

National Medications Take-back Campaign

HPSA partnered with Drug Free Kids Canada to develop a national integrated campaign that focuses on the need for parents to talk to their kids about the dangers of misusing prescription drugs.

The campaign includes television, radio, print, out-of-home and digital in both English and French, and aims to remind parents to secure their prescription medication and return any leftover medication to their pharmacy.

Developed through the understanding that parents don't think their children are at the stage yet, the creative focused on encouraging parental action. "Among secondary students, 12.1 % report using a prescription drug non-medically in the past year and 59% say they get them from home¹. We estimate this represents 300,000 Canadian teens. Many kids think prescription drugs are safer than street drugs but don't realize that they may cause harm and addiction, especially opioids." Marc Paris, Executive Director of Drug Free Kids Canada explained. "If we can get parents to lock up or drop off their prescription medication, we'll be removing the number one source of drugs for teenage kids."

The campaign transforms a very simple message into a powerful one – of the things we hand down to our children, let's make sure our prescription drugs aren't one of them.



She has her mother's eyes, cheekbones,
and prescription amphetamines.

Some things should never be passed down.
Lock up or turn in your prescription drugs.
Learn more at [SecureYourMeds.ca](https://www.secureyourmeds.ca)

DRUG
FREE
KIDS
CANADA.ORG

A message from Drug Free Kids Canada.

This campaign will roll out across the country starting this month until mid-January 2018. With the help of HPSA participating pharmacies (5,000+), we could substantially increase the returns nationally and reduce the amount of "abusable" drugs available to teens" indicated Ginette Vanasse, Executive Director of HPSA.

The goal of the campaign is to encourage Canadians to clean out their households of unused and expired prescription drugs as well as over-the-counter medicine and Natural Health Products, and to drop them off at their local pharmacy. The call to action is the following:

"Lock up or turn in your prescription drugs. Learn More at [SecureYourMeds.ca](https://www.secureyourmeds.ca)"

Quick facts:

- **To keep our kids safe.** Over 300,000 Canadian teens are misusing prescription drugs.
- **To engage your customers.** More clients returning leftover medicines means more potential buying customers. To associate your brand as supporting a worthy cause and demonstrating environmental stewardship.
- **To protect our environment.** One third of households are disposing of their prescription drugs by flushing them in the toilet or throwing them in the garbage.