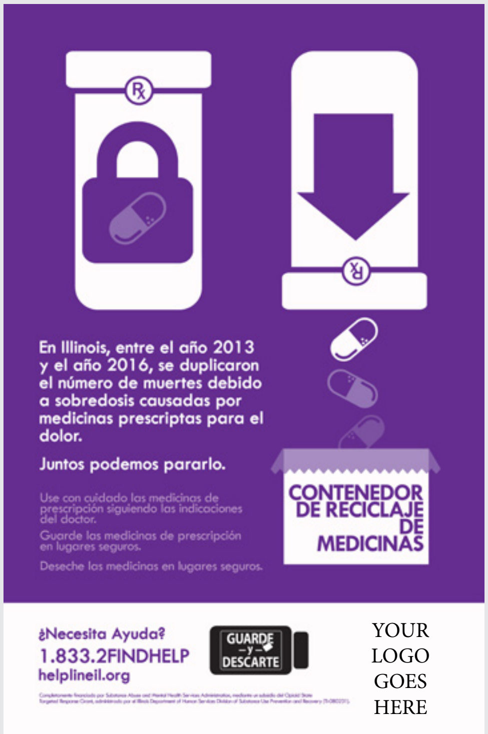
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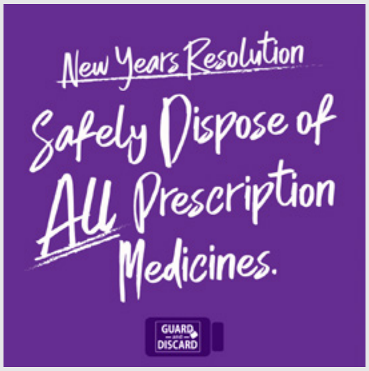
11” x 17”

GUARD AND DISCARD GENERAL 1

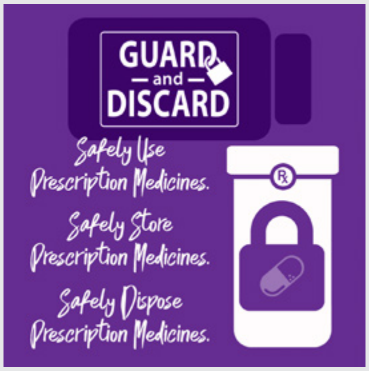
SOCIAL MEDIA POSTS *click on images to download*

Static Meme


New Years Resolution
Safely Dispose of All Prescription Medicines.
GUARD and DISCARD

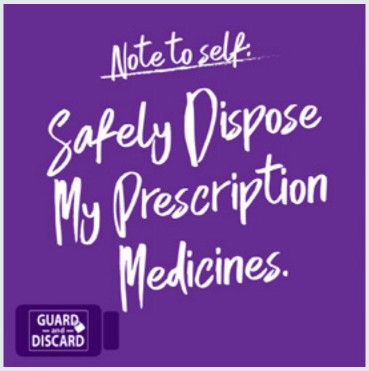
1200 px x 1200 px

Static Meme


GUARD — and — DISCARD
Safely Use Prescription Medicines.
Safely Store Prescription Medicines.
Safely Dispose Prescription Medicines.
Rx

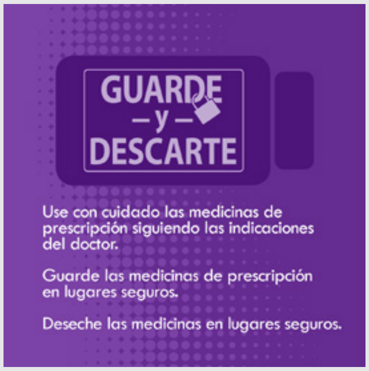
1200 px x 1200 px

Static Meme


Note to self.
Safely Dispose My Prescription Medicines.
GUARD and DISCARD

1200 px x 1200 px

Static Meme


GUARDE — y — DESCARTE
Use con cuidado las medicinas de prescripción siguiendo las indicaciones del doctor.
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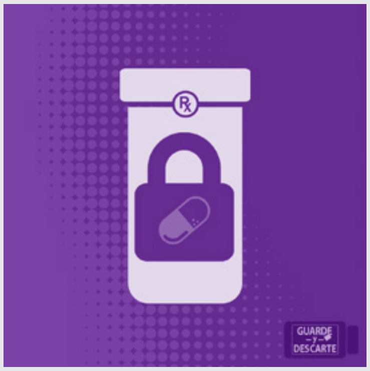
1200 px x 1200 px

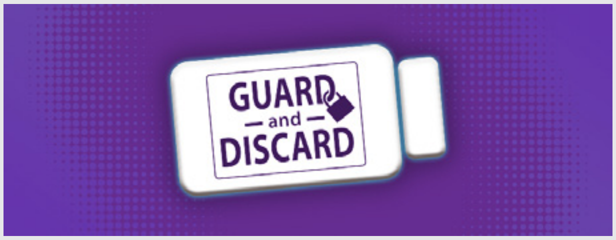
Static Meme


Rx
GUARDE y DESCARTE

1200 px x 1200 px

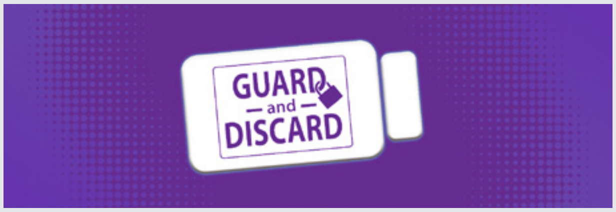
SOCIAL MEDIA - COVER PHOTOS

FACEBOOK COVER


GUARD — and — DISCARD

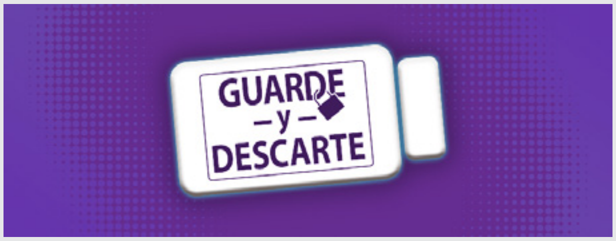
820 px x 312 px

TWITTER COVER


GUARD — and — DISCARD

1500 px x 500 px

FACEBOOK COVER


GUARDE — y — DESCARTE

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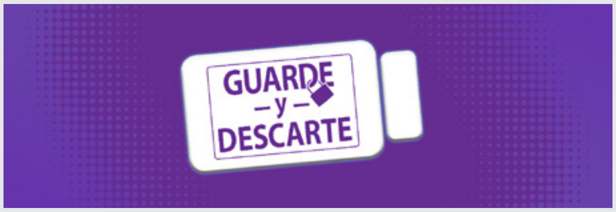
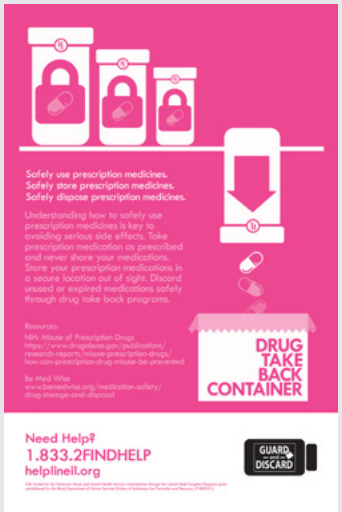

GUARDE — y — DESCARTE

1500 px x 500 px

GUARD AND DISCARD GENERAL 2

POSTCARDS *click on images to download*

BACK SIDE



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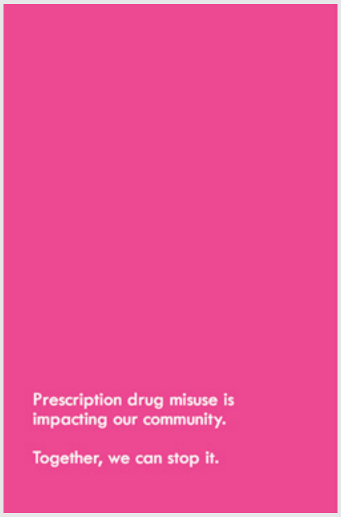
Resources:
NIH: Misuse of Prescription Drugs
https://www.drugabuse.gov/publications/research-reports/misuse-prescription-drugs/how-can-prescription-drug-misuse-be-prevented

Be Med Wise
www.bemedwise.org/medication-safety/drug-storage-and-disposal

Need Help?
1.833.2FINDHELP
helplineil.org

FRONT SIDE

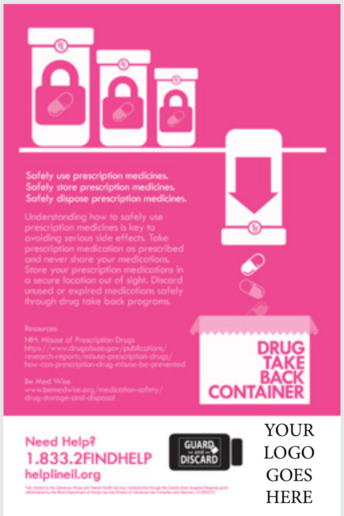


Prescription drug misuse is impacting our community.

Together, we can stop it.

5.5” x 8.5”

BACK SIDE



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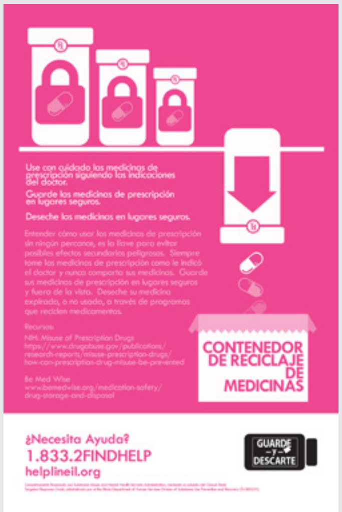

Use con cuidado las medicinas de prescripción siguiendo las indicaciones del doctor.

Guarde las medicinas de prescripción en lugares seguros.

Deseche las medicinas en lugares seguros.

Entender cómo usar las medicinas de prescripción sin ningún percance, es la llave para evitar posibles efectos secundarios peligrosos. Siempre tome las medicinas de prescripción como le indicó el doctor y nunca comparta sus medicinas. Guarde sus medicinas de prescripción en lugares seguros y fuera de la vista. Deseche su medicina expirada, o no usada, a través de programas que reciclen medicamentos.

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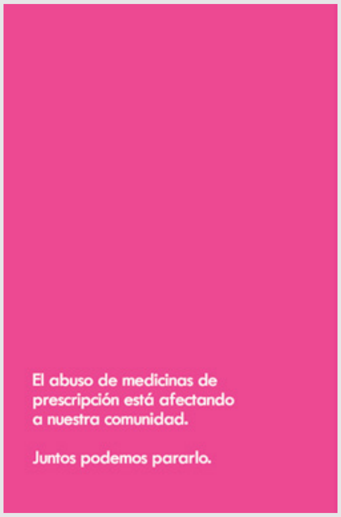

El abuso de medicinas de prescripción está afectando a nuestra comunidad.

Juntos podemos pararlo.

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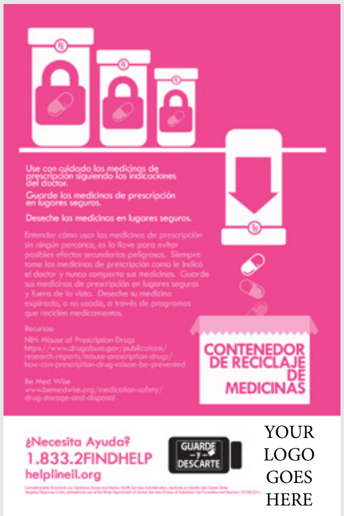
BACK SIDE



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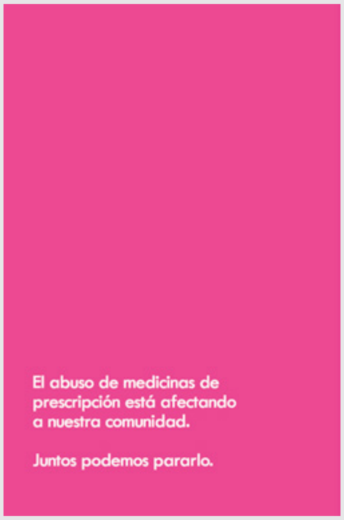

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GUARD AND DISCARD GENERAL 2

POSTERS *click on images to download*

Prescription drug misuse is impacting our community.

Together, we can stop it.

Safely use prescription medicines.
Safely store prescription medicines.
Safely dispose prescription medicines.

DRUG TAKE BACK CONTAINER

Need Help?
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GUARD and DISCARD

11” x 17”

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CONTENEDOR DE RECICLAJE DE MEDICINAS

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GUARDE —y— DESCARTE

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GUARDE —y— DESCARTE

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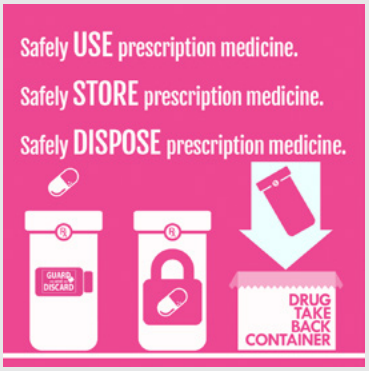
GUARD AND DISCARD GENERAL 2

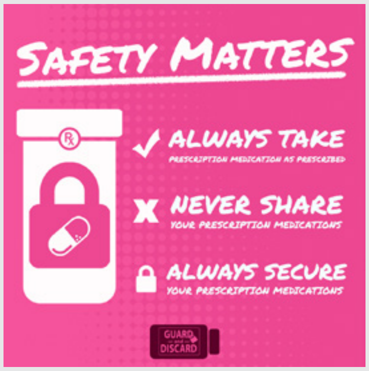
SOCIAL MEDIA POSTS *click on images to download*

Static Meme


Safely USE prescription medicine.
Safely STORE prescription medicine.
Safely DISPOSE prescription medicine.
GUARD and DISCARD
DRUG TAKE BACK CONTAINER

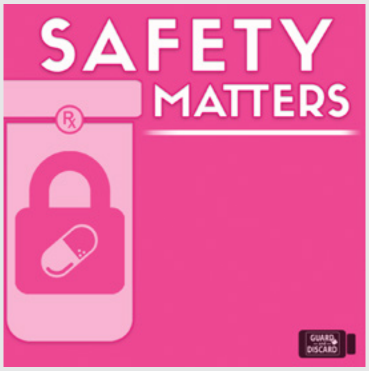
1200 px x 1200 px

Static Meme


SAFETY MATTERS
ALWAYS TAKE
PRESCRIPTION MEDICATION AS PRESCRIBED
NEVER SHARE
YOUR PRESCRIPTION MEDICATIONS
ALWAYS SECURE
YOUR PRESCRIPTION MEDICATIONS
GUARD and DISCARD

1200 px x 1200 px

Animated Gif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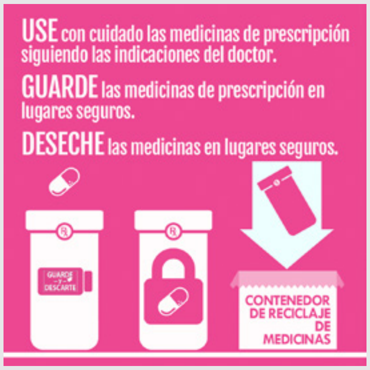
USE con cuidado las medicinas de prescripción siguiendo las indicaciones del doctor.
GUARDE las medicinas de prescripción en lugares seguros.
DESECHE las medicinas en lugares seguros.
GUARDE y DESCARTE
CONTENEDOR DE RECICLAJE DE MEDICINAS

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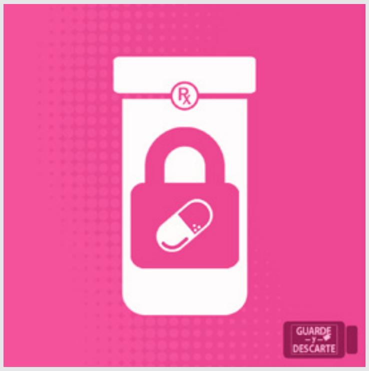
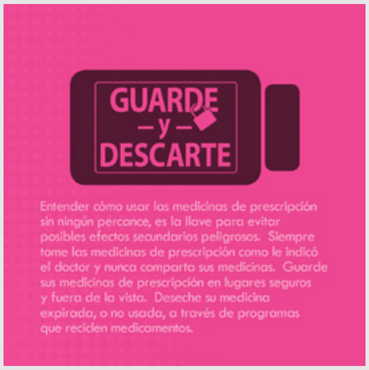

GUARDE y DESCARTE

1200 px x 1200 px

Static Meme

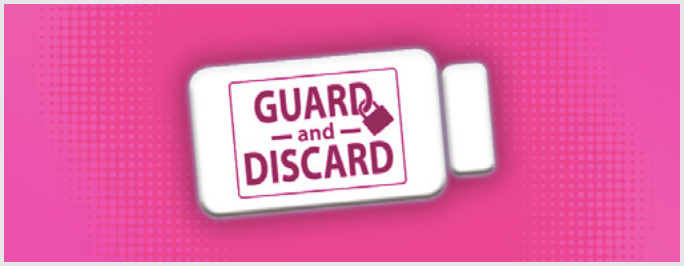

GUARDE
—y—
DESCARTE

Entender cómo usar las medicinas de prescripción sin ningún percance, es la llave para evitar posibles efectos secundarios peligrosos. Siempre tome las medicinas de prescripción como le indicó el doctor y nunca comparta sus medicinas. Guarde sus medicinas de prescripción en lugares seguros y fuera de la vista. Deseche su medicina expirada, o no usada, a través de programas que reciclen medicamentos.

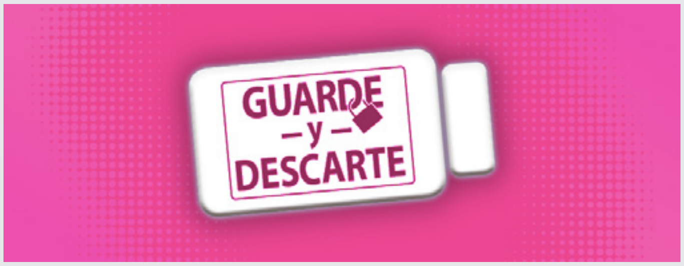
1200 px x 1200 px

SOCIAL MEDIA - COVER PHOTOS

FACEBOOK COVER

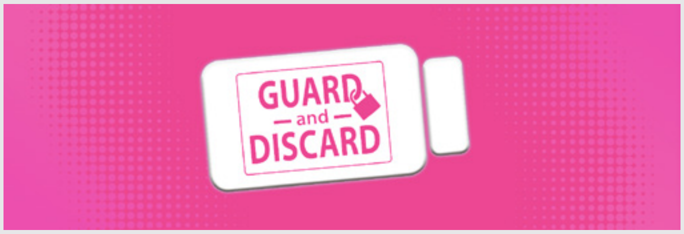

GUARD
— and —
DISCARD

820 px x 312 px

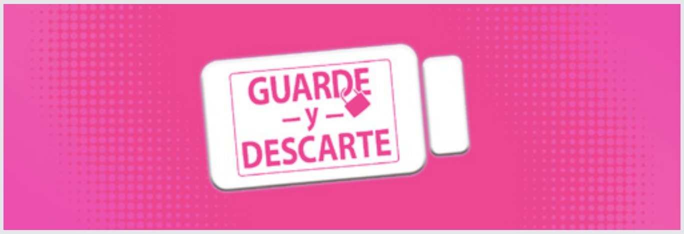

GUARDE
—y—
DESCARTE

820 px x 312 px

TWITTER COVER


GUARD
— and —
DISCARD

1500 px x 500 px

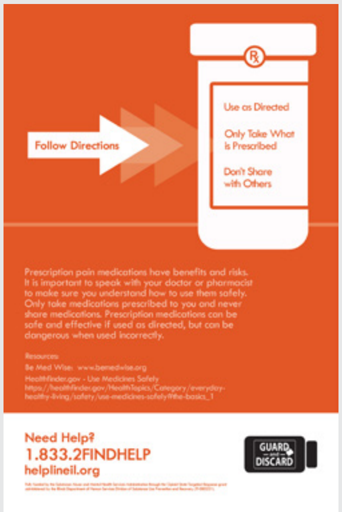

GUARDE
—y—
DESCARTE

1500 px x 500 px

GUARD AND DISCARD SAFE USE

POSTCARDS *click on images to download*

BACK SIDE



Follow Directions

Use as Directed

Only Take What is Prescribed

Don't Share with Others

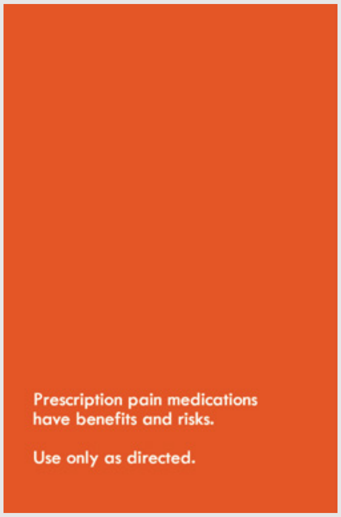
Prescription pain medications have benefits and risks. It is important to speak with your doctor or pharmacist to make sure you understand how to use them safely. Only take medications prescribed to you and never share medications. Prescription medications can be safe and effective if used as directed, but can be dangerous when used incorrectly.

Resources:
Be Med Wise: www.bemedwise.org
Healthfinder.gov - Use Medicines Safely
https://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/safety/use-medicines-safely#the-basics_1

Need Help?
1.833.2FINDHELP
helplineil.org

GUARD and DISCARD

FRONT SIDE

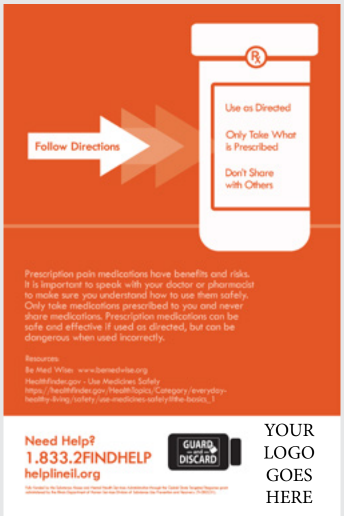


Prescription pain medications have benefits and risks.

Use only as directed.

5.5” x 8.5”

BACK SIDE



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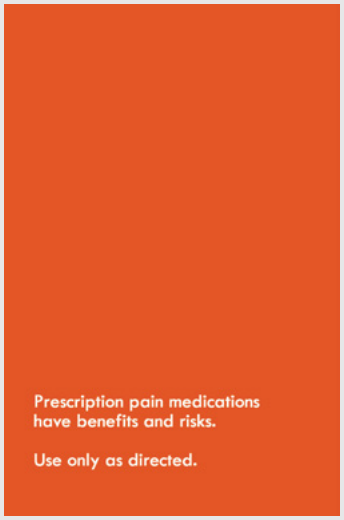
GUARD and DISCARD

YOUR
LOGO
GOES
HERE

FRONT SIDE



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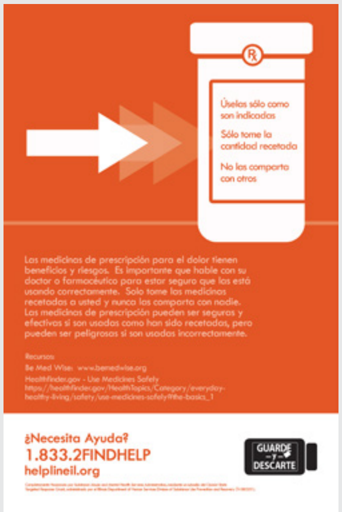

Úselas sólo como son indicadas

Sólo tome la cantidad recetada

No las comparta con otros

Las medicinas de prescripción para el dolor tienen beneficios y riesgos. Es importante que hable con su doctor o farmacéutico para estar seguro que los está usando correctamente. Solo tome las medicinas recetadas a usted y nunca las comparta con nadie. Las medicinas de prescripción pueden ser seguras y efectivas si son usadas como han sido recetadas, pero pueden ser peligrosas si son usadas incorrectamente.

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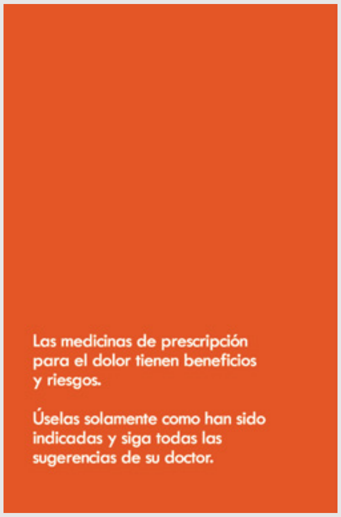
GUARDE y DESCARTE

FRONT SIDE



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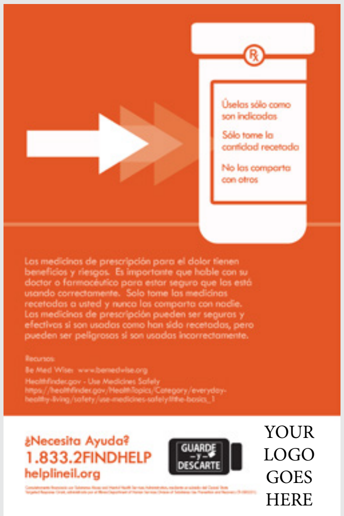
Úselas solamente como han sido indicadas y siga todas las sugerencias de su doctor.

5.5” x 8.5”

BACK SIDE



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GUARDE y DESCARTE

YOUR
LOGO
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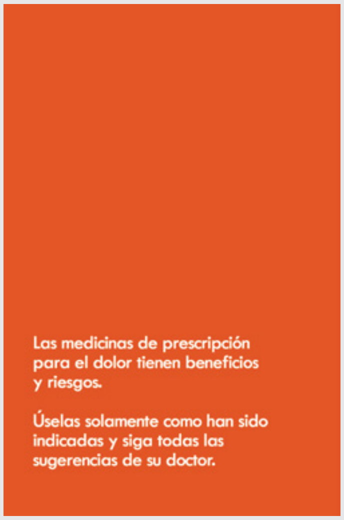
FRONT SIDE



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GUARD AND DISCARD SAFE USE

POSTERS

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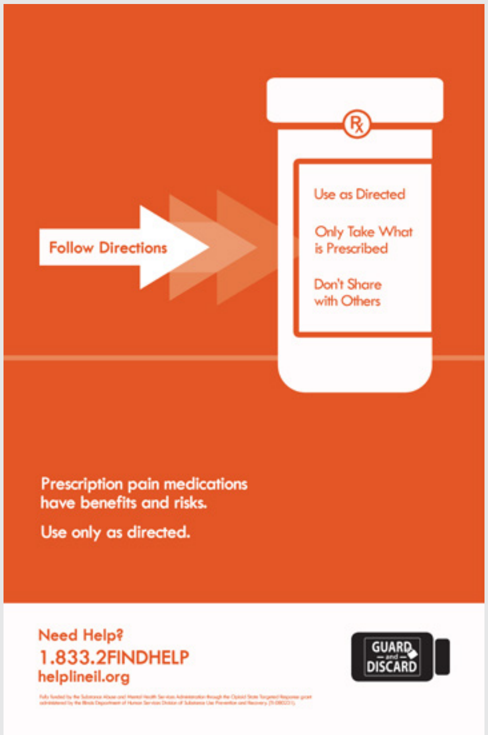
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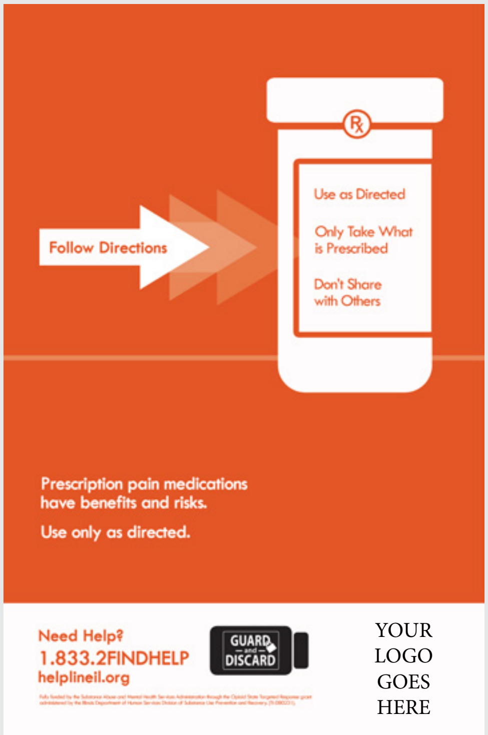
helplineil.org

11” x 17”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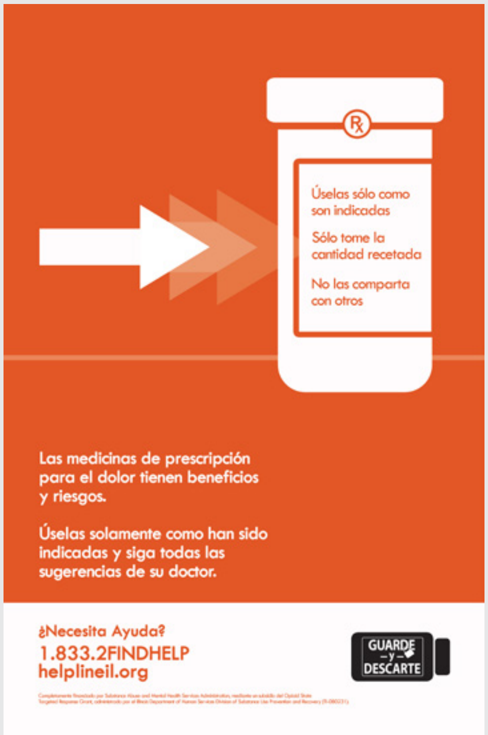
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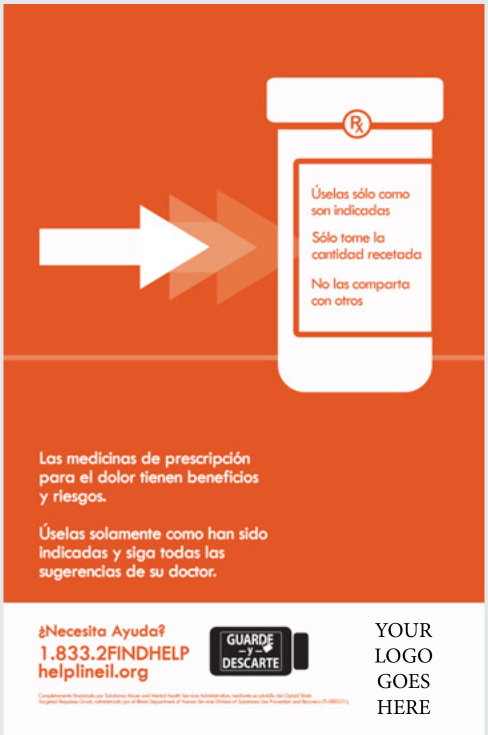
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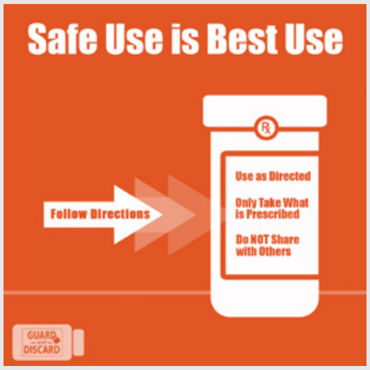
GUARD AND DISCARD SAFE USE

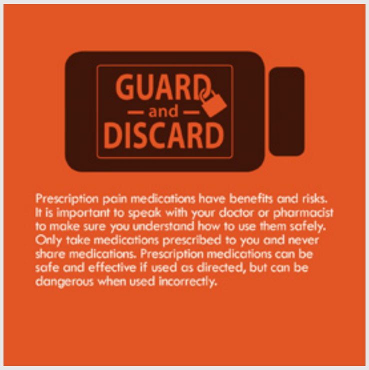
SOCIAL MEDIA POSTS *click on images to download*

Static Meme


Safe Use is Best Use
Follow Directions
Use as Directed
Only Take What is Prescribed
Do NOT Share with Others
GUARD and DISCARD

1200 px x 1200 px

Static Meme


GUARD and DISCARD

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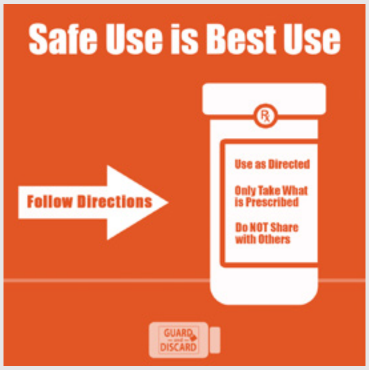
1200 px x 1200 px

Animated Gif


Safe Use is Best Use
Follow Directions
Use as Directed
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Do NOT Share with Others
GUARD and DISCARD

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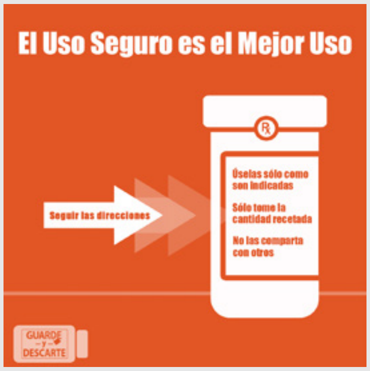
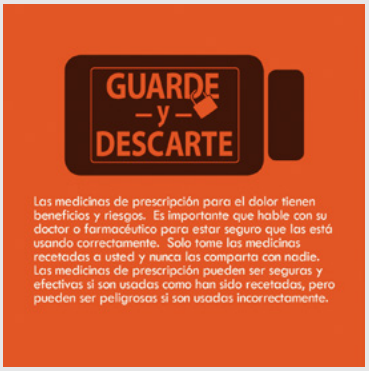
Static Meme


El Uso Seguro es el Mejor Uso
Seguir las direcciones
Úselas sólo como son indicadas
Sólo tome la cantidad recetada
No las comparta con otros
GUARDE y DESCARTE

1200 px x 1200 px

Static Meme


GUARDE y DESCARTE

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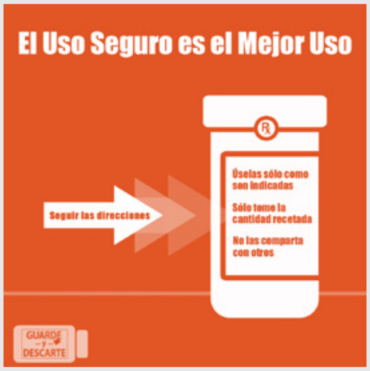
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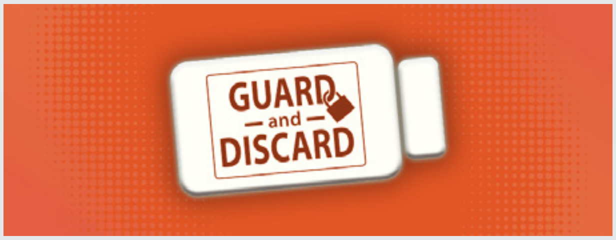
GUARDE y DESCARTE

1200 px x 1200 px

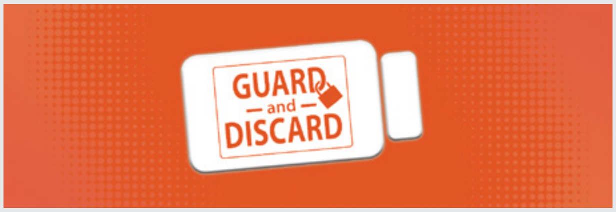
SOCIAL MEDIA - COVER PHOTOS

FACEBOOK COVER


GUARD and DISCARD

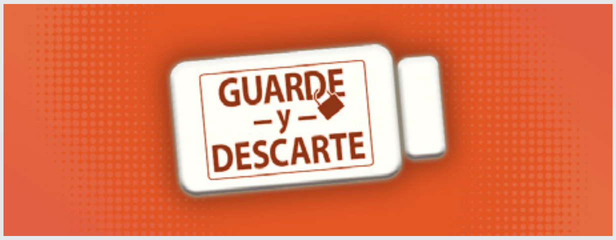
820 px x 312 px

TWITTER COVER


GUARD and DISCARD

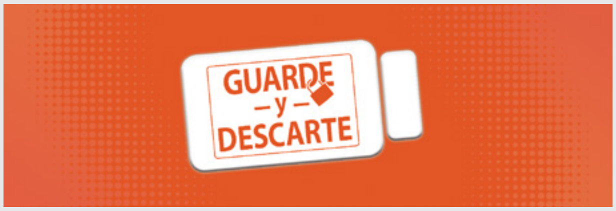
1500 px x 500 px

FACEBOOK COVER


GUARDE y DESCARTE

820 px x 312 px

TWITTER COVER

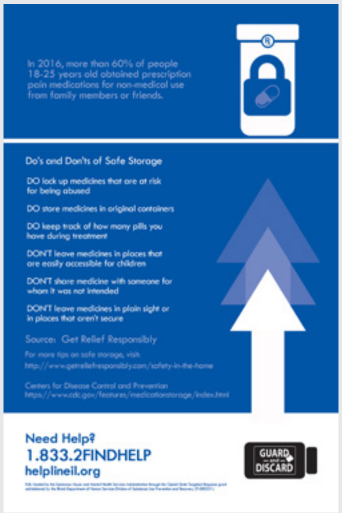

GUARDE y DESCARTE

1500 px x 500 px

GUARD AND DISCARD SAFE STORAGE

POSTCARDS *click on images to download*

BACK SIDE


In 2016, more than 60% of people 18-25 years old obtained prescription pain medications for non-medical use from family members or friends.

Do's and Don'ts of Safe Storage

DO lock up medicines that are at risk for being abused

DO store medicines in original containers

DO keep track of how many pills you have during treatment

DON'T leave medicines in places that are easily accessible for children

DON'T share medicine with someone for whom it was not intended

DON'T leave medicines in plain sight or in places that aren't secure

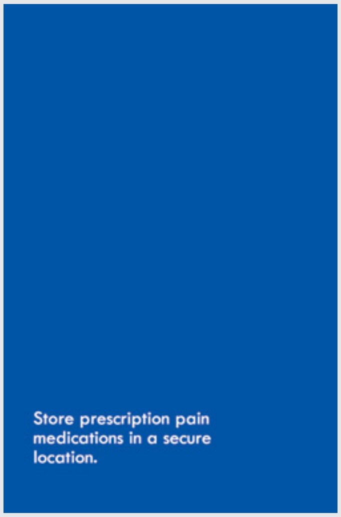
Source: Get Relief Responsibly

For more tips on safe storage, visit: http://www.getreliefresponsibly.com/safety-in-the-home

Centers for Disease Control and Prevention https://www.cdc.gov/features/medicationstorage/index.html

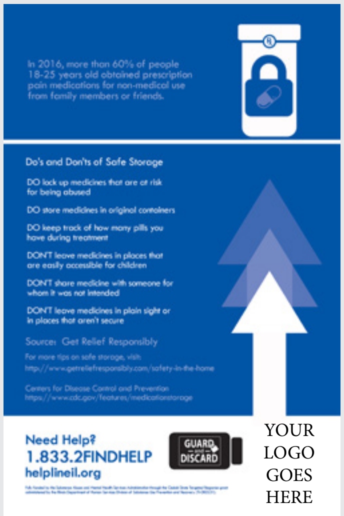
Need Help?
1.833.2FINDHELP
helplineil.org

FRONT SIDE


Store prescription pain medications in a secure location.

5.5” x 8.5”

BACK SIDE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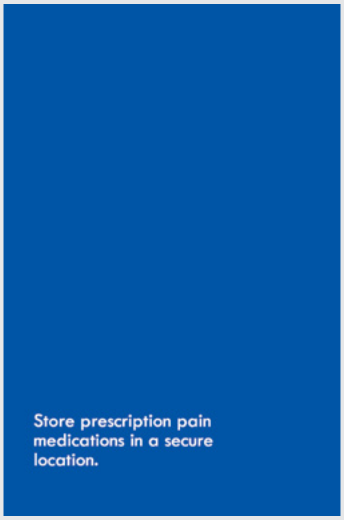
FRONT SIDE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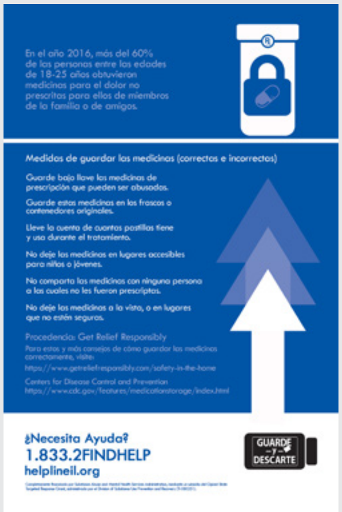
En el año 2016, más del 60% de las personas entre las edades de 18-25 años obtuvieron medicinas para el dolor no prescritas para ellos de miembros de la familia o de amigos.

Medidas de guardar las medicinas (correctas e incorrectas)

Guarde bajo llave las medicinas de prescripción que pueden ser abusadas.

Guarde estas medicinas en los frascos o contenedores originales.

Lleve la cuenta de cuantas pastillas tiene y usa durante el tratamiento.

No deje las medicinas en lugares accesibles para niños o jóvenes.

No comparta las medicinas con ninguna persona a las cuales no les fueron prescriptas.

No deje las medicinas a la vista, o en lugares que no estén seguras.

Procedencia: Get Relief Responsibly

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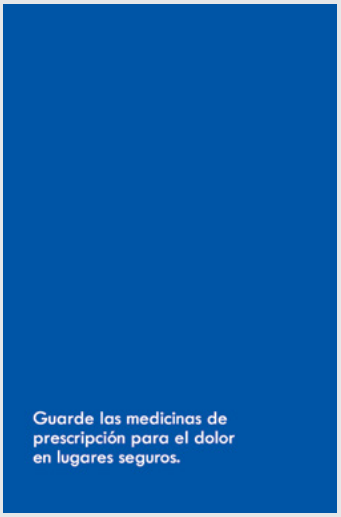
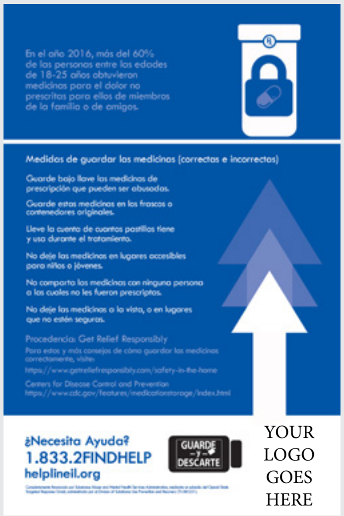

Guarde las medicinas de prescripción para el dolor en lugares seguros.

5.5” x 8.5”

BACK SIDE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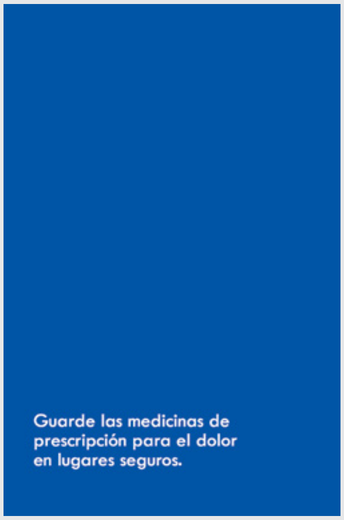
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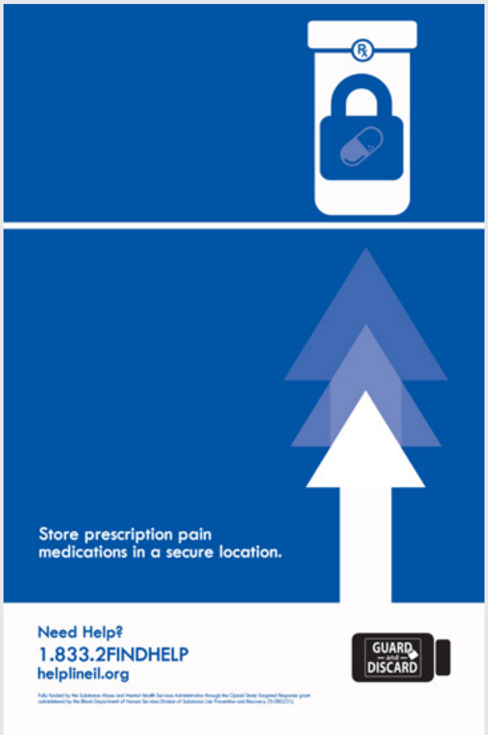
GUARD AND DISCARD SAFE STORAGE

POSTERS *click on images to download*


Store prescription pain medications in a secure location.
Need Help?
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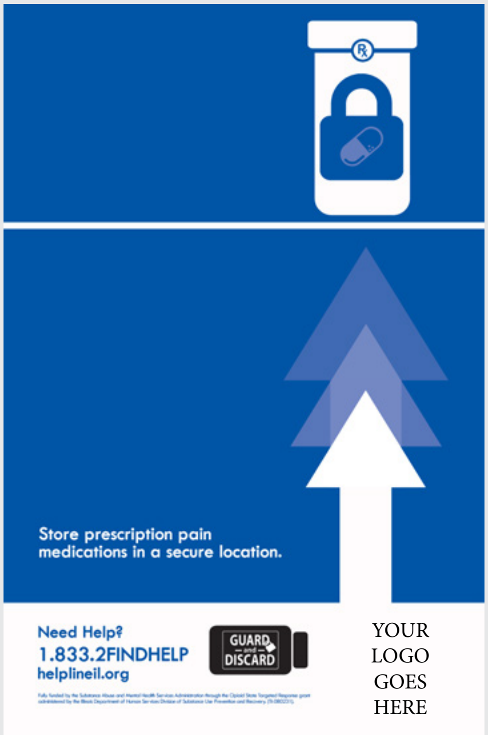
helplineil.org
GUARD and DISCARD

11” x 17”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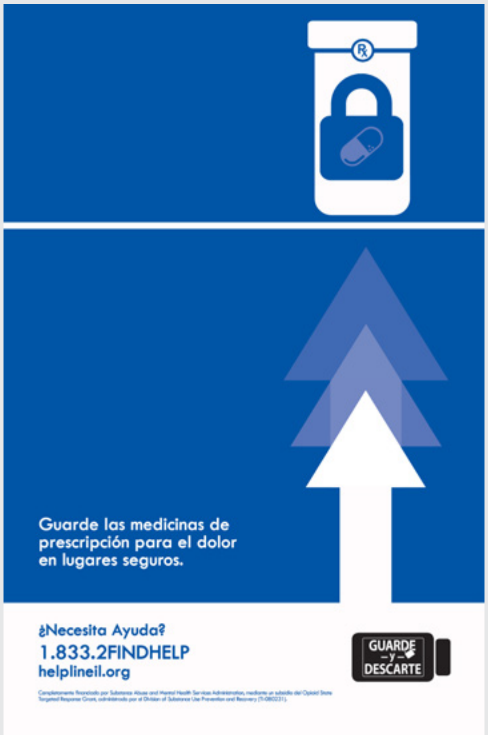
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GUARDE y DESCARTE

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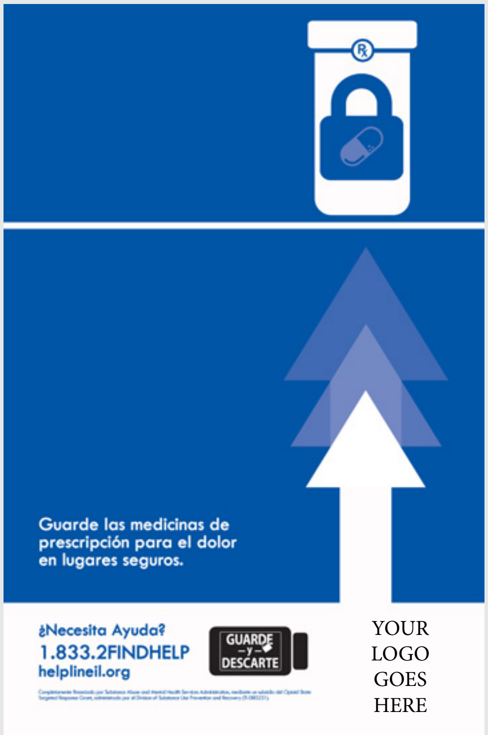
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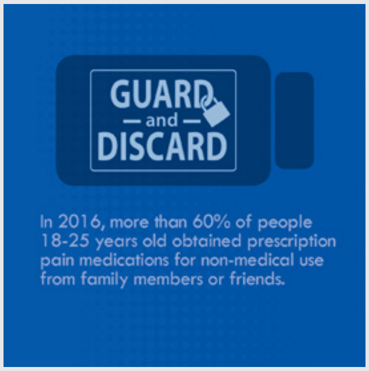
11” x 17”

GUARD AND DISCARD SAFE STORAGE

SOCIAL MEDIA POSTS *click on images to download*

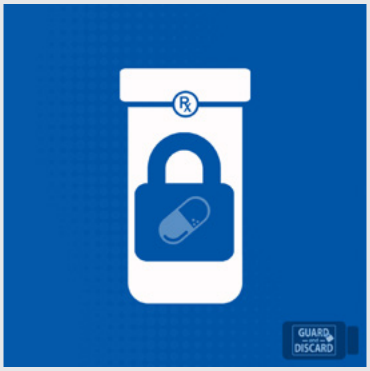
Static Meme


GUARD
— and —
DISCARD

In 2016, more than 60% of people 18-25 years old obtained prescription pain medications for non-medical use from family members or friends.

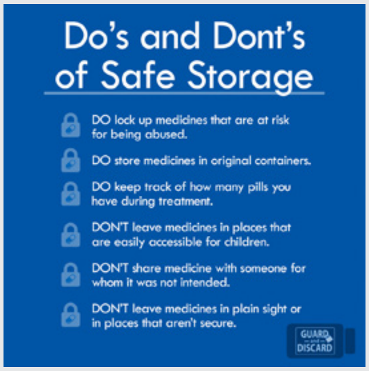
1200 px x 1200 px

Static Meme


℞
GUARD
— and —
DISCARD

1200 px x 1200 px

Static Meme



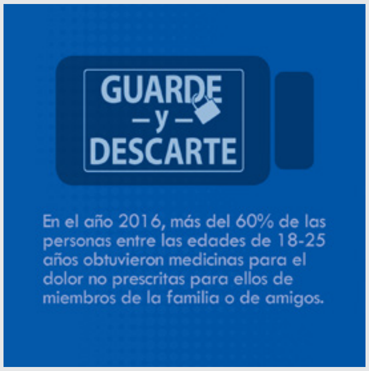
Do's and Dont's of Safe Storage

- DO lock up medicines that are at risk for being abused.
- DO store medicines in original containers.
- DO keep track of how many pills you have during treatment.
- DON'T leave medicines in places that are easily accessible for children.
- DON'T share medicine with someone for whom it was not intended.
- DON'T leave medicines in plain sight or in places that aren't secure.

GUARD
— and —
DISCARD

1200 px x 1200 px

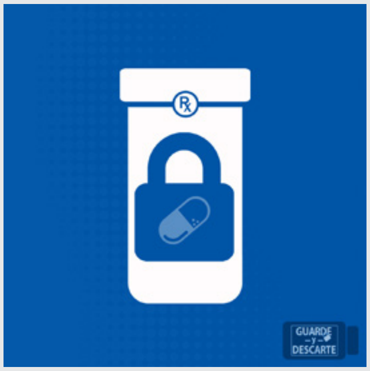
Static Meme


GUARDE
— y —
DESCARTE

En el año 2016, más del 60% de las personas entre las edades de 18-25 años obtuvieron medicinas para el dolor no prescritas para ellos de miembros de la familia o de amigos.

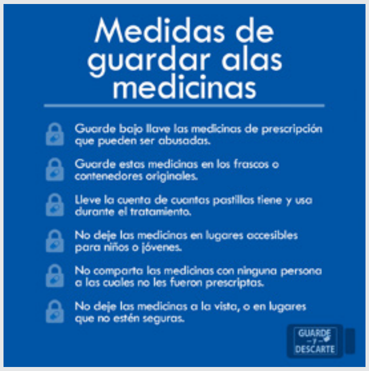
1200 px x 1200 px

Static Meme


℞
GUARDE
— y —
DESCARTE

1200 px x 1200 px

Static Meme



Medidas de guardar alas medicinas

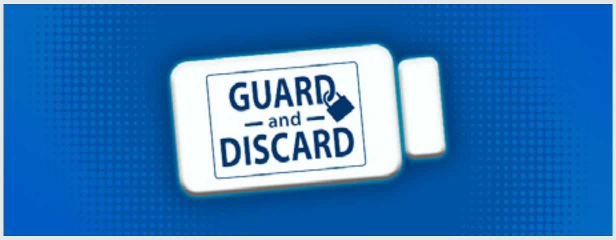
- Guarde bajo llave las medicinas de prescripción que pueden ser abusadas.
- Guarde estas medicinas en los frascos o contenedores originales.
- Lleve la cuenta de cuantas pastillas tiene y usa durante el tratamiento.
- No deje las medicinas en lugares accesibles para niños o jóvenes.
- No comparta las medicinas con ninguna persona a las cuales no les fueron prescriptas.
- No deje las medicinas a la vista, o en lugares que no estén seguras.

GUARDE
— y —
DESCARTE

1200 px x 1200 px

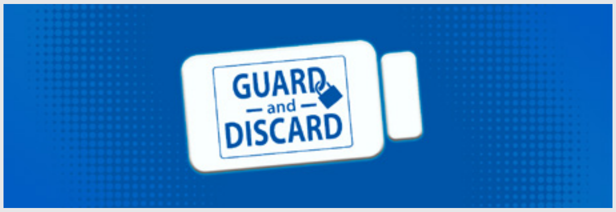
SOCIAL MEDIA - COVER PHOTOS

FACEBOOK COVER


GUARD
— and —
DISCARD

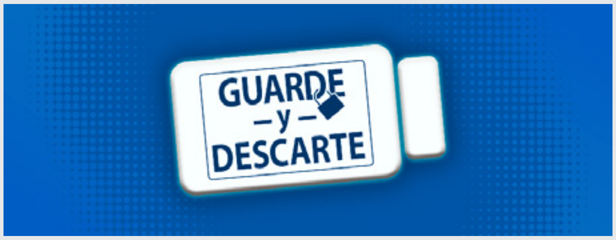
820 px x 312 px

TWITTER COVER


GUARD
— and —
DISCARD

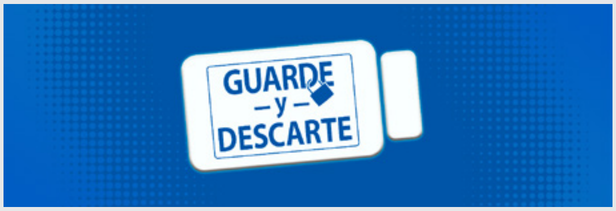
1500 px x 500 px

FACEBOOK COVER


GUARDE
— y —
DESCARTE

820 px x 312 px

TWITTER COVER

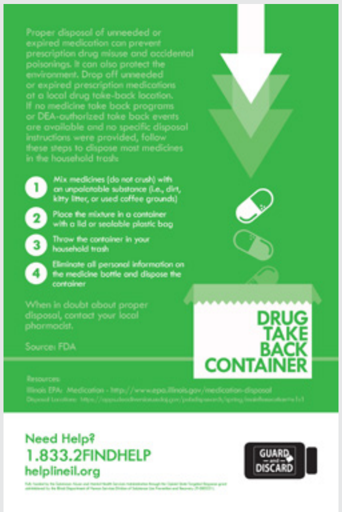

GUARDE
— y —
DESCARTE

1500 px x 500 px

GUARD AND DISCARD SAFE DISPOSAL

POSTCARDS *click on images to download*

BACK SIDE



Proper disposal of unneeded or expired medication can prevent prescription drug misuse and accidental poisonings. It can also protect the environment. Drop off unneeded or expired prescription medications at a local drug take-back location. If no medicine take back programs or DEA-authorized take back events are available and no specific disposal instructions were provided, follow these steps to dispose most medicines in the household trash:

1. Mix medicines (do not crush) with an unpalatable substance (i.e., dirt, kitty litter, or used coffee grounds)
2. Place the mixture in a container with a lid or sealable plastic bag
3. Throw the container in your household trash
4. Eliminate all personal information on the medicine bottle and dispose the container

When in doubt about proper disposal, contact your local pharmacist.

Source: FDA

Resources:
Illinois EPA: Medication - http://www.epa.illinois.gov/medication-disposal
Disposal Locations:

Need Help?
1.833.2FINDHELP
helplineil.org

FRONT SIDE

Proper disposal can prevent prescription drug misuse and accidental poisonings.

5.5” x 8.5”

BACK SIDE

Proper disposal of unneeded or expired medication can prevent prescription drug misuse and accidental poisonings. It can also protect the environment. Drop off unneeded or expired prescription medications at a local drug take-back location. If no medicine take back programs or DEA-authorized take back events are available and no specific disposal instructions were provided, follow these steps to dispose most medicines in the household trash:

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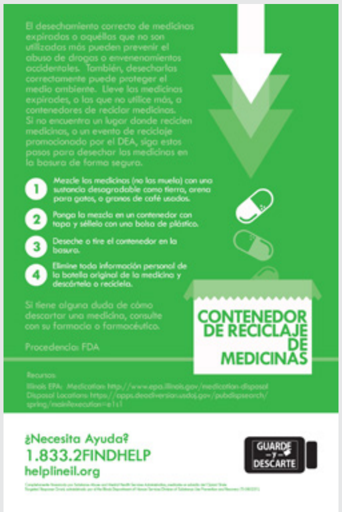
YOUR
LOGO
GOES
HERE

FRONT SIDE

Proper disposal can prevent prescription drug misuse and accidental poisonings.

5.5” x 8.5”

BACK SIDE



El desechamiento correcto de medicinas expiradas o aquéllas que no son utilizadas más pueden prevenir el abuso de drogas o envenenamientos accidentales. También, desecharlas correctamente puede proteger el medio ambiente. Lleve las medicinas expirades, o las que no utilice más, a contenedores de reciclar medicinas. Si no encuentra un lugar donde reciclen medicinas, o un evento de reciclaje promocionado por el DEA, siga estos pasos para desechar las medicinas en la basura de forma segura.

1. Mezcle las medicinas (no las muela) con una sustancia desagradable como tierra, arena para gatos, o granos de café usados.
2. Ponga la mezcla en un contenedor con tapa y séllelo con una bolsa de plástico.
3. Deseche o tire el contenedor en la basura.
4. Elimine toda información personal de la botella original de la medicina y descártela o recíclela.

Si tiene alguna duda de cómo descartar una medicina, consulte con su farmacia o farmacéutico.

Procedencia: FDA

Recursos:
Illinois EPA: Medication: http://www.epa.illinois.gov/medication-disposal
Disposal Locations: https://apps.deadiversion.usdoj.gov/pubdispsearch/spring/main?execution=e1s1

¿Necesita Ayuda?
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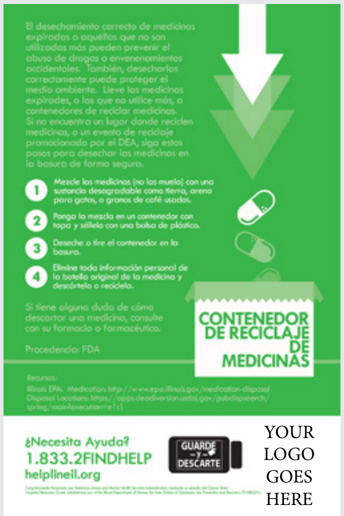
helplineil.org

FRONT SIDE

Desechar las medicinas de forma correcta puede prevenir el abuso de drogas o el envenenamiento.

5.5” x 8.5”

BACK SIDE



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helplineil.org

YOUR
LOGO
GOES
HERE

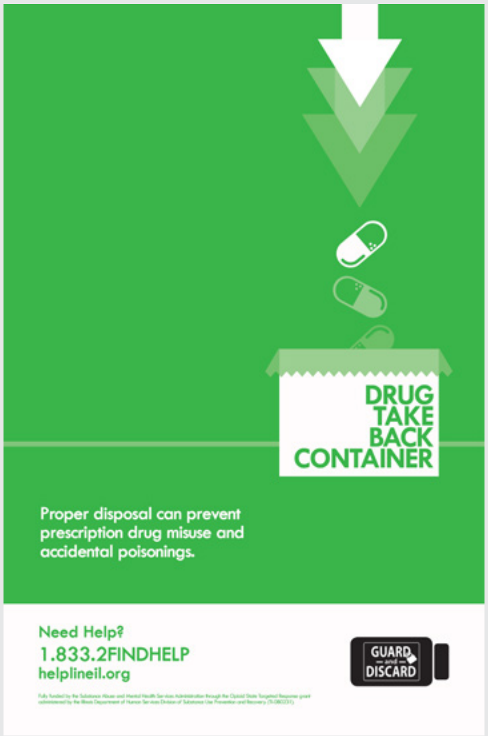
FRONT SIDE

Desechar las medicinas de forma correcta puede prevenir el abuso de drogas o el envenenamiento.

5.5” x 8.5”

GUARD AND DISCARD SAFE DISPOSAL

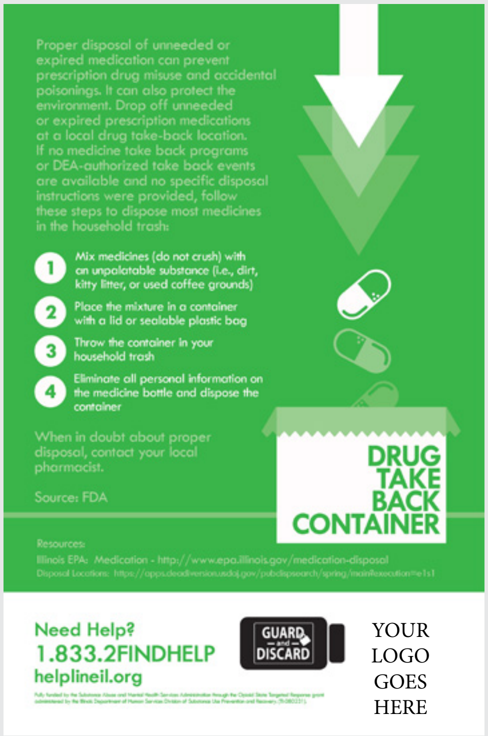
POSTERS *click on images to download*


DRUG
TAKE
BACK
CONTAINER
GUARD and DISCARD

Proper disposal can prevent prescription drug misuse and accidental poisonings.

Need Help?
1.833.2FINDHELP
helplineil.org

11” x 17”


DRUG
TAKE
BACK
CONTAINER
GUARD and DISCARD

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When in doubt about proper disposal, contact your local pharmacist.

Source: FDA

Resources:
Illinois EPA: Medication - http://www.epa.illinois.gov/medication-disposal
Disposal Locations: https://apps.deadiversion.usdoj.gov/pubdispsearch/spring/main?execution=e1s1

Need Help?
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helplineil.org

YOUR
LOGO
GOES
HERE

11” x 17”

CONTENEDOR
DE RECICLAJE
DE
MEDICINAS
GUARDE –y– DESCARTE

Desechar las medicinas de forma correcta puede prevenir el abuso de drogas o el envenenamiento.

¿Necesita Ayuda?
1.833.2FINDHELP
helplineil.org

11” x 17”

CONTENEDOR
DE RECICLAJE
DE
MEDICINAS
GUARDE –y– DESCARTE

Desechar las medicinas de forma correcta puede prevenir el abuso de drogas o el envenenamiento.

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helplineil.org

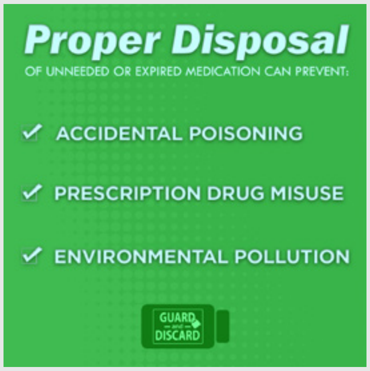
YOUR
LOGO
GOES
HERE

11” x 17”

GUARD AND DISCARD SAFE DISPOSAL

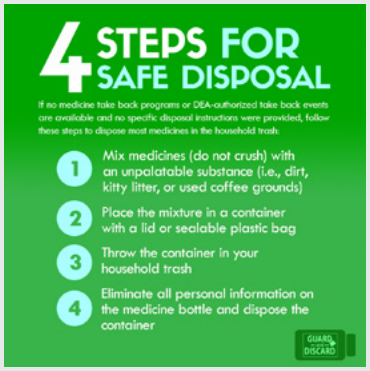
SOCIAL MEDIA POSTS *click on images to download*

Static Meme


Proper Disposal
OF UNNEEDED OR EXPIRED MEDICATION CAN PREVENT:
✓ ACCIDENTAL POISONING
✓ PRESCRIPTION DRUG MISUSE
✓ ENVIRONMENTAL POLLUTION
GUARD and DISCARD

1200 px x 1200 px

Static Meme


4 STEPS FOR SAFE DISPOSAL
GUARD and DISCARD

If no medicine take back programs or DEA-authorized take back events are available and no specific disposal instructions were provided, follow these steps to dispose most medicines in the household trash:

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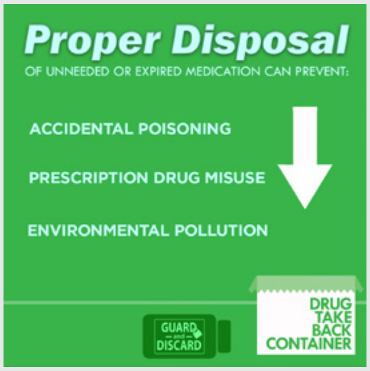
4. Eliminate all personal information on the medicine bottle and dispose the container

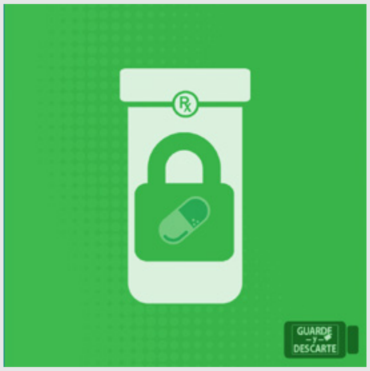
1200 px x 1200 px

Animated Gif


Proper Disposal
OF UNNEEDED OR EXPIRED MEDICATION CAN PREVENT:
ACCIDENTAL POISONING
PRESCRIPTION DRUG MISUSE
ENVIRONMENTAL POLLUTION
GUARD and DISCARD
DRUG TAKE BACK CONTAINER

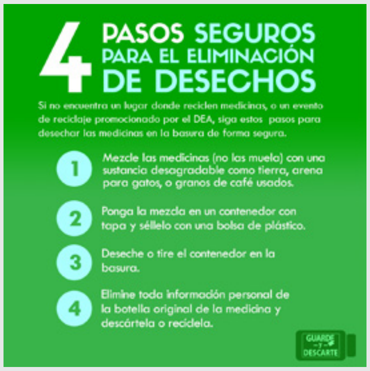
1200 px x 1200 px

Static Meme


Rx
GUARDE y DESCARTE

1200 px x 1200 px

Static Meme


4 PASOS SEGUROS PARA EL ELIMINACIÓN DE DESECHOS
GUARDE y DESCARTE

Si no encuentra un lugar donde reciclen medicinas, o un evento de reciclaje promocionado por el DEA, siga estos pasos para desechar las medicinas en la basura de forma segura.

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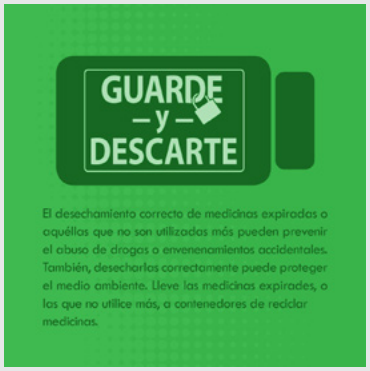
1200 px x 1200 px

Static Meme


GUARDE y DESCARTE

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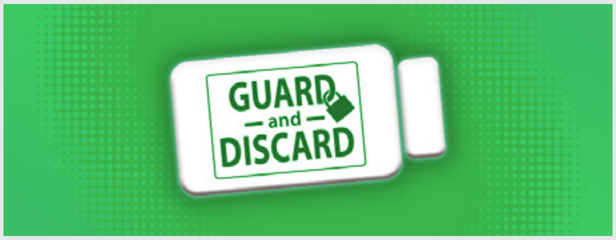
1200 px x 1200 px

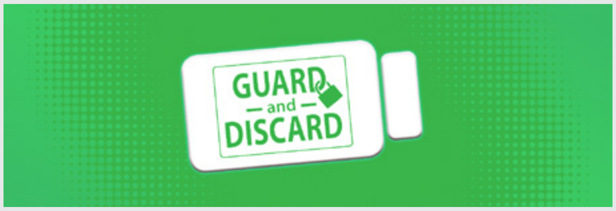
SOCIAL MEDIA - COVER PHOTOS

FACEBOOK COVER


GUARD and DISCARD

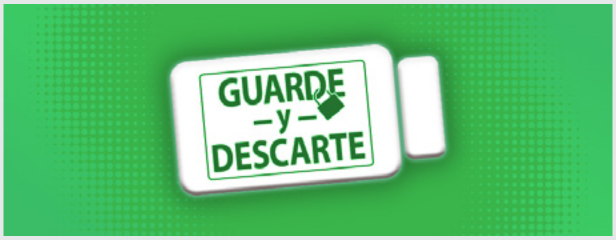
820 px x 312 px

TWITTER COVER


GUARD and DISCARD

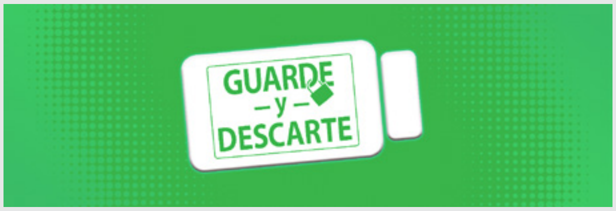
1500 px x 500 px

FACEBOOK COVER


GUARDE y DESCARTE

820 px x 312 px

TWITTER COVER


GUARDE y DESCARTE

1500 px x 500 px

Using Social Media

There are four basic platform types in social media to use as targets for campaign messages. Social networking (Facebook), Microblogging (Twitter), Photo sharing (Instagram), and Video sharing (YouTube). Using social media to distribute campaign messages can be a valuable way to leverage resources. Below is a brief guide in using social media.

Why Social Media?

In 2017, statistics show that there were 2.46 billion social media users worldwide and made up for 71% of all internet use, with that figure expected to continue to grow. It is estimated that by the end of 2019, there will be around 2.77 billion active users on social media. Any messages worth marketing must be done in these spaces to maximize visibility and reach.

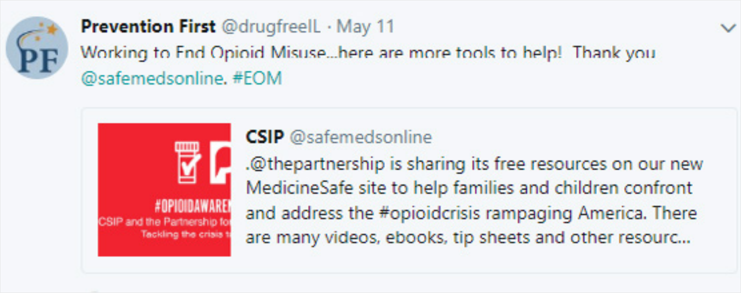
Which Social Media?

Each platform has its own dedicated userbase who may use other social media sites but tend to stick to their preferred platforms. Each platform will provide you with a specific audience so it’s imperative to use them in conjunction for successful social media arm in a campaign. The big 3 are Facebook with 1.76 billion registered users, Instagram with 1 billion registered users, and Twitter with 321 million active registered users.

Developing messages

Framing the conversation to “Ending Opioid Misuse” vs opioid crisis or epidemic. This will help encourage action for change.

- EXAMPLE: The original tweet from CSIP refers to an #opioidcrisis rampaging America. While it is certainly true that this is a significant problem, our message is that it is a problem we can solve. In social media, we can do that by connecting to the resource and adding our message “Working to End Opioid Misuse” #EOM.



Prevention First @drugfreeIL · May 11
Working to End Opioid Misuse...here are more tools to help! Thank you @safemedsonline. #EOM

CSIP @safemedsonline
.@thepartnership is sharing its free resources on our new MedicineSafe site to help families and children confront and address the #opioidcrisis rampaging America. There are many videos, ebooks, tip sheets and other resourc...

Messages should directly relate to the efforts of the Guard and Discard campaign objective. See below for samples for each campaign theme.

General Theme (Purple and Pink)

- You can play a vital role in reducing opioid use disorder. Take prescription meds as directed by your doctor, store medications safely away from others, and safely discard expired or unused meds. #GuardandDiscard

**See information below about using hashtags*

- In Illinois, prescription pain medication overdose deaths doubles between 2013 and 2016. Together, we can stop it. #GuardandDiscard
- We can all help the safe use, safe storage, and safe disposal of prescription medications. #GuardandDiscard
- Prescription medications do have benefits and risks. Take them as prescribed and never share your medications. #GuardandDiscard
- Safe Use...Safe Storage...Safe Disposal. We are working together to End Opioid Misuse #GuardandDiscard

Safe Use Theme (Orange)

- Remember to only use prescription medication as directed by your healthcare provider. You can help end opioid misuse in Illinois. #GuardandDiscard
- There are sometimes when sharing can be dangerous. Don't share your prescription medications. Remind others not to share their prescription medications. #GuardandDiscard
- Prescription medications can be safe and effective if used as directed but can be dangerous when used incorrectly. #GuardandDiscard

Safe Storage Theme (Blue)

- In 2016 more than 60% of people 18-25 years old obtained prescription pain medicines for non-medical use from family members or friends. Store your prescriptions in a secure location. #GuardandDiscard
- SAFE STORAGE TIP: don't leave medications in plain sight or in places that aren't secure. For more tips, visit: https://www.upandaway.org/ #GuardandDiscard
- SAFE STORAGE TIP: Lock away medications and store them in original containers. For more tips, visit https://www.cdc.gov/features/medicationstorage/index.html #GuardandDiscard

Safe Disposal Theme (Green)

- Did you know that proper disposal can prevent prescription drug misuse and accidental poisoning? Together, we can stop it! #GuardandDiscard

- Safely dispose of unwanted prescription medications. Here are the drop off locations in our area. #GuardandDiscard

- You can help reduce opioid misuse in Illinois by safely disposing unused and expired medications. Learn how from @NIDAnews: http://bit.ly/2uyMI9I #GuardandDiscard

**See information below about tagging/mentioning people or organizations*

Hashtags

- What is a hashtag? Any word or phrase without spaces, starting with # symbol. This creates an index of posts that include the corresponding hashtag. Clicking on a hashtag shows you other tweets that include that same hashtag. Popular hashtags become trending topics.

- When crafting a message directly related to the efforts to the Guard and Discard campaign objectives, include the #GuardandDiscard. This will allow us to be more prevalent in that conversation.

- When retweeting/sharing that is relevant to the campaign, be sure to add #GuardandDiscard.

- Click on the #GuardandDiscard hashtag to access partner posts for sharing. This strengthens the campaign without saturation from just one source. This also affects the algorithm on the various platforms allowing the content to reach further than the audience in your network.

Tagging/Mentioning

- What is tagging/mentioning? @(name of organization or individual) Whomever you tag/mentioned will be notified. Tagging is used in Facebook and Mentioning is used in Twitter. This creates a link, so people can click & learn more. This is used to ask a question, thank someone, or highlight their content.

- Consider including Illinois and local partners in the message (Twitter) by using the @ symbol so that they can easily retweet)

  EXAMPLE: Seeing the Whole Elephant... Thank you, Maria Bruni @ILHumanServices for sharing the critical role of collaboration as we work together to end opioid misuse. #EOM @IDPH @IllinoisDCFS

Strategizing your Social

When framing campaign messages, consistency is key to a successful social media arm of any marketing campaign. To be effective, setting reminders into your calendar/schedule for posts or using a third-party social media management to post during the platform's 'prime time' will result in much higher engagements than randomly. Different platforms are found to have different prime time for user engagement. Below we provide those times for the big 3 social media platforms.

Facebook:

Users log in to Facebook on mobile devices and desktop computers, both at work and at home. Use heavily depends on the audience.

- During the week the best time to post is 1-4 p.m., when clickthrough rates have shown to be at their highest.
- Specifically, 12-1 p.m. is prime time on Saturday and Sunday.
- During the week, the same goes for Wednesday at 3 p.m., as well as Thursday and Friday between 1-4 p.m.
- The worst times are weekends before 8 a.m. and after 8 p.m.

Instagram:

Instagram is for use on mobile devices. Half of U.S. users use the app daily, with more content engagement during off-work hours than during the workday.

- In general, the best times to post on Instagram are on Monday and Thursday, at any time other than 3-4 p.m.
- The best time to post videos or animated graphics is 9 p.m.-8 a.m., on any day.
- Hashtags on Instagram can be combined with up to 20 other corresponding hashtags to maximize visibility in multiple topic streams.
- Some outlets have reported success on Mondays between 8-9 a.m., correlating with morning commutes.

Twitter:

Like Facebook, Twitter users are on both mobile devices and desktop computers at work and at home. Audience determines use -- but people often treat it like an RSS feed, and something to read during down times on commutes, breaks, and so on.

- Good times to tweet average around 12–3 p.m., with peaks at 5 p.m., correlating with evening commutes.
- Weekdays show a stronger performance, though some niche markets might have active weekend audiences.
- Schedule postings for 8 a.m., noon, 3 p.m., or 5–6 p.m.
- Some outlets have reported success on Mondays between 8-9 a.m., correlating with morning commutes.

Framing the Message

Think of social media platforms like interstates on the information highway. When traveling on the highway, we see many different signs and billboards sending us messages. Those signs and billboards only have seconds to make an impact and drive their messages home. The same goes for employing infographic “memes” on social media. Some signs are more complex than others due to the depth of the message needing presented while others are simple for compounding on spirit of the message or brand. Some ways to use the assets on social media:

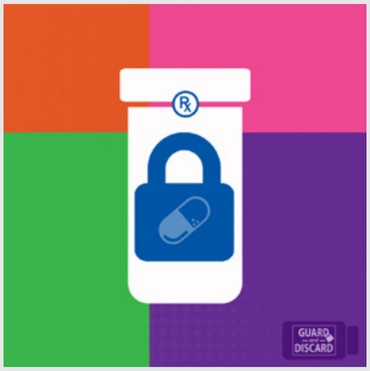
- If the graphic is simple in design or vague with information, use the post or image caption to relay the more in-depth message, hashtag, and/or web links.
- If the graphic is more complex in design, or is filled with information, use the post or caption to double down or simply link to outside sources or simply post with the corresponding hashtag.

EXTRAS

SOCIAL MEDIA POSTS

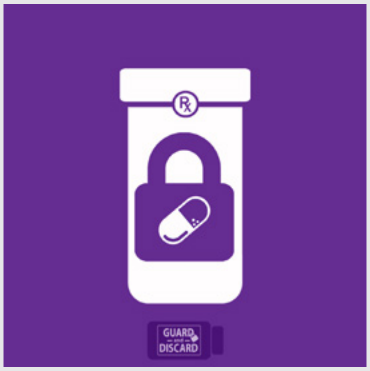
Includes the color of every theme.

Static Meme


GUARD and DISCARD

1200 px x 1200 px

Animated Gif


GUARD and DISCARD

1200 px x 1200 px

PHYSICAL VEHICLES

Available in limited supply. Contact guardanddiscard@prevention.org to order

MAGNETS / DECALS

GUARD
and
DISCARD
Safe Use ▬ Safe Storage ▬ Safe Disposal

2” x 3.5”

PREVENTION FIRST

Building community capacity to prevent substance abuse