From New Jersey to the Nation
The New Jersey Experience

• The first in the nation statewide day of disposal

• 9000 lbs of medicine collected in 4 hours

• $35 million dollar street value.

• Unprecedented media attention on the issue of prescription and over-the-counter medicine.

Saturday, Nov. 13th
get rid of your unused & expired medicine.
AmericanMedicineChest.com
Establishing the Problem

The segments that follow may be used for internal review, analysis or research only. Any editing, reproduction, publication, rebroadcast, public showing, internet or public display is forbidden and may violate copyright law.
What do we each bring to the table? Finding Success through Partnerships.
Military - Law Enforcement - Non-Profit Partnership
Bringing the New Jersey Experience Nationwide
November 13, 2010
The American Medicine Chest Challenge

• Establishing a non-profit-private-government partnership in response to a national public health issue that:
  • Provides a unified national, statewide, and local focus to the issue of medicine abuse by children and teens
  • Branded multi-media, multi-lingual messages that can be easily localized at no cost to community partners
  • Turn-key collection package, including branded receptacles, protocols, and point-of-purchase signage.
  • Technical assistance to all community partners to maximize participation.
A national website to serve as the resource for prescription and over-the-counter medicine abuse prevention for parents and other caregivers.

- An interactive map for American’s to find their local collection site.
- A repository for current events and news coverage regarding the national day of disposal.

An opportunity for recognition of American Medicine Chest Challenge Corporate.
Media Campaign
Multi Lingual

• Newspaper
• PSAs
• Transit Signs
• Billboards
• Flyers
• Posters
• Web banners
• Pharmacy Bags
• Press Releases

America, on Saturday, Nov. 13, 2010
don’t forget to take your pills...

On Saturday, November 13th
take the
American Medicine Chest Challenge...

...in 5 easy steps.
1. Take inventory of your prescriptions and over-the-counter medicines.
2. Secure your medicine cabinet.
3. Dispose of your unused, unneeded, and expired medications.
4. Take your medication exactly as prescribed.
5. Talk to your children about the dangers of prescription drug misuse—they are honest.

To find out more, visit...americanmedicinechest.com

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don’t forget to take your pills...
Branded Multi-Media, Multi-Lingual Messages That Can Be Easily Localized

Languages

- English
- Spanish
- Korean
- Hindi
- Italian
- Mandarin

America, on Saturday, Nov. 13th don’t forget to take your pills...
Web Banners on Over 250 Websites
Over One Million Dollars of In-kind Advertising
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Over One Million Dollars of In-kind Advertising
Why Nationwide?

• To generate unprecedented media attention to the issue of prescription and over-the-counter medicine abuse.
• To have all residents of the United States look at their medicine cabinets as a potential source for young people to access highly addictive and deadly drugs.
• To create a way for adults to anonymously, legally, and safely
"This collaborative effort [for medicine abuse awareness] with other institutions will serve to keep the vital awareness of the importance of drug-free communities alive in our friends and their children."

Vice-President Joseph R. Biden, August 2008.

“If you have unused prescription drugs in your home, dispose of them properly. I also know that many of you have initiated take-backs with the community to help this problem, and I applaud you for that.”

R. Gil Kerlikowske, Director of the ONDCP
Addressing the California Association of Chiefs of Police

… building new partnerships that reach across the wide spectrum of healthcare stakeholders in the effort to find common ground and commonsense solutions.

~ PhRMA, 2009 Annual Report
Recent National Recognition

A Captain's Story
In the heart of Taliban country, the commander of a U.S. rifle company made it his mission to reopen a school in Afghanistan. Here's what he learned.

NATIONAL DRUG CONTROL STRATEGY

2010
State and National Recognition

National Drug Control Strategy
2010 Annual Report

New Jersey Ad Club Awards

NAGC Blue Pencil & Gold Screen Awards
Why Are We Here…
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