



Health Services
LOS ANGELES COUNTY

December 7, 2007

Los Angeles County
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TO: Each Supervisor

FROM: Bruce A. Chernof, M.D.
Director and Chief Medical Officer

SUBJECT: **UPDATE: "NO DRUGS DOWN THE DRAIN"
PROGRAM**

On October 31, 2006 the Board instructed the Director of Health Services, in collaboration with the Directors of Public Health and Public Works, County Counsel and the Chief Administrative Officer, to work with the Los Angeles County Sanitation Districts to pursue an integrated County-wide unused or expired drug collection and disposal program with a broad educational component. An initial report of the committee's work was submitted to the Board on February 2, 2007. This report provides the final update on the County work team's joint efforts to enhance the County's existing unused or expired drug collection and disposal program, as directed by your Board. The following is a summary of the multi-departmental work team's actions and recommendations to expand the program.

During the last several months, the County work team has incorporated the "No Drugs Down the Drain" (NDDTD) message into its many outreach programs. In addition, informational brochures and cards were developed and distributed at County-wide pharmacies, cities, community events, community centers, Household Hazardous Waste (HHW/E-Waste) collection events, and various permanent collection centers. Public awareness messages were delivered through information cards, radio announcements, television interviews, newspapers, community events, and websites.

Community Awareness:

- The Department of Public Works (DPW) designed, printed, and distributed bilingual (English and Spanish) informational brochures and flyers that incorporated the NDDTD messages reaching over 26,000 households in the unincorporated county areas.
- NDDTD informational cards were distributed by the DPW to 3,500 participants at the Antelope Valley Environmental Collection Center and to 40,000 participants at the 33 mobile HHWE-Waste collection events.
- DPW designed, printed, distributed 30,000 bilingual informational cards and displayed two posters at various community events.

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- DPW provided information on the NDDTD during interviews with KTLA Morning News on March 16, 2007; KVEA Spanish Morning News on April 23, 2007; and KFI radio station on March 1, 2007.
- County Sanitation Districts (CSD) presented the NDDTD campaign to the Southern California Alliance of POTW's (SCAP) Water Issues Committee on April 18, 2007.
- CSD provided NDDTD artwork and/or informational cards to various cities and agencies including the Cities of San Clemente, Santa Monica, Cerritos, and Camarillo. Information was also provided to the Physicians for Social Responsibility, California Pharmacists Association and the Cerritos Senior Center.
- CSD distributed informational cards to the City of Los Angeles departments including the Department of Aging, Recreation and Parks, and Library. In addition, information cards were distributed during open house, neighborhood council events and public outreach events.
- On April 22, 2007, CSD included the NDDTD messages in the Daily News' advertising supplement for the Earth Day issue.
- Postcards were distributed to 742 retail pharmacies by CSD in the Sanitation Districts' service area during the third week of April 2007, for distribution to pharmacy customers as prescriptions were filled. All outpatient pharmacies within the Los Angeles County Department of Health Services (DHS) participated in the 2007 NDDTD program, distributing educational postcards to DHS patients.

Website Outreach

- The County of Los Angeles was added to www.nodrugsdownthedrain.org website as a sponsor.
- An educational notice regarding appropriate drug disposal was added to the DHS website. This notice included a link to the NDDTD website.
- DPW added a link from their departmental website to the NDDTD website
- DPW expanded the www.888CleanLA.com website to include a NDDTD webpage.
- DPH added a link from their departmental website to the NDDTD website.

Community Events

The County work team participated in over 30 community events and distributed NDDTD information and outreach materials to County residents. Some of the major events in each of the Supervisorial Districts (SD) included:

- | | |
|--|-------------------|
| • Lennox Family Festival, SD - 2 | July 14, 2007 |
| • Environmental Career Day, Baldwin Park, SD - 1 | June 1, 2007 |
| • LAC+USC Medical Center, Health Fair, SD - 1 | May 4, 2007 |
| • Eco-Smart Event, Alhambra, SD - 5 | April 25, 2007 |
| • Eco-Fabulous Event, Santa Monica, SD - 3 | April 24, 2007 |
| • Earth Day, Universal City, SD - 3 | April 23, 2007 |
| • K-Earth 101 FM Earth Day Expo, Los Angeles, SD - 3 | April 21-22, 2007 |

- Earth Day, Santa Monica Promenade, SD - 3 April 14, 2007
- CSD Earth Day Fair, Whittier, SD - 1 April 14, 2007
- Green Fest 2007, Monterey Park, SD - 1 April 14, 2007
- Alcoa Health and Safety Fair, Torrance, SD - 4 April 13, 2007
- Los Angeles County Vendor Fair, Los Angeles, SD - 3 April 11, 2007
- Spring Health Fair and Egg Hunt, La Puente, SD - 1 April 7, 2007

County Employee Awareness

- DHS included an educational article in the May 2007 issue of *DHS Connections*, an employee newsletter, on appropriate drug disposal.
- NDDTD messages describing the appropriate method of disposal of unwanted medications will be forwarded to the Auditor/Controller for inclusion in Los Angeles County employee payroll stubs.
- NDDTD educational awareness messages will be forwarded to the Internal Services Department, with a request that this be distributed to all Los Angeles County employees via email.
- CSD included a NDDTD message in the *Daily News'* advertising supplement for the You & the Environment in October 2007 and on the 2008 Earth Day Awareness publication.
- CSD conducted a survey on the NDDTD campaign, intended for community pharmacies, in September 2007.

New State Legislation

On October 12, 2007, Governor Arnold Schwarzenegger signed Senate Bill (SB) 966 into law. SB 966, which becomes effective January 1, 2008, requires the California Integrated Waste Management Board (CIWMB) to identify and develop model programs for the safe disposal of pharmaceutical waste and to report to the Legislature by December 1, 2010 on the effectiveness and accessibility of the programs.

In developing these model programs, CIWMB is required to consult with local, State, and federal agencies, including the Department of Toxic Substances Control, the State Water Resources Control Board, and the California State Board of Pharmacy to establish model disposal programs. Furthermore, SB 966 establishes minimum requirements for the pharmaceutical waste disposal model programs that include safety, oversight, diversion prevention, ease of use for consumers, and authorizes the CIWMB to develop related emergency regulations, as necessary. Finally, SB 966 increases, from \$5 million to \$6 million, the amount of annual funding CIWMB provides to cities, counties, and other local agencies for solid waste management and pharmaceutical waste disposal programs.

In the event Los Angeles County is selected to assist CWIMB in the development of a pharmaceutical waste program, the County's existing NDDTD program will be enhanced and the program's goals and objectives will be further supported by the funding resources made available by CWIMB.

Recommendations

To enhance and expand the NDDTD program, the County work team recommends the development of additional permanent collection centers for safe disposal of unused or expired medications. DPW is investigating possible mechanisms to fund the development of additional permanent HHW/E-Waste collection centers, and is currently exploring potential partnerships with the State (CIWMB funding), cities and other stakeholders for the development of these centers

The County work team also recommends enhancing the current community awareness outreach by implementing an integrated public education component to include a mass media campaign to further reach County residents and pharmacy customers. The integrated public education campaign would be effective in educating a large number of Los Angeles County residents about the proper use and disposal of unused or expired medications. The initial estimate for this media campaign is approximately \$2 million; funding has not yet been identified. The affected Departments will continue to look for funds for this purpose.

Summary

The multi-departmental County work team has been effective at stimulating various departmental actions relating to community awareness and education, as described in the above sections. The affected Departments will continue to review their on-going programs to seek opportunities to enhance these activities.

If you have any questions or need additional information, please let me know.

BAC:ag
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c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors
Director, Department of Public Health
Director, Department of Public Works
Director, Los Angeles County Sanitation Districts