



NEWS RELEASE

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BOARD OF PHARMACY LAUNCHES BILLBOARD CAMPAIGN TO PROMOTE SAFE DISPOSAL OF UNUSED MEDICATIONS

SACRAMENTO – An important message reminding Californians to safely dispose of unused, unwanted or expired prescription drugs is now appearing statewide on billboards sponsored by the California State Board of Pharmacy.

The “Use, Don’t Abuse” campaign encourages consumers to use medications properly and to store them safely at home. The message urges consumers to “Safely Dispose of Unused Medications” and “Stop Prescription Drug Abuse.”

Safe disposal of unwanted prescription drugs – including opioids and other pain medications – minimizes the risk of drug use and abuse, especially among young people. Two-thirds of teenagers and young adults who abuse prescription medicines said they get them from family, friends and acquaintances, according to the Partnership for Drug-Free Kids.

“Our goal is to educate consumers about the importance of getting unused and unwanted drugs out of their homes so they don’t fall into the wrong hands,” said Greg Lippe, acting president of the California State Board of Pharmacy.

Outfront Media, a major outdoor media company, has generously donated five illuminated billboards to the Board of Pharmacy to promote the message of “Use, Don’t

Board of Pharmacy Launches Billboard Campaign to Promote Safe Disposal of Unused Medications
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Abuse.” Two billboards have been installed in the Sacramento area, and one is in Fresno. Two more are planned in Southern California.

The billboards direct consumers to the Board of Pharmacy website, www.pharmacy.ca.gov, where they can enter a city, ZIP code or pharmacy name to find California pharmacies that offer on-site collection bins or mail-back services for unwanted medications.

The website also includes links to drug collection locations compiled by the Drug Enforcement Administration, Don't Rush to Flush, and the California Department of Public Health. Visitors also can find information about drug abuse and drug treatment centers.

For more information, visit the Board of Pharmacy online at www.pharmacy.ca.gov.

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