



2018-2019 MED-Project Annual Report

Santa Clara County, California

April 10, 2020 Revised May 1, 2020

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I. Executive Summary

MED-Project LLC ("MED-Project") operates a Product Stewardship Plan for Unwanted Medicine from Households ("Plan") in the County of Santa Clara ("Jurisdiction") under the Safe Drug Disposal Ordinance, County of Santa Clara Ordinance Code, Division B11, Chapter XX ("Ordinance") and the County of Santa Clara Safe Drug Disposal Regulations ("Regulations"). MED-Project began operations in the Jurisdiction on October 10, 2017, and submitted its first Annual Report on April 10, 2019. This 2018–2019 Santa Clara County Annual Report ("Report") describes MED-Project's activities in the Jurisdiction between October 10, 2018, and October 9, 2019 (the "Reporting Period") in compliance with Ordinance Section B11-548(c). All capitalized terms used but not otherwise defined herein shall have their respective meanings set forth in the Ordinance, Regulations, or the approved Plan dated March 4, 2019.

MED-Project began collection in the Jurisdiction in 2017 under the initial Plan, dated May 19, 2017, and approved on July 12, 2017. The County of Santa Clara, Consumer and Environmental Protection Agency ("Department") approved the current Plan, dated March 4, 2019, on July 29, 2019. The current Plan became operational on October 29, 2019. A notice of temporary closure of a disposal facility was sent on October 4, 2019, informing the jurisdiction of the alternative disposal facilities to be used during a disposal facility maintenance closure. On March 2, 2020, MED-Project sent notice of the resumption of operations at the disposal facility, and that MED-Project was again disposing of "Unwanted Medicine" (as defined in Plan Section IV) at the disposal facility.

During 2018 and 2019, priority was given to establishing Kiosk Drop-Off Sites throughout the Jurisdiction, and performing outreach to eligible pharmacies, hospitals and clinics with on-site pharmacies, and Law Enforcement Agencies (LEAs) throughout the Jurisdiction. As a result of these efforts, MED-Project's Program collected and disposed of Unwanted Medicine from 123 kiosks at 108 Kiosk Drop-Off Sites and 43 Mail-Back Distribution Locations.

Kiosks were installed in pharmacies and hospital/clinics with an on-site pharmacy, that meet all local, state, and federal requirements and that executed agreements with MED-Project. In addition, outreach and educational materials, including signage and/or brochures, were distributed to all newly activated Kiosk Drop-Off Sites.

MED-Project provided disposal instructions for Kiosk Drop-Off Sites and Mail-Back Services to Residents and continues to communicate with Kiosk Drop-Off Site Hosts to distribute outreach materials upon request, review procedures as needed, and improve overall Program design.

As outlined in the approved Plan, the ultimate goal of the Program is to provide Residents with convenient, safe, and accessible methods to dispose of Unwanted Medicine. MED-Project anticipates a steady increase in Kiosk Drop-Off Sites through 2020 as a result of ongoing outreach and Program activities, especially if there is increased retail chain pharmacy participation in the Program.

The following sections of the Report address the specific reporting requirements in Ordinance Section B11-548 and Regulations Section 8. Each section of the Report restates the corresponding Regulation or Ordinance requirement and provides the required information.

II. Participating Producers

Regulations Section 8.B.i: "Identification of any changes to a Plan Operator's contact information or its list of participating Producers;"

There were no changes to the Plan Operator's contact information during the Reporting Period.

See Appendix A; Program Participant List Changes.

III. Collection Method and Weight

A. Kiosks

Regulations Section 8.B.ii: "For each Drop-Off Site: the total weight of Unwanted Covered Drugs collected, the number of times Unwanted Covered Drugs were picked up for transportation per location, and the number of times a secure collection kiosk had to be locked because it reached capacity before its scheduled pickup;"

See Appendix B; Table 2, Kiosk Collection Sites.

See Appendix B; Table 3, Kiosk Collection Data.

MED-Project collected a total of 74,471 pounds of Unwanted Medicine through Kiosk Drop-Off Sites.¹

B. Take-Back Events

Regulations Section 8.B.iii: "For each Take-Back Event: its time, date, and location; how and when it was advertised; the total weight of Unwanted Covered Drugs collected; whether the secure collection kiosk reached capacity before the end of the Take-Back Event; and how the Unwanted Covered Drugs collected at the Take-Back Event were handled prior to disposal;"

There were no Take-Back Events during the Reporting Period.

C. Mail-Back Services

Regulations Section 8.B.iv: "For Mail-Back Services: the number of prepaid and preaddressed mailing envelopes distributed through the toll-free telephone number, through the website, and to each Mail-Back Distribution Site; the number of envelopes returned for disposal, including how many of these contained sharps or iodine-containing medications; and the total weight of Unwanted Covered Drugs collected;"

- MED-Project distributed 51 Standard Mail-Back Packages to Residents through the MED-Project Website and toll-free number.
- MED-Project did not distribute any Inhaler Mail-Back Packages to Residents through the MED-Project Website and toll-free number.
- MED-Project distributed 400 Mail-Back Packages to 43 Mail-Back Distribution Locations.
- MED-Project collected 75 pounds of Unwanted Medicine collected through the return of 183 Mail-Back Packages.

See Appendix C; Table 4, Mail-Back Distribution Locations.

¹ Appendix B; Table 2 includes a "Rush Services" column. Rush Services generally occur when a Kiosk Drop-Off Site requests an unscheduled pick-up of Unwanted Medicine at a Kiosk Drop-Off Site. It does not necessarily mean that a Kiosk Drop-Off Site was not available to County Residents.

IV. Disposal and Transporter Information

Regulations Section 8.B.v: "The total weight of Unwanted Covered Drugs transported by each Transporter and disposed of by each Disposal Facility;"

A. Disposal Facility Information

See Appendix D; Table 5, Disposal Facilities.

B. Transporter Information

See Appendix E; Table 6, Transporters.

V. Safety and Security Report

Regulations Section 8.A.v: "A clearly marked 'Safety and Security Report' provided on a separate page, which must identify any known security or safety incidents at Drop-Off Sites, Take-Back Events, and Mail-Back Distribution Sites, or during transportation or disposal of Unwanted Covered Drugs. For each incident, the Safety and Security Report must describe: what, if any, corrective or other action was taken in response to the incident; whether any law enforcement or regulatory agencies were involved in the incident; and any litigation, arbitrations, or other legal proceedings arising out of, or involving, the incident."

See Appendix F; Safety and Security Report.

VI. Educational Efforts and Public Outreach

Regulations Section 8.A.iv: "A description of the Promotion System and how it has been implemented, including a summary of efforts to achieve the metrics set forth in Section 7;"

Regulations Section 7.B: "The Promotion System must include a detailed marketing plan with targeted Media run dates to achieve a Combined Target Reach Percent of: 75% at a 3+ Frequency for the duration of one month at least three times per year over the first twelve months of Stewardship Plan operation; 50% at a 2+ Frequency for duration of one month at least three times per year following years; and 75% at 3+ Frequency for the duration of one month at least three times per year for every fifth year of program operation."

Regulations Section 8.B.vi: "For each Medium used in the Promotion System: Target Rating Points and documentation verifying that outreach described by the Promotion System did in fact take place, such as a photograph of a billboard, a copy of a published newspaper advertisement, reports of internet usage, or other appropriate documentation."

A. Educational Efforts

MED-Project provided disposal instructions for kiosks and Mail-Back Services offered through the approved Plan. In addition, MED-Project maintained a website and toll-free number to provide information pertaining to MED-Project disposal options and outreach materials. The MED-Project Website, toll-free number, and outreach materials, such as posters and brochures were available in the Required Languages including English, Hindi, Japanese, Korean, Spanish, Tagalog, Chinese, and Vietnamese. MED-Project Website information and statistics are provided in Appendices G and H, respectively.

Per the Plan, within 90 days of the current plan approval, MED-Project provided information on the MED-Project Website about locations of drop-off sites provided by other organizations.

B. Public Outreach Activities

To promote the Program during the Reporting Period, MED-Project provided print, digital, television, and radio campaigns; provided information through the MED-Project Website; posted on social media; and sent email blasts. Additionally, MED-Project distributed materials, including brochures and posters, to Kiosk Drop-Off Sites, and Mail-Back Distribution Locations. See Appendix I for examples of brochures and posters. See Appendix J for brochure and poster distribution. A list of social media and email promotion activity is provided in Appendix K.

MED-Project increased public awareness of the Program in 2019 through the production and placement of animation advertisements on digital campaigns, social media, and broadcast media platforms.

The Combined Target Reach Percent was 86% for the Reporting Period and was met through a variety of media channels. MED-Project had activity with a 3+ Frequency, for the duration of one month, three times during the Reporting Period.

Activities with a 3+ Frequency for the duration of one month:

1. Cross Media Campaign – January 2019 (TV, radio, digital): 5-week campaign
2. Cross Media Campaign – June 2019 (TV, radio, digital): 5-week campaign
3. Print Advertisement – August/September 2019 (El Observador): 4-week campaign

C. Promotion Media

The Target Rating Points calculations are based on 2010 U.S. Census population data for residents over the age of 18 years and the impressions and/or readership totals for each of the media campaigns.

The Target Rating Points for each campaign is provided as follows:

- Broadcast Radio (October) – 4-week campaign: 72.1
- El Observador (November) – 4-week campaign: 29.6
- Digital campaign (December) – 4-week campaign: 460.2
- Mercurynews.com (December) – 28-day digital advertisement campaign: 5.5
- Silicon Valley Community News (December) – 10, 1-week print advertisement campaigns: 66.6
- Mercurynews.com (December) – 21-day digital advertisement campaign: 60.8
- Digital campaign (January/February) – 4-week campaign: 161.2
- Radio campaign (January/February) – 4-week campaign: 140.7
- Television campaign (January/February) – 4-week campaign: 296.4
- El Observador (May) – 3-week print advertisement campaign: 29.6
- Digital campaign (June/July) – 4-week campaign: 284.3
- Radio campaign (June/July) – 4-week campaign: 174.4
- Television campaign (June/July) – 4-week campaign: 143.9
- El Observador (August) – 3-week print advertisement campaign: 37.0

See Appendix L; Media Outreach Summary

D. Proof of Medium

MED-Project offers the following documents as “proof” of the promotion system and to support the outreach efforts.

- Radio Campaign (October 1 to 29, 2018)
- El Observador: print advertisement copy (November 30 to December 21, 2018)
- Digital Advertisement Campaign (December 1 to 28, 2018)
- The Mercury News: print advertisement copy (December 2 to 28, 2018)

- Mercurynews.com Digital News (December 2 to 29, 2018)
- Silicon Valley Community News: print advertisement copy, ten papers (December 7 to 28, 2018)
- Digital Campaign (January 21 to February 17, 2019)
- Radio Campaign (January 21 to February 17, 2019)
- Television Campaign (January 21 to February 17, 2019)
- El Observador: print advertisement copy (May 10 to 31, 2019)
- Digital Campaign (June 3 to July 7, 2019)
- Radio Campaign (June 3 to July 7, 2019)
- Television Campaign (June 3 to July 7, 2019)
- El Observador: print advertisement copy (August 23 to September 20, 2019)

See Appendix M; Promotion Media Advertisement Examples.

E. Biennial Survey

Consistent with Ordinance Section B11-547(c), the first biennial survey will be performed by October 9, 2020.

VII. Program Goals

Regulations Section 8.A.ii: *"A summary of the Stewardship Plan's goals and the degree of success in meeting those goals during the reporting period, including a summary of efforts to meet the goals and any difficulties in meeting the goals, and if any goals have not been met, what efforts will be made to achieve the goals in next reporting period."*

Regulations Section 8.A.iii: *"Identification of proposed goals to be accomplished in the next reporting period, and if the proposed goals differ from the original Stewardship Plan goals, an explanation of why the goals have changed."*

A. Collection Goals

Collection of Unwanted Medicine began in the 4th quarter of 2017 and resulted in a total of 2,647 pounds of Unwanted Medicine collected and disposed of from Kiosk Drop-Off Sites in 2017. In 2018, a total of 26,686 pounds of Unwanted Medicine was collected and disposed of from Kiosk Drop-Sites. Per the current approved Plan, the collection goal of 32,400 pounds from 90 kiosks in 2019 was satisfied with 74,471 pounds of Unwanted Medicine collected and disposed of from 108 Kiosks.

Additionally, MED-Project satisfied the Service Convenience Requirement in Ordinance Section B11-545(b) during the Reporting Period through established Kiosk Drop-Off Sites Locations as provided in Appendix N. Figure 1 shows a graphical representation of how MED-Project satisfied the Service Convenience Requirement during the Reporting Period with Kiosk Drop-Off Sites Locations.

MED-Project anticipates the pounds collected to increase in 2020 with increasing public awareness of the Program. Refer to Section III of this Report for specific collection information.

B. Education and Public Outreach Goals

MED-Project utilized data from 2017-2018 to establish baseline education and outreach goals for the reporting period and future reporting periods. See Appendix O; Baseline Summary Data to see a comparison of both Reporting Periods.

C. Collector Outreach

MED-Project continues to strive to increase the number of Kiosk Drop-Off Sites by, for example, pursuing increased participation by retail chain pharmacies and other eligible sites throughout the Jurisdiction.

MED-Project performed collector outreach by issuing letters to potential Kiosk Drop-Off Sites that were in the Jurisdiction on April 23, 2019. Eligible non-participating sites were contacted monthly until either the site began participating in the Program or the site indicated they no longer want to be considered for participation.

SANTA CLARA COUNTY

Existing Kiosk Drop-Off Sites and Population Density

- Project Features**
- Existing Kiosk Drop-Off Site (92)
 - Existing Multi-Kiosk Drop-Off Site (15)
- US Census Population Density**
- Sparse
 - Dense
- Reference Features**
- Interstate
 - US Highway
 - State Highway/Major Road
 - County Boundary
 - Santa Clara County Boundary
 - Unpopulated State and/or Federal Lands



Santa Clara County Annual Report Reporting Period - October 10, 2018 - October 9, 2019

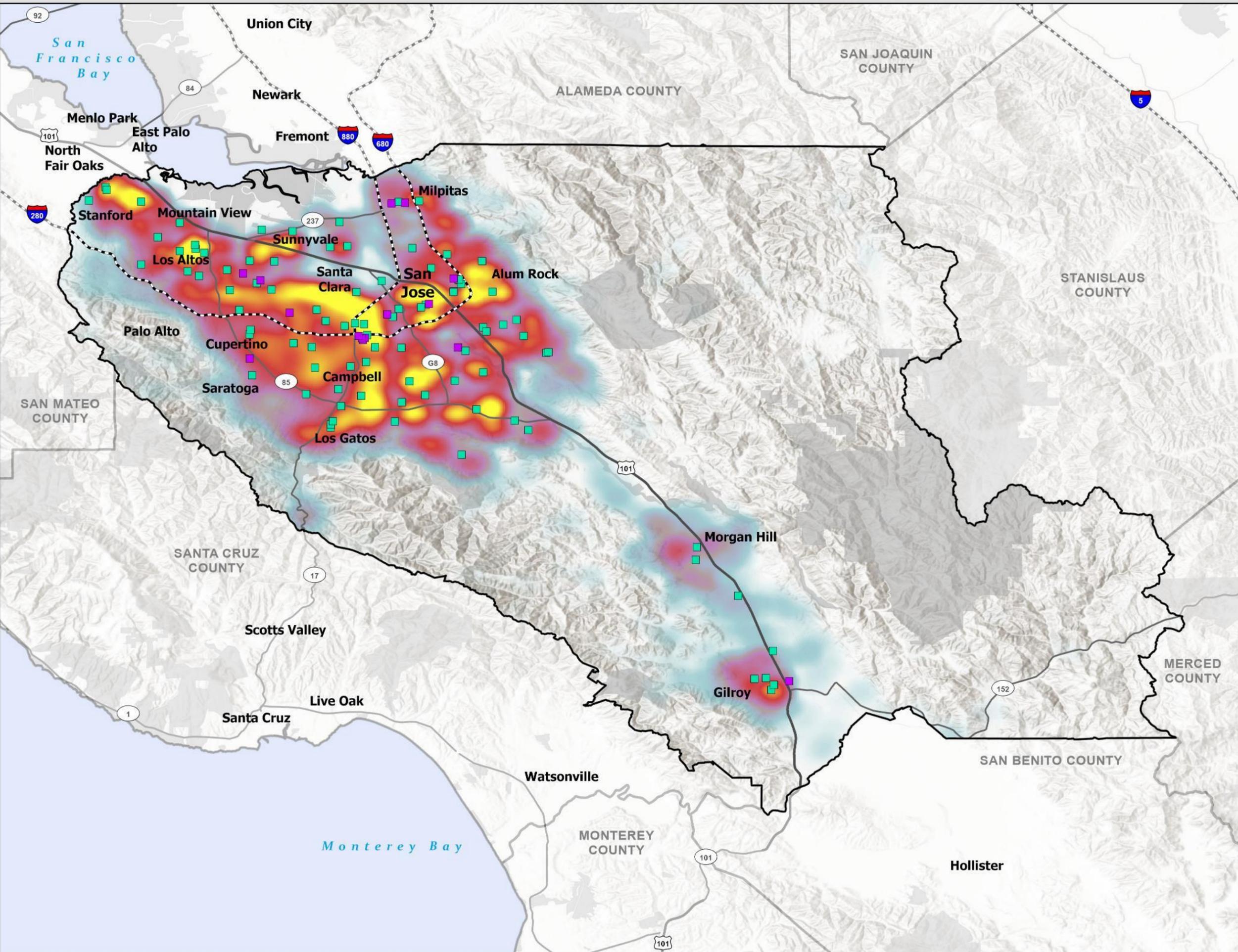


Figure 1: Map of Existing Kiosk Drop-Off Sites

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Appendix A

Program Participant List Changes

PARENT COMPANY	COMPANY	ADDRESS	CITY	STATE	ZIP	COUNTRY	JOINED PROGRAM
Ajanta Pharma USA Inc	Ajanta Pharma USA Inc.	440 US Highway 22 E STE 150	Bridgewater	NJ	08807	United States	02/22/2019
Aprecia Pharmaceuticals, LLC	Aprecia Pharmaceuticals, LLC	10901 Kenwood Road	Blue Ash	OH	45242	United States	06/14/2019
Aratana Therapeutics Inc	Aratana Therapeutics Inc	11400 Tomahawk Creek Parkway Suite 340	Leawood	KS	66211	United States	04/04/2019
Ascend Laboratories, LLC	Ascend Laboratories, LLC	339 Jefferson Road	Parsippany	NJ	07054	United States	10/19/2018
Biocon Pharma, Inc.	Biocon Pharma, Inc	485 Highway 1 S, Suite B305	Iselin	NJ	08830	United State	04/26/2019
Cosette Pharmaceuticals. Inc.	Cosette Pharmaceuticals. Inc	111 Coolidge Street	South Plainfield	NJ	07080	United States	03/25/2019
Covis Pharma B.V.	Covis Pharma B.V.	Baarn, Zug Branch Grafenauweg 12	Zug	-	Ch-6300	Switzerland	10/13/2017
e5 Pharma, LLC	e5 Pharma, LLC	225 Mizner Boulevard Ste 770	Boca Raton	FL	33432	United States	04/01/2019
Edenbridge Pharmaceuticals, LLC	Edenbridge Pharmaceuticals, LLC	169 Lackawanna Avenue Suite 110	Parsippany	NJ	07054	United States	11/26/2018
Elanco US Inc.	Elanco US Inc.	2500 Innovation Way N	Greenfield	IN	46140-9163	United States	06/19/2019
Eywa Pharma Inc.	Eywa Pharma Inc.	2 Research Way, Floor #3	Princeton	NJ	08540	United States	08/30/2019

PARENT COMPANY	COMPANY	ADDRESS	CITY	STATE	ZIP	COUNTRY	JOINED PROGRAM
Heritage Pharmaceuticals Inc.	Heritage Pharmaceuticals Inc.	One Tower Center Suite 1700	East Brunswick	NJ	08816	United States	03/25/2019
i-Health, Inc.	i-Health, Inc.	55 Sebethe Dr.	Cromwell	CT	06416	United States	09/05/2019
Jazz Pharmaceuticals, Inc	Jazz Pharmaceuticals, Inc	3170 Porter Drive	Palo Alto	CA	94304	United States	01/22/2019
Kindred Biosciences, Inc.	Kindred Biosciences, Inc	1555 Bayshore Hwy, Ste 200	Burlingame	CA	94010	United States	04/22/2019
Leading Pharma, LLC	Leading Pharma, LLC	3 Oak Road	Fairfield	NJ	07004	United States	07/29/2019
Lexicon Pharmaceuticals, Inc.	Lexicon Pharmaceuticals, Inc.	8800 Technology Forest Pl.	The Woodlands	TX	77381	United States	05/07/2019
Micro Labs USA Inc	Micro Labs USA Inc	106 Allen Rd Ste 102	Basking Ridge	NJ	07920-3851	United States	04/10/2019
Norbrook Laboratories Limited	Norbrook Laboratories Limited	Station Works	Newry, County Down	Northern Ireland	BT35 6JP	United Kingdom	09/13/2019
Norbrook Laboratories Limited	Norbrook, Inc.	Station Works	Newry, County Down	Northern Ireland	BT35 6JP	United Kingdom	09/04/2019
Nostrum Laboratories, Inc.	Nostrum Laboratories, Inc.	705 E Mulberry Street	Bryan	OH	43506	United States	06/17/2019
Nutrition & Fitness, Inc., d/b/a NFI Consumer Products	Nutrition & Fitness, Inc., d/b/a NFI Consumer Products	501 Fifth Street	Bristol	TN	37620	United States	06/13/2019

PARENT COMPANY	COMPANY	ADDRESS	CITY	STATE	ZIP	COUNTRY	JOINED PROGRAM
OWP Pharmaceuticals	OWP Pharmaceuticals	400 E. Diehl Road, Suite 400	Naperville	IL	60563	United States	06/16/2019
Portola Pharmaceuticals Inc.	Portola Pharmaceuticals Inc.	270 E Grand Avenue	South San Francisco	CA	94080	United States	05/21/2019
Provell Pharmaceuticals, LLC	Provell Pharmaceuticals, LLC	1801 Horseshoe Pike – Suite 1	Honey Brook	PA	19344	United States	08/01/2019
Recordati Rare Diseases, Inc.	Recordati Rare Diseases, Inc.	100 Corporate Drive, Ste 104	Lebanon	NJ	08833	United States	08/28/2019
Relypsa, Inc.	Relypsa, Inc	100 Cardinal Way	Redwood City	CA	94063	United States	02/20/2019
Rivopharm SA	Rivopharm SA	Centro Insema	Manno	TI	6928	Switzerland	06/12/2019
Strides Pharma Inc,	Strides Pharma Inc.	2 Tower Center Blvd Suite 1102	East Brunswick	NJ	8816	United States	07/12/2018
Strides Shasun Limited	Strides Shasun Limited	Strides House Bilekahalli	Bangaluru	Karnat ak	560076	India	10/16/2018
Torrent Pharma Inc.	Torrent Pharma Inc.	150 Allen Road Suite 102	Basking Ridge	NJ	07920	United States	06/24/2019
Winder Laboratories LLC	Winder Laboratories LLC	716 Patrick Industrial Lane	Winder	GA	30680- 8333	United States	06/13/2019
Woodfield Pharmaceutical, LLC	Woodfield Pharmaceutical, LLC	10803 Rockley Road	Houston	TX	77099	United States	06/04/2019

Table 1: Program Participant List Changes

Appendix B

Kiosk Collection Sites

The locations and total pounds of Unwanted Medicine collected and disposed of from Kiosk Drop-Off Sites in the County during the Reporting Period are provided below. Because the disposal of Unwanted Medicine occurs several days after pick-up at a Kiosk Drop-Off Site, disposal of some Unwanted Medicine collected in October 2019 was not reported until the end of the month and is not reflected in the disposal figure below. Pounds collected are rounded numbers.

DISTRICT	SITE	ADDRESS	CITY	ZIP
1	CVS Pharmacy 09808	470 Blossom Hill Road	San Jose	95123
1	CVS Pharmacy 09829	5407 Camden Avenue	San Jose	95124
1	CVS Pharmacy 09982	750 Blossom Hill Road	Los Gatos	95032
1	CVS Pharmacy 03938	1496 Pollard Road	Los Gatos	95032
1	CVS Pharmacy 09337	6910 Almaden Expressway	San Jose	95120
1	CVS Pharmacy 09342	16995 Walnut Grove Drive	Morgan Hill	95037
1	CVS Pharmacy 09945	800 1 st Street	Gilroy	95020
1	Gilroy Police Department	7301 Hanna Street	Gilroy	95020
1	Kaiser Health Plan 1 N PHY 631 Santa Teresa OP Pharmacy	260 International Circle	San Jose	95119
1	Kaiser Health Plan Main PHY 752	7520 Arroyo Circle	Gilroy	95020
1	Kaiser Permanente Pharmacy – 634 - San Jose OP Pharmacy	250 Hospital Parkway	San Jose	95119
1	Los Gatos Police Department	15900 Los Gatos Blvd	Los Gatos	95030
1	Medical Pavilion Pharmacy	9460 N Name Uno	Gilroy	95020
1	Morgan Hill Police Department	16200 Vineyard Blvd	Morgan Hill	95037
1	Santa Clara Sheriff	80 Highland Avenue	San Martin	95046
1	Sorci Healthcare Pharmacy	15714 Los Gatos Avenue	Los Gatos	95022
1	South Valley Pharmacy Services	7496 Engleberry Street	Gilroy	95020

DISTRICT	SITE	ADDRESS	CITY	ZIP
1	Valley Health Center – Gilroy Pharmacy*	7475 Camino Arroyo	Gilroy	95020
1	Wellness Pharmacy	14777 Los Gatos Blvd # 101	Los Gatos	95032
2	Alum Rock Pharmacy	1855 Alum Rock Avenue	San Jose	95116
2	Creekside Pharmacy	1863 Alum Rock Avenue	San Jose	95116
2	CVS Pharmacy 09395	525 W Capitol Expressway	San Jose	95136
2	CVS Pharmacy 09810	1685 Tully Road	San Jose	95122
2	CVS Pharmacy 09897	3074 Story Road	San Jose	95127
2	CVS Pharmacy 02294	821 Alameda	San Jose	95126
2	Evergreen Pharmacy	2365 Quimby Road # 150	San Jose	95122
2	Friendly #1 Pharmacy	485 Lewis Road	San Jose	95111
2	Garcia Pharmacy	25 N 14 th Street, Ste 110	San Jose	95112
2	Jackson Medical Pharmacy	266 N Jackson Avenue	San Jose	95116
2	Kings Pharmacy	2323 Montpelier Drive, Ste D	San Jose	95116
2	Los Alamitos Pharmacy	115 N Jackson Avenue #103	San Jose	95116
2	Medex Drugs	405 E Santa Clara Street	San Jose	95113
2	Santa Clara Sheriff	55 W Younger Avenue	San Jose	95110
2	Savco Pharmacy	455 O'Connor Drive	San Jose	95123
2	Senter Pharmacy	2643 Senter Road	San Jose	95111
2	Sun Pharmacy	2559 S King Road, Ste B10	San Jose	95122
2	Valley Health Center – Downtown Pharmacy*	777 E Santa Clara Street	San Jose	95112

DISTRICT	SITE	ADDRESS	CITY	ZIP
2	Valley Health Center – Lenzen Pharmacy*	976 Lenzen Avenue	San Jose	95126
2	Valley Health Center – Tully Pharmacy*	500 Tully Road	San Jose	95111
3	Calaveras Pharmacy	114 S Park Victoria Drive	Milpitas	95035
3	CVS Pharmacy 09534	4850 San Felipe Road	San Jose	95135
3	CVS Pharmacy 09812	2514 Berryessa Road	San Jose	95132
3	CVS Pharmacy 03061	3475 McKee Road	San Jose	95127
3	CVS Pharmacy 00422	4110 N First Street	San Jose	95134
3	CVS Pharmacy 09161	45 N Milpitas Blvd	Milpitas	95035
3	CVS Pharmacy 09229	3220 S White Road	San Jose	95148
3	Evergreen Pharmacy	2690 S White Road	San Jose	95148
3	Evergreen Valley College	3095 Yerba Buena Road	San Jose	95135
3	I-Care Pharmacy	1727-B Berryessa Road	San Jose	95133
3	Kaiser Healthcare Plan Main 381*	770 Calaveras Blvd	Milpitas	95035
3	Kaiser Healthcare Plan South 383	611 S Milpitas Blvd	Milpitas	95035
3	Kaiser Permanente Pharmacy 791	1721 Technology Drive	San Jose	95110
3	NEMS - Lundy Pharmacy	1870 Lundy Street	San Jose	95131
3	Sunnyvale Fire #1	171 N Mathilda Avenue	Sunnyvale	94086
3	Sunnyvale Fire #2	795 East Arques Avenue	Sunnyvale	94086
3	Sunnyvale Fire #3	910 Ticonderoga Drive	Sunnyvale	94086
3	Sunnyvale Fire #4	996 S Wolfe Road	Sunnyvale	94086
3	Sunnyvale Fire #5	1210 Bordeaux Drive	Sunnyvale	94086
3	Sunnyvale Fire #6	1282 N Lawrence Station Road	Sunnyvale	94086
3	Sunnyvale Fire Department*	700 All America Way	Sunnyvale	94086

DISTRICT	SITE	ADDRESS	CITY	ZIP
3	Valley Health Center – East Valley Pharmacy*	1993 McKee Road	San Jose	95116
3	Valley Health Center – Milpitas Pharmacy*	143 N Main Street, Suite 1038	Milpitas	95035
3	Valley Health Center – Sunnyvale Pharmacy*	660 S Fair Oaks Avenue, Suite 1057	Sunnyvale	94086
4	Bascom Pharmacy	105 N Bascom Avenue #101	San Jose	95128
4	Campbell Police Department	70 N 1 st Street	Campbell	95008
4	CVS Pharmacy 09498	1800 Saratoga Avenue	San Jose	95129
4	CVS Pharmacy 09559	1285 Lincoln Avenue	San Jose	95125
4	CVS Pharmacy 09793	2700 Homestead Road	Santa Clara	95051
4	CVS Pharmacy 09805	1720 S Bascom Avenue	Campbell	95008
4	CVS Pharmacy 09895	100 N San Tomas Aquino	Campbell	95008
4	CVS Pharmacy 09896	4550 Meridian Avenue	San Jose	95124
4	CVS Pharmacy 09901	1125 Branham Lane	San Jose	95118
4	CVS Pharmacy 09921	2069 Camden Avenue	San Jose	95124
4	CVS Pharmacy 09944	3081 Stevens Creek Blvd	Santa Clara	95050
4	CVS Pharmacy 09995	1405 Foxworthy Avenue	San Jose	95118
4	CVS Pharmacy 03029	1097 Leigh Avenue	San Jose	95126
4	CVS Pharmacy 09257	5170 Moorpark Avenue	San Jose	95129
4	CVS Pharmacy 09262	222 Saratoga Avenue	Santa Clara	95050
4	Kaiser Permanente Pharmacy 442 – Santa Clara Homestead OP*	710 Lawrence Expressway	Santa Clara	95051
4	Kaiser Permanente Pharmacy 453 – Campbell Hacienda	250 Hacienda Avenue	Campbell	95008
4	Mission College Police	3000 Mission College Blvd	Santa Clara	95054

DISTRICT	SITE	ADDRESS	CITY	ZIP
4	San Jose City College	2100 Moorpark Avenue	San Jose	95128
4	Santa Clara Police Department – Northside Substation	3992 Rivermark Plaza	Santa Clara	95054
4	Santa Clara Police Department – Police Building	601 El Camino Real	Santa Clara	95050
4	Santa Clara Valley Med Ctr – Outpatient Phy Specialty*	751 S Bascom Avenue Suite 150	San Jose	95128
4	Valley Health Center – Bascom Pharmacy*	750 S Bascom Avenue, Suite 120	San Jose	95128
4	Valley Health Center – Enborg Pharmacy*	2221 Enborg Lane, Suite 1J018	San Jose	95128
4	Valley Health Center – Moorpark Pharmacy*	2400 Moorpark Avenue, Suite 101	San Jose	95128
5	CVS Pharmacy 09684	2630 W El Camino Real	Mountain View	94040
5	CVS Pharmacy 09700	576 El Camino Real	Sunnyvale	94087
5	CVS Pharmacy 09834	12940 Saratoga Sunnyvale Road	Saratoga	95070
5	CVS Pharmacy 09856	1165 W El Camino Real	Sunnyvale	94087
5	CVS Pharmacy 09894	10455 S De Anza Boulevard	Cupertino	95014
5	CVS Pharmacy 09915	352 University Avenue	Palo Alto	94301
5	CVS Pharmacy 09984	2701 Middlefield Road	Palo Alto	94306
5	CVS Pharmacy 09987	1798 Miramonte Avenue	Mountain View	94041
5	CVS Pharmacy 07774	850 California Street	Mountain View	94041
5	CVS Pharmacy 09198	1675 Hollenbeck Avenue	Sunnyvale	94087
5	CVS Pharmacy 09346	1041 El Monte Avenue	Mountain View	94041

DISTRICT	SITE	ADDRESS	CITY	ZIP
5	El Camino Outpatient Hospital Pharmacy	2500 Grant Road, Suite 1B20	Mountain View	94040
5	Jade 2 Pharmacy	10133 South De Anza Boulevard	Cupertino	95014
5	Kaiser Permanente – 421 Mountain View OP Pharmacy	555 Castro Street	Mountain View	94041
5	Los Altos Police Department	1 N San Antonio Road	Los Altos	94022
5	Maximart Pharmacy	240 Cambridge Avenue	Palo Alto	94306
5	Mountain View Police	1000 Villa Street	Mountain View	94041
5	Palo Alto Police Department	275 Forest Avenue	Palo Alto	94031
5	Santa Clara County Sheriff's Department*	1601 S De Anza Boulevard #148	Cupertino	95014
5	Stanford Health Care Pharmacy	875 Blake Wilbur Drive, Suite CC1102	Palo Alto	94305

*Site has more than one kiosk.

Table 2: Kiosk Collection Sites

Kiosk Collection Data

UNIQUE ID	TOTAL POUNDS	SERVICES	RUSH SERVICES
101659	6,440	204	
101647	3,972	101	
101651	3,056	106	
101368	2,613	101	
101701	2,450	101	
101191	2,048	53	1
101652	1,517	44	1
101289	1,494	45	
101209	1,377	60	
101658	1,325	32	
101360	1,175	73	
101214	1,127	32	
101563	1,105	46	1
101210	1,079	32	
101565	1,029	39	1
101532	1,014	28	
101537	1,012	33	
101216	1,010	32	
101547	977	28	
101287	951	41	
101253	840	24	
101249	834	34	1
101558	824	26	

UNIQUE ID	TOTAL POUNDS	SERVICES	RUSH SERVICES
101526	818	26	
101568	800	26	
101522	794	26	
101516	793	26	
101571	789	26	
101473	776	52	
101217	761	29	
101543	749	26	
101502	747	26	
101370	722	26	
101518	708	18	
101130	706	26	
101219	681	19	
101554	680	20	2
101542	668	26	
101403	668	24	
101500	660	26	
101161	647	19	
101212	631	22	
101215	626	30	
101506	623	17	1
101512	600	25	
101385	594	38	
101562	574	25	

UNIQUE ID	TOTAL POUNDS	SERVICES	RUSH SERVICES
101584	570	26	
101364	541	25	
101550	529	27	
101549	529	26	
101564	525	26	
101140	523	22	
101269	515	13	
101211	508	26	
101573	501	22	
101551	494	22	1
101406	463	12	
101425	462	19	1
101539	449	22	
101577	438	26	
102229	437	26	
101575	434	26	
101574	408	20	
101383	401	13	
101567	399	15	
101535	387	15	
101555	382	26	
101407	370	13	1
101498	358	16	
101588	354	22	

UNIQUE ID	TOTAL POUNDS	SERVICES	RUSH SERVICES
101580	351	13	
101546	343	19	
101392	333	21	1
101610	328	13	
101388	323	13	1
101404	313	12	
101455	311	14	1
101545	307	13	
101661	276	9	
101267	272	13	
101624	270	9	
101213	270	20	
101528	262	22	
101256	257	11	
101204	248	7	
101405	235	12	
101402	230	16	
101218	205	20	
101638	197	12	1
101472	196	7	
101449	171	13	
101409	163	12	
101630	148	6	
101362	144	7	

UNIQUE ID	TOTAL POUNDS	SERVICES	RUSH SERVICES
101411	135	11	
101637	127	5	
101251	125	9	
101341	123	12	
101255	120	6	
101366	118	5	
101608	114	9	
101438	113	6	
101523	90	9	
101339	85	10	
101281	59	4	
102403	48	5	
TOTAL ALL SITES	74,471	2,850	15

Table 3: Kiosk Collection Data

Appendix C

Mail-Back Distribution Locations

The number of Mail-Back Packages distributed to Residents, per site, during the Reporting Period.

DISTRICT	SITE	ADDRESS	CITY	ZIP	NUMBER DISTRIBUTED
1	CAL Fire Station # 11	15670 Monterey Road	Morgan Hill	95037	0
1	Gilroy City Hall	7351 Rosanna Street	Gilroy	95020	0
1	Morgan Hill Fire Station #4	18300 Old Monterey Road	Morgan Hill	95037	0
1	Morgan Hill Fire Station #5	2100 E Dunne	Morgan Hill	95037	0
1	San Jose Public Library Almaden Branch	6445 Camden Avenue	San Jose	95120	0
1	San Jose Public Library Santa Teresa Branch	290 International Circle	San Jose	95119	0
1	SSCCFD Fire Station #1	15670 Monterey Road	Morgan Hill	95037	0
1	SSCCFD Fire Station #2	N Name Uno	Gilroy	95020	0
1	SSCCFD Fire Station #3	3050 Hecker Pass	Gilroy	95020	0
1	Santa Clara County Library – Gilroy*	350 W 6 th Street	Gilroy	95020	20
1	Santa Clara County Library – Morgan Hill*	660 W Main Avenue	Morgan Hill	95037	20
2	San Jose Public Library Edenvale Branch	101 Branham Lane E	San Jose	95111	0
3	CAL Fire Station # 12	22805 Mt Hamilton Road	Morgan Hill	95109	0
3	San Jose Public Library Berryessa Branch	3355 Noble Avenue	San Jose	95132	0

DISTRICT	SITE	ADDRESS	CITY	ZIP	NUMBER DISTRIBUTED
3	SCC Recycling and Waste Reduction Division	1555 Berger Drive	San Jose	95112	0
3	San Jose Public Library Educational Park Branch	1722 Educational Park Drive	San Jose	95133	20
3	Santa Clara County Library – Milpitas*	160 N Main Street	Milpitas	95035	20
4	San Jose Public Library West Valley Branch	1243 San Torres Aquino Road	San Jose	95117	0
4	Santa Clara City Library Central Park Branch	2635 Homestead Road	Santa Clara	95051	20
4	Santa Clara City Library Mission Branch	1098 Lexington Street	Santa Clara	95050	20
4	Santa Clara City Library Northside Branch	695 Moreland Way	Santa Clara	95054	0
4	Santa Clara County Library – Campbell*	77 Harrison Avenue	Campbell	95008	20
4	Santa Clara Unified School District	1889 Lawrence Road	Santa Clara	95051	20
5	Los Alto Hills Town Hall	26379 Fremont Road	Los Alto Hills	94022	20
5	Palo Alto Fire Station # 1	301 Alma Street	Palo Alto	94301	0
5	Palo Alto Fire Station # 2	2675 Hanover	Mayfield	94304	0
5	Palo Alto Fire Station # 3	799 Embarcadero Road	Rinconada	94303	0
5	Palo Alto Fire Station # 4	3600 Middlefield Road	Mitchell	94303	0
5	Palo Alto Fire Station # 5	600 Arastradero Road	Barron Park	94306	0
5	Palo Alto Fire Station # 6	711 Serra Street	Stanford University	94306	0

DISTRICT	SITE	ADDRESS	CITY	ZIP	NUMBER DISTRIBUTED
5	Palo Alto City Library – Children’s Branch	1276 Harriet Street	Palo Alto	94301	20
5	Palo Alto City Library - College Terrace Branch Library	2300 Wellesley Street	Palo Alto	94306	20
5	Palo Alto City Library - Downtown Branch Library	270 Forest Avenue	Palo Alto	94301	20
5	Palo Alto City Library - Mitchell Park Branch Library	3700 Middlefield Road	Palo Alto	94301	20
5	Palo Alto City Library – Rinconada Branch Library	1213 Newell Road	Palo Alto	94303	20
5	San Jose Public Library - Calabaza Branch	1230 S Blaney Avenue	San Jose	95129	0
5	Saratoga City Hall	13777 Fruitvale Avenue	Saratoga	95070	0
5	Santa Clara County Library District- Cupertino Branch	10800 Torre Avenue	Cupertino	95014	40
5	Santa Clara County Library – Los Altos*	13 S San Antonio Road	Los Altos	94022	0
5	Santa Clara County Library – Saratoga*	13777 Fruitvale Avenue	Saratoga	95070	0
5	Santa Clara County Library – Woodland*	1975 Grant Road	Los Altos	94024	0
5	Saratoga Senior Center	19655 Allendale Avenue	Saratoga	95070	0
5	Westwind Community Barn	27210 Altamont Road	Los Altos Hills	94022	20
Total Distributed					400

*These sites each received Mail-Back Envelopes, however they were shipped outside of the reporting period on October 24, 2019.

Table 4: Mail-Back Distribution Locations

Appendix D

Disposal Facilities

Note: Pounds of Unwanted Medicine destroyed reflects Unwanted Medicine received by the reverse distributor between October 1, 2018, and September 30, 2019.

NAME	ADDRESS	POUNDS OF UNWANTED MEDICINE DESTROYED
Heritage Thermal Services – Ohio Facility	1250 Saint George Street, East Liverpool, Ohio 43920	67,819
Stericycle, Inc. – Ohio Facility	1901 Pine Avenue, SE, Warren, OH 44483	3,663
Veolia – Port Arthur Facility	7665 Texas Highway 73, Beaumont, TX 77705	3,064

Table 5: Disposal Facilities

Appendix E

Transporters

NAME	ADDRESS	POUNDS OF UNWANTED MEDICINE TRANSPORTED
Heritage Transport	1626 Research Way, Indianapolis, IN, 46231	67,817
Stericycle Specialty Waste Solutions, Inc.	2850 100th Court NE Blaine, MN 55449	6,654
United States Postal Service	475 L'Enfant Plaza, SW Washington, DC 20260	75

Table 6: Transporters

Appendix F

Safety and Security Report

Event 1: Change in Disposal Facility for Unwanted Medicine Boxes and Liners

Date: November 7 and 12, 2018

Description: Vendor reported that it could not send kiosk boxes and inner liners containing Unwanted Medicine (“Unwanted Medicine Liners”) to the primary destruction facility, Heritage Thermal Services, located at 1250 Saint George Street in East Liverpool, Ohio (“Heritage Thermal Services East Liverpool”), due to destruction appointment cancellations in October 2018. In addition, Vendor reported that Heritage Thermal Services East Liverpool could not provide a confirmed destruction appointment before November 16, 2018, making it necessary to send Unwanted Medicine Liners to the Veolia – Port Arthur permitted hazardous waste facility located at 7665 Texas Highway 73, Beaumont, Texas 77705 (“Veolia – Port Arthur Facility”) and the Stericycle, Inc. Warren Ohio Facility for destruction as soon as possible. MED-Project notified the Department that Unwanted Medicine Liners managed as part of the Plan would need to be destroyed at a back-up destruction facility because of these canceled appointments at Heritage Thermal Services East Liverpool. Unwanted Medicine Liners were destroyed at the Veolia – Port Arthur Facility on November 7, 2018, and then at the Stericycle, Inc. Warren Ohio Facility on November 12, 2018, because of scheduling and logistical issues at the Veolia – Port Arthur Facility. In some cases, these cancellations delayed the destruction of Unwanted Medicine Liners beyond what MED-Project policies require.

Corrective Action Taken: Upon being notified of these issues by Vendor, MED-Project: (1) confirmed with Vendor that Unwanted Medicine Liners remained securely stored; (2) requested the complete inventory of impacted Unwanted Medicine Liners; and (3) approved Vendor proposed plans to destroy Unwanted Medicine Liners as soon as practicable at either the Veolia – Port Arthur Facility, or at the Stericycle, Inc. Warren Ohio Facility if the Veolia – Port Arthur Facility was unavailable.

Vendor notified MED-Project that capacity limits were a contributing factor to the destruction appointment cancellation and that the Heritage Thermal Services East Liverpool facility had reached capacity for taking Unwanted Medicine Liners. MED-Project is working with Vendor to approve additional disposal facilities in order to reduce the volume of Unwanted Medicine Liners being disposed at Heritage Thermal Services East Liverpool and the Veolia – Port Arthur facility.

MED-Project submitted an updated Product Stewardship Plan for Unwanted Medicine from Households on March 4, 2019, requesting the addition of the Stericycle, Inc. Warren Ohio Facility for disposal of Unwanted Medicine Liners. The updated plan was approved on July 29, 2019.

Whether Any Law Enforcement or Regulatory Agencies Involved: None

Event 2: Host Site Shipping Discrepancy

Date: Unwanted Medicine box and liners packaged on August 20, 2018,² and March 11, 2019.

Description: MED-Project learned of a discrepancy in the data for two Unwanted Medicine Liners shipped on August 20, 2018, and March 11, 2019 (the “Box and Liners”). While MED-Project can confirm the receipt and destruction of tens of thousands of Unwanted Medicine Liners at the designated facilities, it appears the Box and Liners referenced above were not received or destroyed at the

² Activities relating to this issue may have occurred during the reporting period.

designated facility. An investigation involving MED-Project, its vendor, and a common carrier into the Box and Liners was unable to confirm the Box and Liners' location. Available information indicates that the Box and Liners were picked-up by the common carrier but never arrived at the designated destruction facility.

We understand that there have been rare exceptions in which the common carrier cannot deliver a package to its destination or return it to the shipper for reasons including, but not limited to, the loss of shipping information, such as a damaged shipping label. The common carrier has policies and procedures for managing such packages, including destruction at a permitted medical waste incinerator.

Corrective Action Taken: MED-Project, its vendor, and a common carrier undertook an investigation to try to ascertain the Box and Liners location and any potential causes for the inability to confirm its location. This investigation included a review of inner liner logs, shipping documentation, and manual record reconciliation. MED-Project continues to work with host sites and vendors to evaluate its policies and procedures and revise them as needed.

Whether Any Law Enforcement or Regulatory Agencies Involved: None

Event 3: Unwanted Medicine Boxes and Liners Exceeded MED-Project Destruction Policy

Date: August 2019 – December 2019³

Description: Vendor reported on February 26, 2020, that 276 Unwanted Medicine Liners boxes and liners located at the Indianapolis reverse distribution facility were stored in excess of MED-Project policy between October 2019 and December 2019 as a result of facility throughput increases, which were further affected by the Stericycle, Inc. Warren Ohio Facility planned maintenance shutdown. Vendor reported that it will complete any applicable DEA reporting related to the shipments per CFR Title 21 Part 1301.74.

Corrective Action Taken: Vendor reported that, in addition to resuming operation at the Stericycle, Inc. Warren Ohio Facility, additional monthly destruction appointments were secured with other destruction facilities approved in the Plan. Training was conducted with the applicable Vendor staff. Vendor will provide MED-Project additional reports to identify Unwanted Medicine Liners in storage for more than 14 days after receipt by Vendor. The Vendor will communicate a destruction schedule in writing to MED-Project in the event there are Unwanted Medicine Liners in storage more than 23 days after receipt by Vendor.

³ Activities relating to this issue may have occurred during the reporting period.

Appendix G

MED-Project Website Pages

A representative sample of MED-Project Website pages for the County during the Reporting Period.



Figure 2: MED-Project Website Landing Page (September 2019)

CHECK THE PACKAGE

If there are any specific instructions for disposal on the label, package, or package insert, please follow those instructions. Do not flush any medication down the sink or toilet unless the information on the packaging specifically instructs you to do so.

Never place sharps in the trash or recycling, and never flush them down the toilet. Disposing of sharps in the trash or recycling may put trash and sewage workers, janitors, housekeepers, household members, and children at risk of being harmed.

To protect your privacy, patients are reminded to remove all personally identifiable information on medication labels or packaging before disposing of unwanted medicines.



CHECK THE
PACKAGE



CONVENIENT
LOCATIONS



MAIL
BACK



TAKE-BACK
EVENTS

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the views of MED-Project or the companies participating in the MED-Project Product Stewardship Program.

Figure 3: MED-Project Website Check the Package Page (September 2019)

MED-Project™
Medication Education & Disposal

MEDhome MEDinfo MEDfaq Contact

CONVENIENT LOCATIONS

Community kiosk drop-off sites allow patients to bring expired or unwanted **medicines** or **sharps** to convenient locations for proper disposal.

MEDICINE

ACCEPTED: Medications in any dosage form, except for those identified as Not Accepted below, in their original container or sealed bag.

NOT ACCEPTED: Herbal remedies, vitamins, supplements, cosmetics, other personal care products, medical devices, batteries, mercury-containing thermometers, sharps, and illicit drugs.

If transferring medications to a sealed bag, please be sure to recycle remaining packaging.

SHARPS

ACCEPTED: Sharps (such as hypodermic needles, pen needles, pre-loaded sharps, auto-injectors, intravenous needles, lancets, and other devices used to penetrate the skin for drawing blood or for the delivery of medications) contained in U.S. Food and Drug Administration-cleared sharps containers.

NOT ACCEPTED: Controlled substances, unwanted medicines not contained in sharps, and loose sharps that are not contained in U.S. Food and Drug Administration-cleared sharps containers.

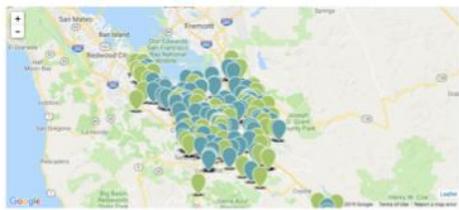
All sharps disposal containers should be made of heavy-duty plastic; able to close with a tight-fitting, puncture resistant lid without sharps being able to come out; upright and stable during use; leak-resistant; and properly labeled as "sharps waste" or with the biohazard symbol and the word "BIOHAZARD" to warn of hazardous materials inside the container.

For more information about the Santa Clara Safe Drug Disposal Ordinance, please see: www.sccgov.org/sites/hwr/Pages/safemed.aspx

Enter your zip code below, to find convenient locations.

Starting Point Radius
Zip Code 5 miles SEARCH

Refine your results: Unwanted Medicines Sharps Mail-Back Distribution Sites



This list identifies information on some of the mail-back and kiosk programs, as well as take-back events, that may be available to Santa Clara County residents for disposing of unwanted medicines and sharps. Some of the programs may be limited to a subset of Santa Clara County residents (e.g., residents actively using a specific medication). Please contact the programs before attempting to use them to confirm they are available to you and able to accept your medications.

MED-Project LLC has compiled this list based on publicly available information for your convenience, but does not guarantee the accuracy of any of the information on it. MED-Project LLC does not endorse and denies any responsibility or liability for the programs listed or the processes they employ for collection, transportation, treatment, or disposal of the medications they collect.

CHECK THE PACKAGE CONVENIENT LOCATIONS MAIL BACK TAKE-BACK EVENTS

This material has been provided for the purpose of convenience only and does not necessarily reflect the views of MED-Project or the companies participating in the MED-Project Medication Disposal Program.

Figure 4: MED-Project Website Convenient Locations Page (September 2019)



Medication Education & Disposal

 MEDhome
  MEDinfo
  MEDfaq
  Contact

MAIL BACK

MEDICINE MAIL-BACK SERVICES

Mail-Back Services for expired or unwanted medicines are available, free of charge, to disabled and/or home-bound residents upon request. Home healthcare professionals providing services to disabled and/or home-bound residents may request a Mail-Back Package on their behalf. Medications in any dosage form, except for those identified as Not Accepted below, in their original container or sealed bag are accepted.

NOTE: The following items are not accepted in Medicine Mail-Back Envelopes: Herbal remedies, vitamins, supplements, cosmetics, other personal care products, medical devices, batteries, mercury-containing thermometers, sharps, illicit drugs, and inhalers.

If transferring medications to a sealed bag, please be sure to recycle remaining packaging.

INHALER MAIL-BACK SERVICES

Mail-Back Services for inhalers are available, free of charge, to disabled and/or home-bound residents upon request. Home healthcare professionals providing services to disabled and/or home-bound residents may request a Mail-Back Package on their behalf.

NOTE: Only place undamaged inhalers in their original containers in the Inhaler Mail-Back Package. Inhaler Mail-Back Packages can only be used for inhalers and cannot accept other types of items.

SHARPS MAIL-BACK SERVICES

Mail-Back Services for sharps are available to all residents upon request. Persons providing caretaker services to residents may also request Sharps Mail-Back Packages on their behalf. Sharps (such as hypodermic needles, pen needles, pre-loaded sharps, auto-injectors, intravenous needles, lancets, and other devices used to penetrate the skin for drawing blood, or for the delivery of medications) contained in U.S. Food and Drug Administration-cleared sharps containers are accepted.

NOTE: The following are not accepted in Sharps Mail-Back Package: Controlled substances, unwanted medicines not contained in sharps, and loose sharps that are not contained in U.S. Food and Drug Administration-cleared sharps containers are accepted.

All sharps disposal containers should be made of heavy-duty plastic; able to close with a tight-fitting, puncture resistant lid without sharps being able to come out; upright and stable during use; leak-resistant; and properly labeled as "sharps waste" or with the biohazard symbol and the word "BIOHAZARD" to warn of hazardous materials inside the container.

Please complete the below form to request a pre-paid, pre-addressed mail-back package. Instructions for disposal will be provided with all mail-back services. Please submit separate forms for each type of mail-back package.

Choose your package type*

How many packages do you need

1

Contact Information

* Required field

SUBMIT REQUEST



CHECK THE PACKAGE



CONVENIENT LOCATIONS



MAIL BACK



TAKE-BACK EVENTS

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the views of MED-Project or the companies participating in the MED-Project Product Take-Back Program.

Figure 5: MED-Project Website Mail-Back Page (September 2019)

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MED-Project™
Medication Education & Disposal

MEDhome MEDinfo MEDfaq Contact

TAKE-BACK EVENTS

Local take-back events offer residents a free and convenient way to dispose of expired or unwanted medicines or sharps. The local authorities and MED-Project may also sponsor local drug take-back events in your area.

MEDICINE

ACCEPTED: Medications in any dosage form, except for those identified as Not Accepted below, in their original container or sealed bag.

NOT ACCEPTED: Herbal remedies, vitamins, supplements, cosmetics, other personal care products, medical devices, batteries, mercury-containing thermometers, sharps, and illicit drugs.

If transferring medications to a sealed bag, please be sure to recycle remaining packaging.

SHARPS

ACCEPTED: Sharps (such as hypodermic needles, pen needles, pre-loaded sharps, auto-injectors, intravenous needles, lancets, and other devices used to penetrate the skin for drawing blood, or for the delivery of medications) contained in U.S. Food and Drug Administration-cleared sharps containers are accepted.

NOT ACCEPTED: Controlled substances, medicine not contained in sharps, and loose sharps that are not contained in U.S. Food and Drug Administration-cleared sharps containers.

All sharps disposal containers should be made of heavy-duty plastic; able to close with a tight-fitting, puncture resistant lid without sharps being able to come out; upright and stable during use; leak-resistant; and properly labeled as "sharps waste" or with the biohazard symbol and the word "BIOHAZARD" to warn of hazardous materials inside the container.

CALENDAR OF LOCAL TAKE-BACK EVENTS

Take-Back Events will be added as locations become available.



CHECK THE PACKAGE



CONVENIENT LOCATIONS



MAIL BACK



TAKE-BACK EVENTS

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the views of MED-Project or the companies participating in the MED-Project Product Stewardship Program.

Figure 6: MED-Project Website Take-Back Events Page (September 2019)

MEDInfo

Medicines help treat diseases, manage chronic conditions, and improve health and well-being for millions of Americans. It is important that patients take their medicines as prescribed by their health care provider and as indicated on the label or packaging. It is also important to be sure to store medicines and sharps securely to prevent accidental ingestion or misuse by others, especially children.

There are a number of ways to dispose of expired or unwanted medicines or sharps. To protect your privacy, patients are reminded to remove all personally identifiable information on medication labels or packaging before disposing of unwanted medicines.

For additional information on the program, MED-Project has developed an educational toolkit which includes the materials below.

Brochure – Medicine Program

[English](#) [Español](#) [中文](#) [Hindi](#) [Japanese](#) [Korean](#) [Tagalog](#) [Tiếng Việt](#)

Brochure – Sharps Program

[English](#) [Español](#) [中文](#) [Hindi](#) [Japanese](#) [Korean](#) [Tagalog](#) [Tiếng Việt](#)

Frequently Asked Questions

[English](#) [Español](#) [中文](#) [中文](#) [Hindi](#) [Japanese](#) [Korean](#) [Tagalog](#) [Tiếng Việt](#)

Radio Public Service Announcement (PSA) – Medicine Program

[English](#) [Español](#) [中文](#) [Hindi](#) [Japanese](#) [Korean](#) [Tagalog](#) [Tiếng Việt](#)

Video Public Service Announcement (PSA) – Medicine Program

[English](#) [Español](#) [中文](#) [Hindi](#) [Japanese](#) [Korean](#) [Tagalog](#) [Tiếng Việt](#)

Radio Public Service Announcement (PSA) – Sharps Program

[English](#) [Español](#) [中文](#) [Hindi](#) [Japanese](#) [Korean](#) [Tagalog](#) [Tiếng Việt](#)

Video Public Service Announcement (PSA) – Sharps Program

[English](#) [Español](#) [中文](#) [Hindi](#) [Japanese](#) [Korean](#) [Tagalog](#) [Tiếng Việt](#)

If you would like any of the Medicine Program materials emailed to you, contact: santaclaracounty@med-project.org

If you would like any of the Sharps Program materials emailed to you, contact: santaclaracountysharps@med-project.org

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the views of MED-Project or the companies participating in the MED-Project Product Stewardship Program.

[Privacy Policy](#)

Figure 7: MED-Project Website MEDInfo Page (September 2019)

MEDfaq

- + What is MED-Project?
- + What should I do if I am having a medical emergency?
- + What should I do if I think I have ingested something poisonous?
- + What should I do if I think I or someone in my household has been stuck by a used sharp?
- + What should I do if my pet has ingested medication?
- + Whom should I call with a question about my medication or sharps?
- + Where can I find information about the safe storage of medication or sharps?
- + How do I dispose of my expired or unwanted medicines or sharps?
- + Where are the MED-Project disposal locations nearest me?
- + Will it cost me anything to dispose of my expired or unwanted medications or sharps?
- + Can I flush my medication or sharps down the toilet?
- + I am unable to go to a kiosk or attend a take-back event. How can I dispose of my expired or unwanted medicine or sharps?
- + Will there be any take-back events in my area?
- + I have a question not answered by this website. Is there someone I can contact with a question about MED-Project?
- + Where else can I find information about the safe disposal of expired or unwanted medicines or sharps?
- + What is recommended for safe disposal of expired or unwanted medicines and/or sharps in Santa Clara County?
- + Where can I find information about California's Prop 65?

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the views of MED-Project or the companies participating in the MED-Project Product Stewardship Program.

Figure 8: MED-Project Website MEDfaq Page (September 2019)

MED-Project™
Medication Education & Disposal

MEDhome MEDinfo MEDfaq **Contact**

CONTACT

If you are experiencing a medical emergency, please dial 911. If you are experiencing a non-emergency but suspect that you or another individual has ingested something poisonous, please call Poison Control at 1 (800) 222-1222.

If you have questions about your medication, please call your health care provider.

For answers to some frequently asked questions about MED-Project, [click here](#).

Residents

If you are a resident of Santa Clara County and have questions about MED-Project, please contact:

1 (844) MED-PROJECT or 1 (844) 633-7765 or (TTY: 711)

Convenient Locations

If you are a current kiosk drop-off site, or a retail pharmacy, hospital/clinic with an onsite pharmacy or a law enforcement agency interested in hosting a kiosk, contact:

Dr. Victoria Travis, PharmD, MS, MBA
National Program Director
MED-Project LLC
Phone: 1 (833) MED-PROJECT or 1 (833) 633-7765
Fax: 1 (866) 633-1812
Email Inquires for Medicine Disposal: santaclaracounty@med-project.org

Drug Producers

If you are drug producer interested in participating in the MED-Project Stewardship Plan contact:

Phone: 1 (202) 495-3131
Email: compliance@med-project.org

Sharps Producers

If you are a sharps producer or a producer of medications usually injected outside of a healthcare setting and sold in the jurisdiction and are interested in participating in a MED-Project Product Stewardship Plan, please contact:

Phone: 1 (202) 495-3131
Email: compliance@med-project.org

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the views of MED-Project or the companies participating in the MED-Project Product Stewardship Program.

Figure 9: MED-Project Website Contact Page (September 2019)

Appendix H

MED-Project Website Statistics

The total number of Santa Clara County website views, by page, during the Reporting Period.

WEB PAGE NAME	WEB PAGE URL	VISITS
Home Page	https://med-project.org/locations/santa-clara/	33,365
Kiosks	https://med-project.org/locations/santa-clara/convenient-locations/	20,074
Mail-Back	https://med-project.org/locations/santa-clara/mail-back/	719
MEDinfo	https://med-project.org/locations/santa-clara/medinfo/	560
Contact	https://med-project.org/locations/santa-clara/contact/	192
MEDfaq	https://med-project.org/locations/santa-clara/medfaq/	443
Check the Package	https://med-project.org/locations/santa-clara/check-the-package/	765
Take-Back Events	https://med-project.org/locations/santa-clara/take-back-events/	641

Table 7: Website Statistics

Appendix I

MED-Project Brochure and Posters

All brochures were downloadable from the MED-Project Website. The below samples are from September 2019.

WHAT SHOULD YOU DO WITH YOUR UNWANTED OR EXPIRED MEDICINES?

MED-Project
Medication Education & Disposal

SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES

There are a number of ways to dispose of expired or unwanted medicines.

For more information about the MED-Project program, go to www.med-project.org/SCC or call 1-844-MED-PROJ

What should you do with your expired or unwanted medicines?

Medicines help treat diseases, manage chronic conditions, and improve health and well-being for millions of Americans. It's vitally important that patients take their medicine as prescribed by their health care provider and as indicated on the label or packaging. It's also important to be sure to store medications securely to prevent accidental ingestion or misuse by others in your household, especially children.

If you have expired or unwanted medication, proper disposal is easy. To protect your privacy, consumers are reminded to remove all personally identifiable information on prescription labels or materials before using any of the following disposal options.

(Source: U.S. Food and Drug Administration)

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the views of the MED-Project or the producers participating in the MED-Project Product Stewardship Plan.

MED-Project
Medication Education & Disposal
www.med-project.org/SCC

CHECK THE PACKAGE
CONVENIENT LOCATIONS
MAIL-BACK
TAKE-BACK EVENTS

Figure 10: MED-Project Tri-fold Brochure Front (English)

DISPOSAL OPTIONS

1 CHECK THE PACKAGE



If there are specific instructions for disposal on the label, package or package insert, please follow those instructions.

2 CONVENIENT LOCATIONS



To find convenient locations in your area, visit www.med-project.org/SCC for more information. Mail-Back Package distribution locations may also be available in your area.

What items can I dispose of?



ACCEPTED:
MEDICATIONS IN ANY DOSAGE FORM, EXCEPT FOR THOSE LISTED BELOW, IN THEIR ORIGINAL CONTAINER OR SEALED BAG.

If transferring medications to a sealed bag, please be sure to recycle all remaining packaging.



NOT ACCEPTED:
HERBAL REMEDIES, VITAMINS, SUPPLEMENTS, COSMETICS, OTHER PERSONAL CARE PRODUCTS, COMPRESSED CYLINDERS, AEROSOLS, INHALERS, MEDICAL DEVICES, SHARPS*, ILLICIT DRUGS, IODINE-CONTAINING MEDICATIONS*.

Visit www.med-project.org/SCC for more information on specific restrictions that may be crucial in your case.

DISPOSAL OPTIONS

3 MAIL-BACK



Mail-Back Services are available in your area. Visit the mail-back section of www.med-project.org/SCC to order a mail-back package.

4 TAKE-BACK EVENTS



Local take-back events offer residents a free and convenient way to dispose of expired or unwanted medicines. Visit the take-back events section of www.med-project.org/SCC for information on events in your area.



To protect your privacy, consumers are reminded to remove all personally identifiable information on prescription labels or materials before using any of the disposal options listed above.

Figure 11: MED-Project Tri-fold Brochure Back (English)

¿QUÉ SE DEBE HACER CON LOS MEDICAMENTOS VENCIDOS O NO DESEADOS?

Programa MED-Project

Educación y eliminación de medicamentos

ELIMINACIÓN SEGURA DE MEDICAMENTOS VENCIDOS Y NO DESEADOS

Hay una gran cantidad de maneras para desechar los medicamentos vencidos o no deseados.

Para obtener más información acerca del programa MED-Project, dirijase a www.med-project.org/SCC o llame al 1-844-MED-PROJ

¿Qué se debe hacer con los medicamentos vencidos o no deseados?



Los medicamentos ayudan a tratar enfermedades, a controlar enfermedades crónicas y a mejorar la salud y el bienestar de millones de estadounidenses. Es sumamente importante que los pacientes tomen los medicamentos recetados por el médico y como se indica en la etiqueta o en el envase. También es importante asegurarse de guardar los medicamentos de forma segura, para evitar la ingestión accidental o el mal uso por parte de otras personas en su hogar, especialmente de los niños.

Si tiene medicamentos vencidos o no deseados, es fácil realizar una adecuada eliminación. Para proteger su privacidad, se les recuerda a los consumidores que eliminen toda la información de identificación personal de las etiquetas o materiales de las recetas antes de utilizar cualquiera de las siguientes opciones de eliminación.

(Fuente: U.S. Food and Drug Administration)



Este material se entrega con el propósito de cumplir con la ley y no refleja necesariamente el punto de vista de MED-Project o de los productores que participan en el plan de administración de productos de MED-Project.



Programa MED-Project

Educación y eliminación de medicamentos

www.med-project.org/SCC

Figure 12: MED-Project Tri-fold Brochure Front (Spanish)

OPCIONES DE ELIMINACIÓN

1 REVISE EL PAQUETE



Si hay instrucciones específicas en la etiqueta, el envase o en el prospecto de envase, siga tales instrucciones.

2 LOCACIONES CONVENIENTES



Para encontrar los sitios de recolección dentro de su área, visite www.med-project.org/SCC. Su área también puede contar con lugares de distribución de paquetes de devolución por correo.

¿Qué elementos se pueden eliminar?



SE ACEPTAN:
LOS MEDICAMENTOS DE CUALQUIER FORMULACIÓN DENTRO DE SU ENVASE ORIGINAL O ENVOLTORIO SELLADO, A EXCEPCIÓN DE LOS QUE SE ENUMERAN A CONTINUACIÓN.

Si transfiere los medicamentos a un envoltorio sellado, asegúrese de reciclar todos los envases.



NO SE ACEPTAN:
REMEDIOS A BASE DE HIERBAS, VITAMINAS, SUPLEMENTOS, COSMÉTICOS U OTROS PRODUCTOS DE CUIDADO PERSONAL, CILINDROS COMPRIMIDOS, AEROSOLES*, INHALADORES*, DISPOSITIVOS MÉDICOS, ELEMENTOS PUNZANTES, DROGAS ILÍCITAS NI MEDICAMENTOS QUE CONTENGAN YODO*.

*Ver: www.med-project.org para obtener más información acerca de diferentes opciones de eliminación disponibles en su área.

OPCIONES DE ELIMINACIÓN

3 DEVOLUCIÓN POR CORREO



Los servicios de devolución por correo de medicamentos no deseados están disponibles a solicitud para los residentes con movilidad reducida o que no puedan salir de sus hogares. Visite www.med-project.org/SCC para solicitar un paquete de devolución por correo.

4 EVENTOS DE DEVOLUCIÓN



Los eventos de devolución locales ofrecen a los residentes una manera cómoda y gratuita de desechar los medicamentos vencidos o no deseados. Visite www.med-project.org/SCC para obtener información sobre eventos en su área.



Para proteger su privacidad, se les recuerda a los consumidores que eliminen toda la información de identificación personal de las etiquetas o materiales de las recetas antes de utilizar cualquiera de las opciones de eliminación indicadas anteriormente.

Figure 13: MED-Project Tri-fold Brochure Back (Spanish)

不要な医薬品や
有効期限切れの
医薬品の
取り扱いについて

MED プロジェクト
医薬品に関する教育と破棄方法

**安全な方法
に従って**
不要または有効期限切れの
医薬品を廃棄しましょう

有効期限の切れた医薬品や
不要になった医薬品の
廃棄方法はさまざまです。

MED プロジェクトプログラムの
詳細については、
www.med-project.org/SCC
を参照するか、1-844-MED-PROJ
までお電話ください。

不要な医薬品や
有効期限切れの医薬品の
取り扱いについて



医薬品は、アメリカで数百万人の病気の治療、慢性疾患の管理、健康および福祉の増進のために役立っています。医薬品は、医療提供者による処方、およびラベルまたはパッケージに記載されている指示に従って服用することが非常に重要です。また、家庭内の特に子供による誤飲や誤用を防ぐために、医薬品を常に安全に保管することが重要です。

有効期限の切れた医薬品や不要になった医薬品を適切に破棄するのは難しいことはありません。プライバシーを保護するために、次のいずれの破棄方法を選択する場合でも、事前に処方箋のラベルまたは記載で個人を識別できるすべての情報を削除するようにしてください。

(出典：米国食品医薬品局)



この資料は、法規の遵守を目的として提供されており、MED プロジェクト、または MED プロジェクト製品安全管理プランに参加する製造業者の見解を必ずしも反映するものではありません。



MED プロジェクト
医薬品に関する教育と破棄方法
www.med-project.org/SCC

Figure 14: MED-Project Tri-fold Brochure Front (Japanese)

破棄方法

1 パッケージを確認



ラベルやパッケージ、添付文書に破棄に関する特定の指示が記載されている場合は、その指示に従ってください。

2 最寄りのキオスク



最寄りのキオスクをお探しの場合は、www.med-project.org/SCC で詳細な情報がご覧いただけます。パッケージの郵送返却も、最寄りの回収場所をご利用いただけます。

どのような品目を廃棄できますか？



認められる品目：
元の容器または密封バッグ入りの医薬品（剤形を問わず）で、以下に記載されたものを除きます。

密封バッグに医薬品を移す場合は、余ったパッケージをすべてリサイクルしてください。



認められない品目：
ハーブ薬品、ビタミン、サプリメント、化粧品、その他のパーソナルケア製品、圧縮ボンベ、エアロゾル*、吸入器*、医療機器、鋭利なもの、違法薬物、ヨウ素を含む薬品*。

*最寄りでご利用可能な破棄方法の詳細については、www.med-project.org/SCC を参照してください。

破棄方法

3 郵送返却



お近くの郵送返却サービスをご利用ください。パッケージの郵送返却をご希望の場合には、www.med-project.org/SCC の「パッケージの郵送返却」セクションをご覧ください。

4 回収イベント



地域の回収イベントでは、住民が有効期限切れの医薬品や不要な医薬品を無料で手軽に廃棄できます。地域のイベントについては、www.med-project.org/SCC の「回収イベント」セクションをご覧ください。



プライバシーを保護するために、上記のいずれの破棄方法を選択する場合でも、事前に処方箋のラベルまたは記載で個人を識別できるすべての情報を削除するようにしてください。

Figure 15: MED-Project Tri-fold Brochure Back (Japanese)

원하지 않는 또는
유효 기간이 만료된
의약품을 어떻게
처리해야 할까요?

MED-Project
의약품 교육 및 폐기

원하지 않는,
유효 기간이 만료된
의약품의
안전한 폐기

여러 가지 방법으로 유효 기간
이 만료되었거나 원하지 않는
의약품을 폐기할 수 있습니다.

MED-Project 프로그램에 대한
자세한 내용은
www.med-project.org/SCC
를 방문하거나 1-844-MED-PROJ
로 전화하여 확인하십시오.

유효 기간이 만료되었
거나 원하지 않는 의약
품을 어떻게 처리해
야 할까요?



수백만명의 미국인이 의약품을 사용하여 질병을 치
료하고 만성 질환을 관리하고 건강과 복지를 향상시
킵니다. 의료 서비스 제공자가 처방한 대로, 라벨 또
는 포장의 지침에 따라 약을 복용하는 일은 매우 중
요합니다. 또한, 가족 중 다른 사람, 특히 어린이가
우발적으로 약을 복용하거나 오용하지 않도록 의
약품을 안전하게 보관하는 일도 중요합니다.

유효 기간이 만료되었거나 원하지 않는 의약품이
있는 경우, 적절하게 폐기하는 일은 어렵지 않습니
다. 아래의 폐기 방법 중 하나를 이용하기 전에 개인
정보 보호를 위해 처방전 라벨 또는 자료에 기재된
모든 개인 식별 정보를 제거해야 함을 알려 드립니다.

(출처: 미국식품의약국(U.S. Food and Drug Administration))



이 자료는 법률 준수를 위해 제공되며 MED-Project 또는
Med-Project 자품 관리 계획(MED-Project Product
Stewardship Plan)에 참여하는 생산자의 권해를 받
드시 반영하지는 않습니다.



MED-Project
의약품 교육 및 폐기
www.med-project.org/SCC

Figure 16: MED-Project Tri-fold Brochure Front (Korean)

폐기 방법

1 포장 확인



의약품 라벨, 포장 또는 사용 설명서에 폐기에 관한 특정 지침이 있다면 그 지침을 따르십시오.

2 편리한 위치



여러분이 사는 지역에서 관련 키오스크를 찾으려면 www.med-project.org/SCC에서 자세한 정보를 확인하십시오. 우편 반송 포장을 배부하는 곳이 여러분의 지역에 있을 수도 있습니다.

폐기 가능한 항목 은 무엇입니까?



허용 항목:
아래에 나열된 것을 제외하고, 원래 용기 또는 밀봉한 봉지 안에 들어 있는 모든 제형의 의약품.

의약품을 밀봉한 용기로 옮겨 넣는 경우 반드시 남은 모든 포장을 재활용하십시오.



금지 항목:
한방 의약품, 비타민, 건강 보조 식품, 화장품, 기타 개인 위생 및 미용 용품, 압축 살린더, 에어로졸*, 흡입기*, 의료 기기, 날카로운 물체, 불변 약물, 요오드 함유 의약품*.

*자신의 지역에서 선택할 수 있는 폐기 방법에 대한 자세한 정보는 www.med-project.org/SCC에서 확인할 수 있습니다.

폐기 방법

3 우편 반송



우편 반송 서비스를 여러분의 지역에서 이용할 수 있습니다. 우편 반송 포장을 주문하려면 www.med-project.org/SCC를 방문하여 우편 반송 섹션을 확인하십시오.

4 수집 행사



지역에서 열리는 수집 행사는 주민에게 유용 기간이 지났거나 원하지 않는 의약품을 폐기할 수 있는 편리한 방법을 무료로 제공합니다. 여러분의 지역에서 열리는 행사에 대한 정보를 얻으려면 www.med-project.org/SCC에서 수집 행사 섹션을 확인하십시오.



위에 나열된 폐기 방법 중 하나를 이용하기 전에 개인 정보 보호를 위해 처방전 라벨 또는 자리에 기재된 모든 개인 식별 정보를 제거하여 침을 잃려 드립니다.

Figure 17: MED-Project Tri-fold Brochure Back (Korean)

**आपको अपनी अवांछित
या समय-सीमा समाप्त
दवाओं के साथ क्या
करना चाहिए?**

MED-प्रोजेक्ट
दवा उपयोग शिक्षा और निपटान

**सुरक्षित रूप से
अवांछित व
समय-सीमा समाप्त
दवाओं का निपटान करें**

समय-सीमा समाप्त या अवांछित
दवाओं का निपटान करने
के बहुत से तरीके हैं।

कृपया
www.med-project.org/SCC
पर जाएँ या 1-844-MED-PROJ
पर कॉल करें।

आपको अपनी समय-सीमा
समाप्त या अवांछित दवाओं
के साथ क्या करना चाहिए?



दवाएँ रोगों का उपचार करने में मदद करती हैं, चिरकालिक रोग स्थितियों को नियंत्रित करती हैं, और लाखों अमेरिकियों के स्वास्थ्य और सेहत में सुधार करती हैं। यह अत्यधिक महत्वपूर्ण है कि रोगी अपने स्वास्थ्य देखभाल प्रदाता द्वारा निर्धारित अनुसार और लेबल या पैकेजिंग पर निर्दिष्ट अनुसार अपनी दवा का सेवन करें। यह सुनिश्चित करना भी महत्वपूर्ण है कि आपके घर में अन्य लोगों द्वारा खासकर बच्चों द्वारा अनजाने में दवाओं को खाने या उसका दुरुपयोग करने से रोकने के लिए दवाओं को सुरक्षित रूप से रखा जाए।

यदि आपके पास समय-सीमा समाप्त या अवांछित दवाएँ हैं तो उनका उचित निपटान करना सरल है। आपकी गोपनीयता की सुरक्षा के लिए, उपभोक्ताओं को निम्नलिखित निपटान विकल्पों में से किसी का भी उपयोग करने से पहले दवाई के पर्चों या सामग्रियों पर लिखी सभी व्यक्तिगत जानकारी को हटाने की याद दिलाई जाती है।

(स्रोत: अमेरिकी खाद्य एवं औषधि प्रशासन)



यह सामग्री कन्नड़ के अनुपालन के उद्देश्य से प्रदान की गई है और यह आवश्यक नहीं है कि यह MED-प्रोजेक्ट या MED-प्रोजेक्ट प्रोडक्ट स्ट्रुक्चरिंग (MED-प्रोजेक्ट उत्पाद प्रबंधन) योजना में भाग ले रहे उत्पादकों के विचारों को व्यक्त करे।



ऐप को
जॉय करें

सुविधाजनक
स्थान

मेल भेजें

टेक्-टैक्स
सिेंड

MED-प्रोजेक्ट
दवा उपयोग शिक्षा और निपटान
www.med-project.org/SCC

Figure 18: MED-Project Tri-fold Brochure Front (Hindi)

निपटान विकल्प

1 पैकेज की जाँच करें



यदि लेबल, पैकेज या पैकेज के अंदर रखे पर्चे पर विशिष्ट निर्देश दिए हुए हैं तो कृपया उन निर्देशों का पालन करें.

2 सुविधाजनक स्थान



अपने क्षेत्र में सुविधाजनक किओस्क का पता लगाने के लिए, अधिक जानकारी हेतु www.med-project.org/SCC पर जाएं. मेल-बैक पैकेज वितरण स्थान आपके क्षेत्र में भी उपलब्ध हो सकते हैं.

में किन आइटमों का निपटान कर सकता/सकती हूँ?



स्वीकृत:
नीचे सूचीबद्ध के अलावा, अपने वास्तविक कंटेनर या सील किए हुए बैग में किसी भी खुराक मात्रा में उपलब्ध दवाएँ.

यदि दवाओं को किसी सील किए हुए बैग में डाल कर दे रहे हैं, तो कृपया सभी शेष पैकेजिंग को रसायकल करना सुनिश्चित करें.



अस्वीकृत
हबेल दवाएँ, विटामिन, सप्लीमेंट, सौंदर्य प्रसाधन, अन्य व्यक्तिगत देखभाल उत्पाद, कन्प्रेन्ड टिलेडर, ऐरोसॉल*, इन्हेलर*, चिकित्सा उपकरण, शार्प, अवैध दवाएँ, आयोडीन-युक्त दवाएँ*.

आपके क्षेत्र में उपलब्ध हो सकने वाले निपटान विकल्पों पर अधिक जानकारी के लिए www.med-project.org/SCC पर जाएं

निपटान विकल्प

3 मेल-बैक



मेल-बैक सेवाएँ आपके क्षेत्र में उपलब्ध हैं. मेल-बैक पैकेज को ऑर्डर करने के लिए www.med-project.org/SCC पर जाएं.

4 टेक-बैक ईवेंट



स्थानीय टेक-बैक ईवेंट निवासियों को समय-सीमा समाप्त या अवांछित दवाओं का निपटान करने का नि:शुल्क और सुविधाजनक तरीका प्रदान करती हैं. अपने क्षेत्र में ईवेंट पर जानकारी के लिए www.med-project.org/SCC के टेक-बैक ईवेंट अनुभाग पर जाएं.

आपकी गोपनीयता की सुरक्षा के लिए, उपरोक्त सूचीबद्ध निपटान विकल्पों में से किसी का भी उपयोग करने से पहले दवाई के पर्चे या सामग्रियों पर लिखी सभी व्यक्तिगत जानकारी को हटाने की गारंटी दी जाती है.



Figure 19: MED-Project Tri-fold Brochure Back (Hindi)

ANO ANG DAPAT MONG GAWIN SA IYONG MGA HINDI KAILANGAN O NAG-EXPIRE NA GAMOT?

MED-Project
Kaalaman at Pagtatapon ng Gamot

LIGTAS NA PAGTATAPON NG MGA HINDI KAILANGAN AT NAG-EXPIRE NA GAMOT

Maraming paraan ng pagtatapon ng mga nag-expire o hindi kailangang gamot.

Para sa karagdagang impormasyon tungkol sa MED-Project program, pumunta sa www.med-project.org/SCC o tumawag sa 1-844-MED-PROJ

Ano ang dapat mong gawin sa iyong mga nag-expire o hindi kailangang gamot?



Nakatutulong ang mga gamot sa paggamot sa mga sakit, pamamahala sa mga paulit-ulit na kondisyon, at pagpapabuti ng kalusugan at kagalingan ng milyon-milyong Amerikano. Napakahalagang gamitin ng mga pasyente ang kanilang gamot tulad ng inireseta ng kanilang tagapangalaga ng kalusugan at tulad ng nakasaad sa etiketa o pakete. Mahalaga rin na tiyaking ligtas na nakatabi ang mga gamot upang maiwasan ang di-sinasadyang pagkalunok o maling paggamit ng ibang tao sa iyong tahanan, lalo na ang mga bata.

Kung mayroon kang nag-expire o hindi kailangang gamot, madali ang wastong pagtatapon. Upang maprotektahan ang iyong privacy, pinaaalalahanan ang mga consumer na alisin ang lahat ng impormasyon na makatutukoy sa pagkatao sa mga may-resetang etiketa o materyales bago gamitin ang anumang mga sumusunod na opsiyon sa pagtatapon.

(Pinagkunan: U.S. Food and Drug Administration)



Ibinigay ang materyal na ito para sa layuning makasunod sa batas at hindi kinakailangang safaaminin ang mga pananaw ng MED-Project o ng mga Tagagawa na kasali sa MED-Project Product Stewardship Plan.



MED-Project
Kaalaman at Pagtatapon ng Gamot
www.med-project.org/SCC

Figure 20: MED-Project Tri-fold Brochure Front (Tagalog)

MGA OPSYON SAPAGTATAPON

1 TINGNAN ANG PAKETE



Kung may mga partikular na tagubilin sa pagtatapon na nakalagay sa label, package o papel sa loob ng package, manyaring sundin ang mga tagubilin iyon.

2 MAGINHAWANG LOKASYON



Upang makita ang mga drop-off site sa iyong lugar, bisitahin ang seksyong Maginhawang Lokasyon sa www.med-project.org/SCC. Maaaring mayroon ding Mga Lokasyon kung saan Namamahagi ng Package para sa Pagbabalik sa pamamagitan ng Koreo sa iyong lugar.

Anu-anong bagay ang maaari kong itapon?



TINATANGGAP:
ANUMANG DOSIS NG GAMOT, MALIBAN SA MGA NAKALISTA SA IBABA, SA KANILANG ORIHINAL NA LALAGYAN O SELYADONG SUPOT.

Kung lilipat ang mga gamot sa isang selyadong supot, pakitayak na i-recycle ang lahat ng matitirang lalagyan.



HINDI TINATANGGAP:
MGA PANLUNAS NA HERBAL, BITAMINA, SUPPLEMENT, KOSMETIKO, IBA PANG PRODUKTO PARA SA PERSONAL NA PANGANGALAGA, COMPRESSED CYLINDER, AEROSOL*, INHALER*, KAGAMITANG MEDIKAL, MATATALIM NA BAGAY, IPINAGBABAWAL NA GAMOT, GAMOT NA MAY IODINE*.

**Bisitahin ang www.med-project.org/SCC para sa higit pang impormasyon sa mga opsyon ng pagtatapon na maaaring available sa lugar mo.*

MGA OPSYON SA PAGTATAPON

3 PAGBABALIK SA PAMAMAGITAN NG KOREO



Magagamit ng mga residenteng may kapansanan o hindi nakakaalis ng bahay ang Mga Serbisyo ng Pagbabalik sa pamamagitan ng Koreo para sa mga hindi kailangan gamot kung hihilingin. Bisitahin ang seksyong pagbabalik sa pamamagitan ng koreo sa www.med-project.org/SCC upang mag-order ng package para sa pagbabalik sa pamamagitan ng koreo.

4 MGA EVENT PARA SA PAGBAWI NG GAMOT



Kung may mga partikular na tagubilin sa pagtatapon na nakalagay sa label, package o papel sa loob ng package, manyaring sundin ang mga tagubilin iyon. Huwag i-flush sa inidoro ang mga gamot. Bisitahin ang seksyong Mga Kaganapan para sa Pagbawi ng Gamot sa www.med-project.org/SCC upang makakuha ng impormasyon tungkol sa mga kaganapan sa iyong lugar.



Upang maprotektahan ang iyong privacy, pinaaalalahanan ang mga consumer na alisin ang lahat ng impormasyong makakatukoy sa pagkakailantan sa mga label ng iniresetang gamot o materyal bago gamitin ang alinman sa mga opsyon sa pagtatapon na nakalista sa itaas.

Figure 21: MED-Project Tri-fold Brochure Back (Tagalog)

您應如何處理您
不需要或已過期的
藥品？

MED-Project
藥品教育與棄置

**安全
棄置**
不需要及已過期的
藥品

有多種方式可棄置
已過期或不需要的藥品。

如需深入了解 MED-Project
計畫，請前往
www.med-project.org/SCC
或致電 1-844-MED-PROJ

您應如何處理您已
過期或不需要的藥品？



藥品協助治療疾病、處理慢性病況，還能促進數百萬美國民眾的健康與福祉。病患務必遵循其健康照護提供者所開立處方，並依照藥品標籤或包裝上的指示服藥。另有一注意要點：請您務必將藥品存放在家中安全之處，以避免別人意外吞食或是不當使用，特別是兒童。

如果您有已過期或是不需要的藥品，適當棄置其實一點也不難。為了保護您的隱私，在此提醒您，使用下列任何一種棄置選項處理前，請先移除任何足以識別您個人資訊的處方標籤或材料。

(來源：美國食品藥物管理局 (FDA))



本資料係基於法律規範所提供，不必然反映
MED-Project 或參與 MED-Project
產品管理計畫之藥廠的觀點。



MED-Project
藥品教育與棄置
www.med-project.org/SCC

Figure 22: MED-Project Tri-fold Brochure Front (Chinese)

棄置選項

1 檢查包裝



如果標籤、包裝，或是藥品說明書有特定指示，請依照該指示進行。

2 方便的地點



如需搜尋您所在區域的便利回收站，請造訪 www.med-project.org/SCC 了解更多資訊。您所在區域可能也會有分發回郵包裝袋的據點。

我可以棄置哪 些品項？



可接受：
放在其原本容器內或密封袋中之任何劑型的藥品，惟下列項目除外。

若將藥品移往密封袋中，務必記得回收所有剩下的包裝袋。



不接受：
草藥療方、維他命、營養補給品、化妝品、其他個人保健產品、壓縮鋼瓶、噴霧劑*、吸入器*、醫療裝置、尖銳物品、非法藥物、含鎊藥品*。

*您所在區域可能有多種可用棄置選項，請造訪 www.med-project.org/SCC 了解更多詳情。

棄置選項

3 回郵



您的所在區域有回郵服務可用。請造訪 www.med-project.org/SCC 查看回郵部分，並索取回郵包裝袋。

4 回收活動



當地所舉辦的回收活動，讓居民可輕鬆棄置已過期或是不需要的藥品，而且完全免費。請造訪 www.med-project.org/SCC 查看回收活動部分，深入了解您當地所舉辦的回收活動。



為了保護您的隱私，在此提醒您，使用上列任何一種棄置選項處理前，請先移除任何足以識別您個人資訊的處方標籤或材料。

Figure 23: MED-Project Tri-fold Brochure Back (Traditional Chinese)

**BẠN NÊN LÀM GÌ VỚI
THUỐC HẾT HẠN
HOẶC KHÔNG
DỪNG NỮA?**

MED-Project
Giáo dục & thải bỏ dược phẩm

**THẢI BỎ
AN TOÀN
THUỐC HẾT HẠN & KHÔNG
DỪNG NỮA**

*Có nhiều cách để thải bỏ
thuốc hết hạn hoặc không
dùng nữa.*

Để biết thêm thông tin về chương
trình MED-Project, hãy truy cập
www.med-project.org/SCC hoặc
gọi số 1-844-MED-PROJ

Bạn nên làm gì với
thuốc hết hạn hoặc
không dùng nữa?



Thuốc giúp điều trị bệnh, quản lý các bệnh mạn
tính cũng như cải thiện sức khỏe và tình trạng
khỏe mạnh về tinh thần và thể chất cho hàng triệu
người Mỹ. Điều cực kỳ quan trọng là bệnh nhân
nên uống thuốc theo đơn thuốc của nhà cung cấp
dịch vụ y tế và theo chỉ định trên nhãn hoặc bao bì.
Một điều quan trọng không kém là cần bảo quản
thuốc an toàn nhằm ngăn người khác trong gia đình,
đặc biệt là trẻ em, vô tình nuốt hoặc sử dụng sai.

Nếu bạn có thuốc hết hạn hoặc không dùng nữa,
không khó để bạn thải bỏ thuốc đúng cách. Để bảo
vệ sự riêng tư, người tiêu dùng được nhắc nên xóa
tất cả thông tin có thể nhận dạng cá nhân trên nhãn
toa thuốc hoặc trên tài liệu trước khi sử dụng bất kỳ
phương án thải bỏ nào sau đây.

(Nguồn: Cục quản lý Thực phẩm và Dược phẩm Hoa Kỳ)



Tài liệu này được cung cấp vì mục đích tuyên truyền
luật pháp và không nhất thiết phản ánh quan điểm
của MED-Project hoặc Nhà sản xuất tham gia vào
Product Stewardship Plan (Kế hoạch quản lý sản
phẩm) của MED-Project.



KIỂM TRA
BẢO BÌ



VỊ TRÍ
THUẬN TIỆN



GỬI TRẢ
HÀNG



SỰ KIẾN THƯ
HỎI

MED-Project
Giáo dục & thải bỏ dược phẩm
www.med-project.org/SCC

Figure 24: MED-Project Tri-fold Brochure Front (Vietnamese)

PHƯƠNG ÁN THẢI BỎ

1 KIỂM TRA BAO BÌ



Nếu có hướng dẫn cụ thể về thải bỏ trên nhãn, bao bì hoặc tờ thông tin đi kèm trong bao bì, vui lòng làm theo những hướng dẫn này.

2 QUẦY TIỆN LỢI



Để tìm quầy tiện lợi trong khu vực của bạn, hãy truy cập www.med-project.org/SCC để biết thêm thông tin. Cũng có thể có các vị trí phân phối Gói hàng trả lại trong khu vực của bạn.

Tôi có thể thải bỏ những sản phẩm gì?



CHẤP NHẬN ĐƯỢC:
DƯỢC PHẨM THEO BẤT KỲ DẠNG BẢO CHẾ NÀO TRONG VẬT CHỨA BAN ĐẦU HOẶC TÚI DÁN KÍN, TRỪ NHỮNG LOẠI ĐƯỢC LIỆT KÊ BÊN DƯỚI.

Nếu chuyển thuốc vào túi dán kín, vui lòng chắc chắn tài chế tất cả bao bì còn lại.



KHÔNG CHẤP NHẬN:
THẢO DƯỢC, VITAMIN, SẢN PHẨM BỔ SUNG, MỸ PHẨM, CÁC SẢN PHẨM CHĂM SÓC CÁ NHÂN KHÁC, XYLANH KHÍ NÉN, BÌNH PHUN*, ÔNG HÍT*, THIẾT BỊ Y TẾ, VẬT NHỎN, THUỐC CÀM, THUỐC CHỮA IỐT*.

**Truy cập www.med-project.org/SCC để biết thêm thông tin về các lựa chọn thải bỏ có thể có ở khu vực của bạn.*

PHƯƠNG ÁN THẢI BỎ

3 GỬI TRẢ HÀNG



Có dịch vụ gửi trả hàng trong khu vực của bạn. Truy cập phần gửi trả hàng trên www.med-project.org/SCC để đặt gói hàng trả lại.

4 SỰ KIỆN THU HỒI



Các sự kiện thu hồi thuốc tại địa phương cung cấp cho người dân cách thuận tiện và miễn phí để thải bỏ thuốc hết hạn hoặc không dùng nữa. Truy cập phần take-back events (sự kiện thu hồi) trên www.med-project.org/SCC để biết thông tin về sự kiện tại khu vực của bạn.



Để bảo vệ sự riêng tư, người tiêu dùng được nhắc nhở xóa tất cả thông tin có thể nhận dạng cá nhân trên nhãn toa thuốc hoặc trên tài liệu trước khi sử dụng bất kỳ phương án thải bỏ nào được liệt kê ở trên.

Figure 25: MED-Project Tri-fold Brochure Back (Vietnamese)



Figure 26: MED-Project Poster (English)

ELIMINACIÓN
SEGURA DE
MEDICAMENTOS NO DESEADOS
Y EXPIRADOS
AQUÍ

MED-ProjectTM
Educación y eliminación de medicamentos

Figure 27: MED-Project Poster (Spanish)

安全な
廃棄方法
をご利用ください。
不要または有効期限切れの
医薬品や
廃棄はこちら

MED-ProjectTM

医薬品に関する教育と破棄方法

Figure 28: MED-Project Poster (Japanese)

원하지 않거나
유효 기간이 만료된
의약품과

여기에서
안전하게
폐기하기

MED-ProjectTM

의약품 교육 및 폐기

Figure 29: MED-Project Poster (Korean)

अवांछित और समय-सीमा समाप्त
दवाओं
यहां
सुरक्षित रूप से
निपटान करें

MED-Project™

दवा उपयोग शिक्षा और निपटान

Figure 30: MED-Project Poster (Hindi)

LIGTAS
NA I-DISPOSE ANG
HINDI NA KAILANGAN O EXPIRED
NA MGA GAMOT
DITO

MED-ProjectTM
Edukasyon at Disposal ng Gamot

Figure 31: MED-Project Poster (Tagalog)

安全
棄置

不需要及已過期的

藥品

請置於此處

MED-ProjectTM

藥品教育與棄置

Figure 32: MED-Project Poster (Chinese)

THẢI BỎ
AN TOÀN
THUỐC
HẾT HẠN &
KHÔNG DÙNG NỮA
Ở ĐÂY

MED-ProjectTM
Giáo dục & thải bỏ dược phẩm

Figure 33: MED-Project Poster (Vietnamese)

Appendix J

Brochure and Poster Distribution

Sites that received a brochure and a poster during the Reporting Period.

NAME	ADDRESS	CITY	ZIP	SITE TYPE
CVS Pharmacy #9945	800 1 st Street	Gilroy	95020	Kiosk
CVS Pharmacy #09896	4550 Meridian Avenue	San Jose	95124	Kiosk
El Camino Outpatient Hospital Pharmacy	2500 Grant Road, Suite 1B20	Mountain View	94040	Kiosk
Kaiser Permanente Pharmacy #453 – Campbell Hacienda	250 Hacienda Avenue	Campbell	95008	Kiosk
Palo Alto Police Department	275 Forest Avenue	Palo Alto	94031	Kiosk
Santa Clara County Library - Campbell	77 Harrison Avenue	Campbell	95008	Mail-Back
Santa Clara County Library - Gilroy	350 W 6 th Street	Gilroy	95020	Mail-Back
Santa Clara County Library – Los Altos	13 S San Antonio Blvd	Los Altos	94022	Mail-Back
Santa Clara County Library – Milpitas	160 N Main Street	Milpitas	95035	Mail-Back
Santa Clara County Library – Morgan Hill	660 W Main Avenue	Morgan Hill	95037	Mail-Back
Santa Clara County Library – Saratoga	13650 Saratoga Avenue	Saratoga	95070	Mail-Back
Santa Clara County Library - Woodland	1975 Grant Avenue	Los Altos	94024	Mail-Back
Santa Clara Valley Med Ctr – Outpatient Phy Specialty	751 S Bascom Avenue Suite 150	San Jose	95128	Kiosk
Valley Health Center – Bascom Pharmacy	750 So Bascom Avenue, Suite 120	San Jose	95128	Kiosk
Valley Health Center – Downtown Pharmacy	777 E Santa Clara Street	San Jose	95112	Kiosk
Valley Health Center – Enborg Pharmacy	2221 Enborg Lane, Suite 1J018	San Jose	95128	Kiosk
Valley Health Center – East Valley Pharmacy	1993 McKee Road	San Jose	95116	Kiosk

NAME	ADDRESS	CITY	ZIP	SITE TYPE
Valley Health Center – Gilroy Pharmacy	7475 Camino Arroyo	Gilroy	95020	Kiosk
Valley Health Center – Lenzen Pharmacy	976 Lenzen Avenue	San Jose	95126	Kiosk
Valley Health Center – Milpitas Pharmacy	143 N Main Street, Suite 1038	Milpitas	95035	Kiosk
Valley Health Center – Moorpark Pharmacy	2400 Moorpark Avenue, Suite 101	San Jose	95128	Kiosk
Valley Health Center – Sunnyvale Pharmacy	660 S Fair Oaks Avenue, Suite 1057	Sunnyvale	94086	Kiosk
Valley Health Center – Tully Pharmacy	500 Tully Road	San Jose	95111	Kiosk

Table 8: Brochure and Poster Distribution

Appendix K

Social Media and Email Promotion Activity

Social Media Posts

TYPE	DATE	SUBJECT	PLATFORM
Social Media	02/15/19	Announce kiosk at Morgan Hill Police Department	Facebook/Twitter
Social Media	02/28/19	Announce kiosk at Wellness Pharmacy	Facebook/Twitter
Social Media	03/05/19	Announce kiosk at Gilroy Police Department	Facebook/Twitter
Social Media	03/11/19	Announce kiosk at Medical Pavilion Pharmacy	Facebook/Twitter
Social Media	03/17/19	Announce kiosk at Sun Pharmacy	Facebook/Twitter
Social Media	05/05/19	Announce kiosk at Los Alto Police Department	Facebook/Twitter
Social Media	05/12/19	Announce kiosk at CVS Pharmacy #09895	Facebook/Twitter
Social Media	05/19/19	Mountain View Police Department	Facebook/Twitter
Social Media	05/26/19	Announce kiosk at Valley Health Center at Easy Valley Pharmacy	Facebook/Twitter
Social Media	06/02/19	Announce kiosk at CVS Pharmacy #9346	Facebook/Twitter
Social Media	06/09/19	Announce kiosk at CVS Pharmacy #09894	Facebook/Twitter
Social Media	06/16/19	Announce kiosk at Bascom Pharmacy LLC	Facebook/Twitter
Social Media	06/23/19	Announce kiosk at CVS Pharmacy #3029	Facebook/Twitter
Social Media	06/30/19	Announce kiosk at CVS Pharmacy #09901	Facebook/Twitter
Social Media	07/09/19	Announce kiosk at Los Alamitos Pharmacy	Facebook/Twitter
Social Media	07/13/19	Announce kiosk at CVS Pharmacy #09856	Facebook/Twitter
Social Media	07/16/19	Announce kiosk at Announce kiosk at Sunnyvale Fire #5	Facebook/Twitter
Social Media	07/20/19	Announce kiosk at Announce kiosk at Sunnyvale Fire #6	Facebook/Twitter
Social Media	07/23/19	Announce kiosk at CVS Pharmacy#09834	Facebook/Twitter

TYPE	DATE	SUBJECT	PLATFORM
Social Media	07/27/19	Announce kiosk at CVS Pharmacy #09559	Facebook/Twitter
Social Media	07/30/19	Announce kiosk at CVS Pharmacy #09834	Facebook/Twitter
Social Media	08/03/19	Announce kiosk at CVS Pharmacy #09995	Facebook/Twitter
Social Media	08/06/19	Announce kiosk at Valley Health Center at Milpitas	Facebook/Twitter
Social Media	08/10/19	Announce kiosk at CVS Pharmacy #09995	Facebook/Twitter
Social Media	08/13/19	Announce kiosk at CVS Pharmacy#3938	Facebook/Twitter
Social Media	08/18/19	Announce kiosk at Sorci Healthcare Pharmacy	Facebook/Twitter
Social Media	08/21/19	Announce kiosk at Los Gatos Police Department	Facebook/Twitter
Social Media	08/25/19	Announce kiosk at Santa Clara County Sheriff's Department	Facebook/Twitter
Social Media	08/28/19	Announce kiosk at CVS Pharmacy #9198	Facebook/Twitter
Social Media	09/01/19	Announce kiosk at CVS Pharmacy #9342	Facebook/Twitter
Social Media	09/04/19	Announce kiosk at Announce kiosk at Sunnyvale Fire #1	Facebook/Twitter
Social Media	09/07/19	Announce kiosk at CVS Pharmacy #09805	Facebook/Twitter
Social Media	09/10/19	Announce kiosk at Kaiser Permanente Pharmacy #791	Facebook/Twitter
Social Media	09/14/19	Announce kiosk at CVS Pharmacy #09987	Facebook/Twitter
Social Media	09/17/19	Announce kiosk at CVS Pharmacy #09498	Facebook/Twitter
Social Media	09/21/19	Announce kiosk at NEMS - Lundy Pharmacy	Facebook/Twitter
Social Media	09/24/19	Announce kiosk at CVS Pharmacy #09921	Facebook/Twitter
Social Media	09/28/19	Announce kiosk at San Jose City College	Facebook/Twitter
Social Media	10/03/19	Announce kiosk at CVS Pharmacy #9262	Facebook/Twitter
Social Media	10/05/19	Announce kiosk at Valley Health Center Enborg Lane Pharmacy	Facebook/Twitter
Social Media	10/09/19	Announce kiosk at Kings Pharmacy	Facebook/Twitter

Table 9: Social Media Posts

Email Blast Activity

Email blasts sent to community contacts.

TYPE	DATE	SUBJECT
Email Blast	12/18/2018	Announce Unwanted Medicine Disposal Program
Email Blast	03/22/2019	Announce Unwanted Medicine Disposal Program
Email Blast	08/05/2019	Announce Unwanted Medicine Disposal Program

Table 10: Email Blast Activity

Community Outreach Email Activity

List of community contacts that received email blasts.

FACILITY	ADDRESS	CITY	ZIP
Alameda Family Funeral & Cremation	12341 Saratoga-Sunnyvale Road	Saratoga	95070
Bay Area Mortuary	1701 Little Orchard Street	San Jose	95125
Beddingfield Funeral Service	4323 Moorpark Avenue, Suite C	San Jose	95129
California Pharmacist Association	4030 Lennare Drive	Sacramento	95834
Cherry Chase Pet Hospital	1297 W El Camino Real, Suite D	Sunnyvale	94087
City of Cupertino	10300 Torre Avenue	Cupertino	95014
City of Los Altos Hills	26379 Fremont Road	Los Altos Hills	94022
City of Morgan Hill	17575 Peak Avenue	Morgan Hill	95037
City of Mountain View	500 Castro Street	Mountain View	94041
City of Palo Alto	250 Hamilton Avenue	Palo Alto	94301
City of San Jose	200 E Santa Clara Street	San Jose	95113
City of Santa Clara	1500 Warburton Avenue	Santa Clara	95050
City of Sunnyvale	456 W Olive Avenue	Sunnyvale	94086
Cusimano Family Colonial Mortuary	96 W El Camino Real	Mountain View	94040
ELC Vets	832 E Fremont Avenue	Sunnyvale	94087

FACILITY	ADDRESS	CITY	ZIP
Golden Castle Center	3803 E Bayshore Road	Palo Alto	94303
Habing Family Funeral Home	129 4th Street	Gilroy	95020
Kaiser Permanente Santa Clara Medical Center	700 Lawrence Expressway	Santa Clara	95051
Lima-Campagna-Alameda Mission Chapel	600 S Second Street	San Jose	95112
Los Altos Police Department	1 N San Antonio Road	Los Altos	94022
Mountain View Funeral & Cremation Service	805 Castro Street	Mountain View	94041
Mountain View Police Department	1000 Villa Street	Mountain View	94041
National Association of Social Workers California	1016 23rd Street # 100	Sacramento	95816
Peninsula Pet Resort	851 B Old County Road	San Carlos	94070
Sacred Space Memorial Funerals	175 Bernal Rd Suite 100-10	San Jose	95119
San Jose State University	1 Washington Square	San Jose	95192
Santa Clara County Public Health Department	976 Lenzen Avenue	San Jose	95126
Santa Clara Office of Education	1290 Ridder Park Drive	San Jose	95131
Santa Clara Police Department	601 El Camino Real	Santa Clara	95050
Santa Clara Senior Center	266 Escuela Avenue	Mountain View	94040
Santa Clara Sherriff's Office	55 W Younger Avenue	San Jose	95110
Santa Clara Unified School District	1889 Lawrence Road	Santa Clara	95051

FACILITY	ADDRESS	CITY	ZIP
Senior/Recreation Department - City of Los Altos	97 Hillview Avenue	Los Altos	94022
Spangler Mortuaries	174 N Sunnyvale Avenue	Sunnyvale	94086
Sunnyvale Veterinary Clinic	1010 W El Camino Real	Sunnyvale	94087
The Animal Doctors	461 Page Mill Road	Palo Alto	94306
Town of Los Gatos	110 E Main Street	Los Gatos	95030

Table 11: Community Outreach Email Activity

Appendix L

Media Outreach Summary

Combined Target Reach Percent (CTRP) at 2+ Frequency (Year Two) 50% of Santa Clara each must see a MED-Project outreach message at least two times in a one month period (at least three times per year) Target Population.

(All Santa Clara County Residents 18+) = 1,352,097 Residents based on 2010 Census

Outreach Activity	Start Date	End Date	Frequency	Reach Percent 4-Week Period #1:	Reach Percent 4-Week Period #2:	Reach Percent 4-Week Period #3:	Additional Campaigns
				[12/1/2018-12/28/2018]	[1/21/2019-2/17/2019]	[6/3/2019-7/7/2010]	
Radio	10/04/2018	10/28/2018	1.9				37.6%
Print Advertisement, El Observador (Spanish Language Publication)	11/30/2018	12/21/2018	4.0	7.4%			
Digital Campaign	12/01/2018	12/28/2018	5.6	81.8%			
Digital News (mercurynews.com)	12/02/2018	12/29/2018	1.0	5.5%			
Print Advertisement, The Mercury News	12/02/2018	12/28/2018	3.0	20.3%			
Print Advertisement, Silicon Valley Community News (10 weekly papers)	12/07/2018	12/28/2018	4.0	16.7%			
Digital Campaign	01/21/2019	02/17/2019	4.0		40.5%		

Outreach Activity	Start Date	End Date	Frequency	Reach Percent 4-Week Period #1:	Reach Percent 4-Week Period #2:	Reach Percent 4-Week Period #3:	Additional Campaigns
				[12/1/2018-12/28/2018]	[1/21/2019-2/17/2019]	[6/3/2019-7/7/2010]	
Radio Campaign	01/21/2019	02/17/2019	2.6		54.1		
Television Campaign	01/21/2019	02/17/2019	9.3		29%		
Print Advertisement, El Observador (Spanish Language Publication)	05/10/2019	05/31/2019	4				7.4%
Digital Campaign	06/03/2019	07/07/2019	5.0			56.4%	
Radio Campaign	06/03/2019	07/07/2019	2.6			67.6	
Television Campaign	06/03/2019	07/07/2019	9.4			15.3%	
Print Advertisement, El Observador (Spanish Language Publication)	08/23/2019	09/20/2019	5.0				7.4%
Combined Target Reach Percent (CTRP) at 2+ Frequency Total ⁴				89%	81%	88%	
Does 4-week period achieve at 50% CTRP				YES	YES	YES	

Table 12: Media Outreach Summary

⁴ This number accounts for overlapping audiences between different publications, assuming that a portion of the audience for any given publisher may also see the ads on another publisher running during the same period.

Appendix M

Promotion Media Advertisement Examples

MED-Project Cumulative Post, 10/4/2018-10/28/2018

	Date	Air Time	Length
Property : KCBS-AM			
	10/4/2018	10:10:22 AM	:30
	10/4/2018	2:41:40 PM	:30
	10/4/2018	8:37:13 PM	:30
	10/4/2018	9:17:59 PM	:30
	10/4/2018	10:14:37 PM	:30
	10/5/2018	10:27:55 AM	:30
	10/5/2018	1:37:41 PM	:30
	10/5/2018	9:14:10 PM	:30
	10/5/2018	9:36:40 PM	:30
	10/5/2018	10:41:26 PM	:30
	10/6/2018	6:42:10 AM	:30
	10/6/2018	7:41:10 AM	:30
	10/6/2018	8:56:24 AM	:30
	10/6/2018	1:56:24 PM	:30
	10/6/2018	3:55:49 PM	:30
	10/6/2018	5:47:38 PM	:30
	10/6/2018	6:43:38 PM	:30
	10/7/2018	7:44:23 AM	:30
	10/7/2018	7:18:15 PM	:30
	10/7/2018	8:17:28 PM	:30
	10/7/2018	9:46:07 PM	:30
	10/8/2018	10:29:58 PM	:30
	10/9/2018	10:56:06 PM	:30
	10/10/2018	10:14:15 PM	:30
	10/11/2018	9:56:19 PM	:30
	10/11/2018	10:56:29 PM	:30
	10/12/2018	9:56:41 PM	:30
	10/12/2018	10:56:28 PM	:30
	10/13/2018	6:56:07 AM	:30
	10/13/2018	8:36:32 AM	:30

	Date	Air Time	Length
Property : KCBS-AM			
	10/13/2018	9:56:37 AM	:30
	10/13/2018	10:41:38 AM	:30
	10/13/2018	1:13:52 PM	:30
	10/13/2018	2:44:56 PM	:30
	10/13/2018	3:44:37 PM	:30
	10/13/2018	5:47:27 PM	:30
	10/13/2018	6:40:50 PM	:30
	10/13/2018	7:25:15 PM	:30
	10/14/2018	3:17:26 PM	:30
	10/14/2018	5:38:03 PM	:30
	10/14/2018	7:38:51 PM	:30
	10/14/2018	10:26:05 PM	:30
	10/15/2018	10:43:26 PM	:30
	10/16/2018	12:14:37 PM	:30
	10/16/2018	2:41:14 PM	:30
	10/16/2018	8:18:19 PM	:30
	10/16/2018	10:50:05 PM	:30
	10/17/2018	10:14:13 PM	:30
	10/18/2018	9:14:52 PM	:30
	10/18/2018	9:36:22 PM	:30
	10/18/2018	10:13:04 PM	:30
	10/19/2018	8:44:37 PM	:30
	10/19/2018	9:41:06 PM	:30
	10/19/2018	10:50:38 PM	:30
	10/20/2018	7:56:24 AM	:30
	10/20/2018	10:37:12 AM	:30
	10/20/2018	4:44:24 PM	:30
	10/20/2018	5:44:17 PM	:30
	10/21/2018	7:43:21 AM	:30
	10/21/2018	1:40:02 PM	:30

	Date	Air Time	Length
Property : KCBS-AM			
	10/21/2018	5:14:34 PM	:30
	10/21/2018	6:29:50 PM	:30
	10/21/2018	7:40:05 PM	:30
	10/22/2018	8:14:19 PM	:30
	10/22/2018	10:09:34 PM	:30
	10/23/2018	8:10:58 PM	:30
	10/23/2018	9:14:12 PM	:30
	10/23/2018	10:26:04 PM	:30
	10/24/2018	8:47:44 PM	:30
	10/24/2018	10:36:12 PM	:30
	10/25/2018	1:09:28 PM	:30
	10/25/2018	10:40:46 PM	:30
	10/26/2018	10:42:06 AM	:30
	10/26/2018	12:36:36 PM	:30
	10/26/2018	1:16:42 PM	:30
	10/27/2018	7:14:22 AM	:30
	10/27/2018	1:30:02 PM	:30
	10/27/2018	4:29:11 PM	:30
	10/27/2018	5:29:32 PM	:30
	10/28/2018	6:29:30 AM	:30
	10/28/2018	7:13:21 AM	:30
	10/28/2018	11:29:42 AM	:30
	10/28/2018	6:29:44 PM	:30
	10/28/2018	7:58:06 PM	:30

*Nielsen ratings

Figure 34: Example – Radio (October 2018)

SUBSCRIBE FOR FREE TODAY!



EONEWS ONLINE

facebook.com/eonewsj

twitter.com/eonews

instagram.com/eonews

YouTube.com

MED-Project
Educación y eliminación de medicamentos
1-844-MED-PROJECT

ELIMINACIÓN SEGURA DE MEDICAMENTOS NO DESEADOS Y VENCIDOS

Servicio Gratuito para residentes.
No podemos aceptar medicamentos de empresas.
Deseche los medicamentos vencidos o que no necesita en un contenedor cercano.

MED-PROJECT.ORG

- 1 Elimine la información de identificación personal.
- 2 Conserve el medicamento en su envase original o colóquelo en una bolsa de plástico sellada.
- 3 Deposítelo de manera segura en el contenedor.

MED-Project apoya a un programa de recolección y eliminación de medicamentos. Se invita a los residentes a traer los medicamentos vencidos y que ya no necesitan a los contenedores para su eliminación.



DOWNTOWN for the HOLIDAYS

The most wonderful time of the year!



Nov. 16 - Jan. 27: Downtown Ice
Nov. 21 - Dec. 31: Winter Wonderland
Nov. 23 - Dec. 25: Christmas in the Park
Dec. 16: Santa Run Silicon Valley
Jan. 4 - 7: College Football Playoff Weekend Celebration

sjdowntown.com/holidays

Get your parking validated at more than 100 downtown businesses. Or pay \$5 after 6 p.m. and all day on weekends in most ParkSJ garages. ParkSJ.org

PARKSJ



¡UNA VISTA PREVIA A LA UNIVERSIDAD!
Sábado, 1 de diciembre 10 am - 2 pm
Enfermería • Restaurantes • Empresas
¡Se Habla Español!

MISSION COLLEGE SANTA CLARA

Confirmar asistencia: outreach.missioncollege.edu para desayuno y almuerzo gratis

Figure 35: Example – El Observador (November-December 2018)*

* Weekly advertisement ran for 4 weeks

TOP PUBLISHERS, 12/1/2018-12/31/2018

1010! - iOS (911793120)
 AnonyTun - Android (com.anonytun.android)
 Bumper.io - iOS (140249966)
 Color by Number 36" New Coloring Book - Android
 Color Road! - iOS (1342468799)
 Crowd City - iOS (1444062497)
 Fill - one-line puzzle game - iOS (1091456207)
 Fire Balls 3D - iOS (1437370468)
 FlightAware Flight Tracker - iOS (316793974)
 Flip Trickster - iOS (1351027839)
 Flow Free - iOS (526641427)
 Happy Glass - iOS (1425793208)
 Helix Jump - Android (com.h8games.helixjump)
 Helix Jump - iOS (1345968745)
 Hole.io - iOS (1389111413)
howstuffworks.com
mail.aol.com
mail.yahoo.com
 Musi - Unlimited Free Music From YouTube & SoundCloud - iOS (591560124)
outlook.live.com
 Paper.io 2 - Android (io.voodoo.paper2)
 Paper.io 2 - iOS (1423046460)
people.com
 Pixel Art - Color by Number - Android (com.europosit.pixelcoloring)
 1010! - iOS (911793120)
 AnonyTun - Android (com.anonytun.android)

Pixel Art - Color by Number - iOS (1274972321)
pof.com
 Poke Genie - iOS (1143920524)
slader.com
 Slices - iOS (1263934706)
 Snake VS Block - iOS (1233739175)
 Snowball.io3,c - iOS (1435899684)
 Spanish Translator and Dictionary - SpanishDict - iOS (332510494)
 Sudoku - Classic Logic Game - iOS (1193508329)
 Super-Bright LED Flashlight - Android (com.surpax.ledflashlight.panel)
 Tank Stars - iOS (1347123739)
 TextNow - free text + calls - Android (com.enflick.android.TextNow)
 The Weather Channel - Android (com.weather.Weather)
thestir.cafemom.com
topix.com
topix.net
twentytwowords.com
vnextpress.net
yahoo.com
yahoo.com
msn.com
 Words With Friends 2-Word Game - iOS (1196764367)
mail.yahoo.com
twentytwowords.com

Display

Sample of ads for April 2018 Digital campaign across all active jurisdictions

Static Display Creatives

The figure displays several static display creatives for MED-Project. Each creative features the text "Safely dispose of unwanted medicine." and "Free for residents. We cannot accept medicines from businesses." along with the MED-Project logo and a "LEARN MORE" button. The creatives vary in layout, including text placement, logo size, and the inclusion of an image of medicine bottles. One creative on the right is a vertical banner with the text "Unwanted or expired medicine? Safely drop it off at a kiosk near you." and "(844) MED-PROJECT med-project.org".

Figure 36: Example – Digital Campaign (December 2018)

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

**SAFELY
DISPOSE OF
UNWANTED & EXPIRED
MEDICINES**

FREE service for residents.
We cannot accept medicines from businesses.

Drop off expired or
unwanted medications
at a kiosk near you!

WWW.MED-PROJECT.ORG

- 1 Remove personal identifying information.
- 2 Keep original container or use a sealed plastic bag.
- 3 Safely deposit in the kiosk.



Figure 37: Example – Mercurynews.com (December 2018)

The Mercury News EAST BAY TIMES Marin Independent Journal

e-Edition
Your News Wherever You Are

Mobile Desktop Tablet

Try it. Love it.

To create your account today, visit
myaccount.mercurynews.com
myaccount.eastbaytimes.com
myaccount.marini.com

BayArea NewsGroup

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES

FREE service for residents.
We cannot accept medicines from businesses.

Drop off expired or unwanted medications at a kiosk near you!

WWW.MED-PROJECT.ORG

MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk.

Family Favorite Meals

BayArea NewsGroup MEMBERSHIP REWARDS

Family Favorite recipes:

- Sea pleasures
- Luscious lamb dishes
- Mouth-watering poultrys and much more

FREE

Download our FREE eCookbook at

Membership Rewards

Log into: myaccount.mercurynews.com
or myaccount.eastbaytimes.com
then look under the Membership Rewards tab.

BayArea NewsGroup

Relax

We've got your Medicare Insurance covered.

Join us for a free, no-obligation seminar about your Medicare health plan options for 2019!

Red Lobster 2040 Aborn Rd San Jose Tue, 12/04, 10:00am	Red Lobster 5343 Almaden Expwy San Jose Tue, 12/04, 2:00pm	Just Breakfast 2901 Monterey St San Jose Wed, 12/05, 1:00pm
The Original Pancake House 2306 Almaden Rd #150 San Jose Thu, 12/06, 10:00am	Southridge Church 397 Blossom Hill Rd San Jose Mon, 12/03, 10:00am	

Call a licensed sales agent to RSVP or to request an in-home appointment!

(408) 565-8657 (TTY:711)
8:30am - 5:00pm, Mon-Fri

VB Van Berg Insurance Services
CA License #0G30664

By calling the number listed above, your call will be directed to a licensed sales agent. A sales person will be present with information and applications. For accommodation of persons with special needs at sales meetings, call (877) 776-8919 (TTY: 711). Van Berg Insurance Services is a licensed and certified representative of a Medicare Advantage [HMO, PPO and PFFS] organization with a Medicare Contract. Enrollment in any plan depends on contract renewal.

Figure 38: Example – The Mercury News (December 2018)

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES

FREE service for residents.
We cannot accept medicines from businesses.

Drop off expired or unwanted medications at a kiosk near you!

WWW.MED-PROJECT.ORG

- 1 Remove personal identifying information.
- 2 Keep original container OR use a sealed plastic bag.
- 3 Safely deposit in the kiosk.

MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk.



Figure 39: Example – Silicon Valley Community News – Almaden Resident (December 2018)

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES

FREE service for residents.
We cannot accept medicines from businesses.

Drop off expired or unwanted medications at a kiosk near you!

WWW.MED-PROJECT.ORG

- 1 Remove personal identifying information.
- 2 Keep original container or use a sealed plastic bag.
- 3 Safely deposit in the kiosk.

MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk.



Figure 40: Example – Silicon Valley Community News – Cambrian Resident (December 2018)

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES

FREE service for residents.
We cannot accept medicines from businesses.

Drop off expired or unwanted medications at a kiosk near you!

WWW.MED-PROJECT.ORG

- 1 Remove personal identifying information.
- 2 Keep original container or use a sealed plastic bag.
- 3 Safely deposit in the kiosk.

MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk.



Figure 41: Example – Silicon Valley Community News –Campbell Reporter (December 2018)

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES

FREE service for residents.
We cannot accept medicines from businesses.

Drop off expired or unwanted medications at a kiosk near you!

WWW.MED-PROJECT.ORG

- 1 Remove personal identifying information.
- 2 Keep original container or use a sealed plastic bag.
- 3 Safely deposit in the kiosk.

MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk.



Figure 42: Example – Silicon Valley Community News – Cupertino Courier (December 2018)

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

SAFELY
DISPOSE OF
UNWANTED & EXPIRED
MEDICINES

FREE service for residents.
We cannot accept medicines from businesses.

Drop off expired or
unwanted medications
at a kiosk near you!

WWW.MED-PROJECT.ORG



1 Remove
personal
identifying
information.



2 Keep original
container
or use a sealed
plastic bag.

3 Safely deposit
in the kiosk.



MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk.

Figure 43: Example – Silicon Valley Community News – Los Gatos Weekly (December 2018)

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

**SAFELY
DISPOSE OF
UNWANTED & EXPIRED
MEDICINES**

FREE service for residents.
We cannot accept medicines from businesses.

**Drop off expired or
unwanted medications
at a kiosk near you!**

WWW.MED-PROJECT.ORG

- 
- 1 Remove personal identifying information.
 - 2 Keep original container or use a sealed plastic bag.
 - 3 Safely deposit in the kiosk.

MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk.



Figure 44: Example – Silicon Valley Community News – Milpitas Post (December 2018)

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES

FREE service for residents.
We cannot accept medicines from businesses.

Drop off expired or unwanted medications at a kiosk near you!

WWW.MED-PROJECT.ORG

- 1 Remove personal identifying information.
- 2 Keep original container or use a sealed plastic bag.
- 3 Safely deposit in the kiosk.

MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk.



Figure 45: Example – Silicon Valley Community News – Rose Garden Resident (December 2018)

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES

FREE service for residents.
We cannot accept medicines from businesses.

Drop off expired or unwanted medications at a kiosk near you!

WWW.MED-PROJECT.ORG

- 1 Remove personal identifying information.
- 2 Keep original container or use a sealed plastic bag.
- 3 Safely deposit in the kiosk.

MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk.



Figure 46: Example – Silicon Valley Community News – Saratoga News (December 2018)

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES

FREE service for residents.
We cannot accept medicines from businesses.

Drop off expired or unwanted medications at a kiosk near you!

WWW.MED-PROJECT.ORG

- 1 Remove personal identifying information.
- 2 Keep original container or use a sealed plastic bag.
- 3 Safely deposit in the kiosk.

MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk.



Figure 47: Example – Silicon Valley Community News – Sunnyvale Sun (December 2018)

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES

FREE service for residents.
We cannot accept medicines from businesses.

Drop off expired or unwanted medications at a kiosk near you!

WWW.MED-PROJECT.ORG

- 1 Remove personal identifying information.
- 2 Keep original container or use a sealed plastic bag.
- 3 Safely deposit in the kiosk.

MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk.



Figure 48: Example – Silicon Valley Community News – The Daily News (December 2018)

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES

FREE service for residents.
We cannot accept medicines from businesses.

Drop off expired or unwanted medications at a kiosk near you!

WWW.MED-PROJECT.ORG

- 1 Remove personal identifying information.
- 2 Keep original container OR use a sealed plastic bag.
- 3 Safely deposit in the kiosk.

MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk.



Figure 49: Example – Silicon Valley Community News – Willow Glen Resident (December 2018)

The Mercury News EAST BAY TIMES Marin Independent Journal

e-Edition
Your News Wherever You Are

Mobile Desktop Tablet

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To create your account today, visit
myaccount.mercurynews.com
myaccount.eastbaytimes.com
myaccount.marini.com

BayArea NewsGroup

MED-Project
Medication Education & Disposal

1-844-MED-PROJECT

SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES

FREE service for residents. We cannot accept medicines from businesses.

Drop off expired or unwanted medications at a kiosk near you!

WWW.MED-PROJECT.ORG

MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk.

Family Favorite Meals

BayArea NewsGroup MEMBERSHIP REWARDS

Family Favorite recipes:

- Sea pleasures
- Luscious lamb dishes
- Mouth-watering poultrys and much more

FREE

Download our FREE eCookbook at

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Log into: myaccount.mercurynews.com or myaccount.eastbaytimes.com then look under the Membership Rewards tab.

BayArea NewsGroup

Relax

We've got your Medicare Insurance covered.

Join us for a free, no-obligation seminar about your Medicare health plan options for 2019!

Red Lobster 2040 Aborn Rd San Jose Tue, 12/04, 10:00am	Red Lobster 5343 Almaden Expwy San Jose Tue, 12/04, 2:00pm	Just Breakfast 2901 Monterey St San Jose Wed, 12/05, 1:00pm
The Original Pancake House 2306 Almaden Rd #150 San Jose Thu, 12/06, 10:00am	Southridge Church 397 Blossom Hill Rd San Jose Mon, 12/03, 10:00am	

Call a licensed sales agent to RSVP or to request an in-home appointment!

(408) 565-8657 (TTY:711)
8:30am - 5:00pm, Mon-Fri

VB Van Berg Insurance Services
CA License #0G30664

By calling the number listed above, your call will be directed to a licensed sales agent. A sales person will be present with information and applications. For accommodation of persons with special needs at sales meetings, call (877) 776-8919 (TTY: 711). Van Berg Insurance Services is a licensed and certified representative of a Medicare Advantage [HMO, PPO and PFFS] organization with a Medicare Contract. Enrollment in any plan depends on contract renewal.

Figure 50: Example – The Mercury News – (December 2018)

TOP PUBLISHERS, 1/21/2019-2/17/2019

AnonyTun - Android (com.anonytun.android)
 Wordscapes - iOS (1207472156)
 Helix Jump - iOS (1345968745)
 Super-Bright LED Flashlight - Android (com.surpax.ledflashlight.panel)
 Color Bump 3D - iOS (1445450568)
mail.yahoo.com
vnextpress.net
 Paper.io 2 - iOS (1423046460)
pof.com
 Homes for Sale, Rent - Real Estate - Android (com.homes.homesdotcom)
 metroZONE - Android (com.mobileposse.client)
 TuneIn Radio - Android (tunein.player)
 Flashlight - Super bright, light up all the way - Android
 Wooden Block Puzzle - iOS (1078160821)
 Helix Jump - Android (com.h8games.helixjump)
 Snake VS Block - iOS (1233739175)
 Sparkling Heart Keyboard Theme - Android
 Paper.io 2 - Android (io.voodoo.paper2)
reddit.com
 Flow Free - iOS (526641427)
 Woody Puzzle - Android (game.puzzle.woodypuzzle)
suggest.com
 Color by Number "New Coloring Book" - Android
 Grass Cut - iOS (1439578719)
 360 Security - Antivirus Boost - Android (com.qihoo.security)
 AnonyTun - Android (com.anonytun.android)

TextNow Classic
 Spanish Translator and Dictionary - SpanishDict - iOS (332510494)
ngoisao.net
 iFunny :) - iOS (429610587)
dailymotion.com
 Latest Hairstyles Step by Step: Long, Short Hair - Android (com.las.hairstyle.step)
 Color Bump 3D - Android (com.colorup.game)
 Billiards City - Android (com.billiards.city.pool.nation.club)
 Snowball.io,ç - iOS (1435899684)
mail.aol.com
 Solitaire Classic Games - iOS (1277486668)
nitrotype.com
 Live 3D Neon Heart Keyboard Theme - Android
 The Weather Channel and weather.com - local forecasts, radar, and storm tracking
 Tank Stars - iOS (1347123739)
twentytwoords.com
 Gaana "Unlimited Bollywood, English, Hindi and Indian Regional music, songs & radio
 Spinrilla - Mixtapes For Free - iOS (642064350)
univision.com
 TENKYU - iOS (1189800250)
 narwhal for reddit - iOS (845422455)
 theScore: Sports & Scores - Android (com.fivemobile.thescore)
 Blood Donation - Android (com.mysoftheaven.blooddonation)
people.com

Static Display Creatives

(Samples of ads for Digital campaigns across all active jurisdictions)

The image displays several static display creatives for MED-Project's medication disposal campaign. The creatives are arranged in a grid-like fashion. The central focus is a large blue ad featuring a disposal bin and the text: "Safely dispose of unwanted medicine. (844) MED-PROJECT med-project.org". To the right, another large blue ad asks "Unwanted or expired medicine? Safely drop it off at a kiosk near you." and includes the phone number "(844) MED-PROJECT" and the website "med-project.org". Below these are several smaller creatives, including one with a disposal bin image and another with a kiosk image. All creatives include the MED-Project logo, the tagline "Medication Education & Disposal", and a "LEARN MORE" button. Some creatives also mention "Free for residents. We cannot accept medicines from businesses."

Figure 51: Example – Digital Campaign (January/February 2019)

MED-Project Cumulative Post, 1/21/2019-2/17/2019

	Date	Air Time	Length
Property : KCBS-AM			
	1/21/2019	12:29:46 AM	:30
	1/21/2019	3:29:08 AM	:30
	1/21/2019	10:11:10 AM	:30
	1/21/2019	11:50:40 AM	:30
	1/21/2019	9:09:08 PM	:30
	1/21/2019	9:54:51 PM	:30
	1/21/2019	10:37:37 PM	:30
	1/22/2019	2:47:45 AM	:30
	1/22/2019	4:39:30 AM	:30
	1/22/2019	10:57:37 AM	:30
	1/22/2019	10:17:25 PM	:30
	1/23/2019	1:47:53 AM	:30
	1/23/2019	1:57:16 PM	:30
	1/23/2019	11:43:14 PM	:30
	1/24/2019	12:47:16 AM	:30
	1/24/2019	10:10:25 PM	:30
	1/24/2019	11:50:11 PM	:30
	1/25/2019	3:27:31 AM	:30
	1/25/2019	3:40:38 PM	:30
	1/25/2019	6:36:02 PM	:30
	1/26/2019	6:12:43 AM	:30
	1/26/2019	7:12:56 AM	:30
	1/26/2019	11:13:07 AM	:30
	1/26/2019	2:39:49 PM	:30
	1/26/2019	3:57:13 PM	:30
	1/26/2019	7:25:32 PM	:30
	1/26/2019	8:29:31 PM	:30
	1/26/2019	10:29:39 PM	:30
	1/26/2019	11:12:05 PM	:30
	1/27/2019	7:47:08 AM	:30

	Date	Air Time	Length
Property : KCBS-AM			
	1/27/2019	9:41:30 AM	:30
	1/27/2019	11:55:05 AM	:30
	1/27/2019	5:43:44 PM	:30
	1/27/2019	6:46:58 PM	:30
	1/27/2019	7:56:05 PM	:30
	1/27/2019	8:29:14 PM	:30
	1/27/2019	10:29:28 PM	:30
	1/27/2019	11:15:15 PM	:30
	1/28/2019	9:55:25 AM	:30
	1/28/2019	10:57:32 AM	:30
	1/28/2019	1:10:45 PM	:30
	1/28/2019	10:29:55 PM	:30
	1/29/2019	4:27:07 AM	:30
	1/29/2019	1:29:51 PM	:30
	1/29/2019	3:13:31 PM	:30
	1/30/2019	10:46:56 AM	:30
	1/30/2019	1:47:44 PM	:30
	1/30/2019	11:47:26 PM	:30
	1/31/2019	12:50:07 AM	:30
	1/31/2019	3:47:24 AM	:30
	1/31/2019	11:44:21 AM	:30
	1/31/2019	10:13:00 PM	:30
	2/1/2019	12:27:36 AM	:30
	2/1/2019	2:39:49 AM	:30
	2/1/2019	6:40:54 AM	:30
	2/1/2019	3:56:09 PM	:30
	2/1/2019	6:09:21 PM	:30
	2/2/2019	1:56:07 AM	:30
	2/2/2019	6:48:18 AM	:30
	2/2/2019	7:37:12 AM	:30

	Date	Air Time	Length
Property : KCBS-AM			
	2/2/2019	8:57:10 AM	:30
	2/2/2019	11:56:25 AM	:30
	2/2/2019	5:29:21 PM	:30
	2/2/2019	8:57:19 PM	:30
	2/2/2019	10:12:59 PM	:30
	2/2/2019	11:41:08 PM	:30
	2/3/2019	3:56:16 AM	:30
	2/3/2019	4:55:46 AM	:30
	2/3/2019	6:25:58 AM	:30
	2/3/2019	9:12:41 AM	:30
	2/3/2019	3:36:17 PM	:30
	2/3/2019	4:36:02 PM	:30
	2/3/2019	5:55:42 PM	:30
	2/3/2019	6:44:16 PM	:30
	2/3/2019	10:17:32 PM	:30
	2/3/2019	11:12:25 PM	:30
	2/4/2019	10:29:57 AM	:30
	2/4/2019	6:56:20 PM	:30
	2/4/2019	9:13:32 PM	:30
	2/4/2019	9:48:01 PM	:30
	2/4/2019	10:55:34 PM	:30
	2/4/2019	11:36:24 PM	:30
	2/5/2019	10:10:49 AM	:30
	2/5/2019	1:13:15 PM	:30
	2/5/2019	9:36:43 PM	:30
	2/5/2019	10:29:28 PM	:30
	2/6/2019	11:17:26 AM	:30
	2/6/2019	2:42:20 PM	:30
	2/6/2019	9:29:53 PM	:30
	2/6/2019	11:47:33 PM	:30

*Nielsen ratings

Figure 52: Example –Radio Campaign (January/February 2019)



Med Project Cumulative Post - 1/22/19-2/17/19

Date	Time	Brk Avg	DP	Program	Src	Len
01/22/19	6:40 AM	Actual	EM	Sign-On/Sign-Off	OV+SD	30
KRON-TV 01/22/19 6:30a-6:45a						
01/22/19	6:56 AM	Actual	EM	Sign-On/Sign-Off	OV+SD	30
KRON-TV 01/22/19 6:45a-7a						
01/22/19	7:23 AM	Actual	EM	Sign-On/Sign-Off	OV+SD	30
KRON-TV 01/22/19 7:15a-7:30a						
01/22/19	7:57 AM	Actual	EM	Sign-On/Sign-Off	OV+SD	30
KRON-TV 01/22/19 7:45a-8a						
01/22/19	8:52 AM	Actual	EM	Sign-On/Sign-Off	OV+SD	30
KRON-TV 01/22/19 8:45a-9a						
01/22/19	9:26 AM	Actual	DT	Sign-On/Sign-Off	OV+SD	30
KRON-TV 01/22/19 9:15a-9:30a						
01/22/19	9:44 AM	Actual	DT	Sign-On/Sign-Off	OV+SD	30
KRON-TV 01/22/19 9:30a-9:45a						
01/22/19	9:58 AM	Actual	DT	Sign-On/Sign-Off	OV+SD	30
KRON-TV 01/22/19 9:45a-10a						
01/22/19	10:23 AM	Actual	DT	M-F 10a-11a	OV+SD	30
KRON-TV 01/22/19 10:15a-10:30a						
01/22/19	10:45 AM	Actual	DT	M-F 10a-11a	OV+SD	30
KRON-TV 01/22/19 10:45a-11a						

Figure 53: Example – Television Campaign (January/February 2019)



KEEP CALM AND ADVERTISE HERE

408-938-1700
ADVERTISING & LEGAL NOTICES INQUIRIES

MED-Project™
Educación y eliminación de medicamentos
1-844-MED-PROJECT

ELIMINACIÓN SEGURA DE MEDICAMENTOS NO DESEADOS Y VENCIDOS

Servicio Gratuito para residentes.
No podemos aceptar medicamentos de empresas. Deseche los medicamentos vencidos o que no necesitan a un contenedor cercano.

MED-PROJECT.ORG

1. Elimine la información de identificación personal.

2. Conserve el medicamento en su envase original o colóquelo en una bolsa de plástico sellada.

3. Dépositelo de manera segura en el contenedor.

MED-Project apoya a un programa de recolección y eliminación de medicamentos. Se invita a los residentes a traer los medicamentos vencidos y que ya no necesitan a los contenedores para su eliminación.





Be Strong, Live Long

Health & Wellness Fair

Friday, May 17, 2019 | 10 am - 1 pm
Fremont Park (1303 Fremont St.)

SHUTTLE SERVICE

BBQ LUNCH

CENTER TOURS

50 EXHIBITS

Sponsored by:



City of Santa Clara
Senior Advisory Commission



KAISER PERMANENTE.
in the community

Santa Clara Senior Center | 1303 Fremont St. | 408-615-3170

Figure 54: Example – El Observador (May 2019)*

* Weekly advertisement ran for 4 weeks

TOP PUBLISHERS, 6/1/2019-7/7/2019

aquapark.io - IOS (1453989822)
 AnonyTun - Android (com.anonytun.android)
 Fun Race 3D - IOS (1462556579)
 Helix Jump - IOS (1345968745)
 Hole.io - IOS (1389111413)
 TextNow - free text + calls - Android (com.enflick.android.TextNow)
mail.yahoo.com
 Run Race 3D - IOS (1456492106)
 Stack Ball 3D - IOS (1456732568)
 Color Bump 3D - IOS (1445450568)
buzzfeed.com
 Malbuch à€ Malen nach Zahlen - IOS (1407852246)
twentytwowords.com
 Pottery - IOS (1451304804)
 Woody Puzzle - IOS (1212951043)
 Crowd City - IOS (1444062497)
 Wordscapes - Android (com.peoplefun.wordcross)
msn.com
history101.com
 à→Sudoku - IOS (366247306)
yummiest.tv
 Word Stacks - IOS (1413942319)
worldlifestyle.com
 LINE WEBTOON - Daily Comics - Android (com.naver.linewebtoon)
 Sudoku - Classic Logic Game - IOS (1193508329)
[theScore](http://thescore.com): Sports & Scores - Android (com.fivemobile.thescore)

Traffic Run! - IOS (1434400630)
 Messenger for Social App - Android (com.fast.messages.social.messenger.free)
HealthFit - Abs Workout with No Equipment Needed - Android
 Block Puzzle Jewel - Android (com.differencetenderwhite.skirt)
metroZONE - Android (com.mobileposse.client)
 Tomb of the Mask - IOS (1057889290)
 Slices - IOS (1263934706)
 Secure VPN - Unlimited Free & Super VPN Proxy - Android (com.sec.free.vpn)
 Bottle Flip 3D! - IOS (1447504309)
 Paint By Number - Free Coloring Book & Puzzle Game - Android
 Mo PTT - IOS (804745434)
 Jetpack Jump - IOS (1462399315)
noneversed.com
icepop.com
pof.com
worldation.com
 Woody Puzzle - Android (game.puzzle.woodypuzzle)
mercurvnews.com
 Train Taxi - IOS (1466292431)
 à→Spider Solitaire - IOS (500962489)
missvusa.com
abc7news.com
 The Weather Channel and weather.com - local forecasts, radar, and storm tracking
dailymotion.com

Static Display Creatives

(Samples of ads for Digital campaigns across all active jurisdictions)

The image displays several static display creatives for the MED-Project Medication Education & Disposal campaign. The creatives are arranged in a grid-like fashion, showing various ad formats including text-based ads, ads with images of disposal kiosks, and ads with the MED-Project logo and contact information. The text in the creatives includes "Safely dispose of unwanted medicine.", "Unwanted or expired medicine? Safely drop it off at a kiosk near you.", and "(844) MED-PROJECT med-project.org". A "LEARN MORE" button is present on each ad.

Figure 55: Example – Digital Campaign (June/July 2019)

MED-Project Cumulative Post, 6/3/2019-7/7/2019

Advertiser	Date	Air Time	Length	Advertiser	Date	Air Time	Length
Channels (Placed): KBLXF				Channels (Placed): KBLXF			
MED-Project	06/03/19 9:34:54 AM		:30	MED-Project	06/15/19 10:16:40 PM		:30
MED-Project	06/03/19 11:18:12 PM		:30	MED-Project	06/15/19 11:48:04 PM		:30
MED-Project	06/03/19 11:52:41 PM		:30	MED-Project	06/16/19 7:18:28 PM		:30
MED-Project	06/03/19 6:34:08 PM		:30	MED-Project	06/16/19 8:52:43 PM		:30
MED-Project	06/03/19 9:20:15 PM		:30	MED-Project	06/16/19 9:50:35 PM		:30
MED-Project	06/03/19 10:16:15 PM		:30	MED-Project	06/16/19 10:48:10 PM		:30
MED-Project	06/03/19 5:14:34 PM		:30	MED-Project	06/16/19 11:17:09 PM		:30
MED-Project	06/04/19 1:49:35 PM		:30	MED-Project	06/16/19 1:15:54 AM		:30
MED-Project	06/04/19 9:20:00 AM		:30	MED-Project	06/16/19 11:49:42 PM		:30
MED-Project	06/04/19 3:42:56 PM		:30	MED-Project	06/17/19 4:50:56 PM		:30
MED-Project	06/04/19 12:16:49 AM		:30	MED-Project	06/17/19 2:15:14 AM		:30
MED-Project	06/04/19 2:47:50 PM		:30	MED-Project	06/17/19 10:16:30 AM		:30
MED-Project	06/05/19 8:48:02 PM		:30	MED-Project	06/17/19 6:52:51 PM		:30
MED-Project	06/05/19 4:46:05 AM		:30	MED-Project	06/17/19 9:49:41 PM		:30
MED-Project	06/05/19 12:47:33 PM		:30	MED-Project	06/18/19 1:44:30 AM		:30
MED-Project	06/05/19 12:18:04 PM		:30	MED-Project	06/18/19 6:37:37 PM		:30
MED-Project	06/06/19 1:17:53 PM		:30	MED-Project	06/18/19 8:52:07 PM		:30
MED-Project	06/06/19 1:13:47 AM		:30	MED-Project	06/18/19 9:58:29 AM		:30
MED-Project	06/06/19 9:55:12 AM		:30	MED-Project	06/18/19 12:15:23 PM		:30
MED-Project	06/06/19 11:47:20 AM		:30	MED-Project	06/18/19 6:55:53 AM		:30
MED-Project	06/06/19 2:15:13 PM		:30	MED-Project	06/18/19 10:43:45 AM		:30
MED-Project	06/07/19 10:16:13 AM		:30	MED-Project	06/19/19 10:46:30 PM		:30
MED-Project	06/07/19 7:48:49 AM		:30	MED-Project	06/19/19 4:14:58 AM		:30
MED-Project	06/07/19 3:16:45 AM		:30	MED-Project	06/20/19 2:14:16 PM		:30
MED-Project	06/07/19 6:34:42 PM		:30	MED-Project	06/20/19 6:19:46 PM		:30
MED-Project	06/07/19 10:57:12 PM		:30	MED-Project	06/20/19 1:43:03 PM		:30
MED-Project	06/08/19 4:22:24 PM		:30	MED-Project	06/20/19 11:18:42 AM		:30
MED-Project	06/08/19 3:48:09 PM		:30	MED-Project	06/20/19 7:44:46 PM		:30
MED-Project	06/08/19 7:53:14 PM		:30	MED-Project	06/20/19 2:15:26 AM		:30
MED-Project	06/08/19 6:51:24 AM		:30	MED-Project	06/22/19 7:48:59 PM		:30
MED-Project	06/08/19 5:49:19 PM		:30	MED-Project	06/22/19 11:46:03 PM		:30
MED-Project	06/09/19 6:17:41 PM		:30	MED-Project	06/22/19 10:43:35 PM		:30
MED-Project	06/09/19 11:16:24 PM		:30	MED-Project	06/22/19 6:49:57 AM		:30
MED-Project	06/09/19 5:20:50 PM		:30	MED-Project	06/22/19 6:18:07 PM		:30
MED-Project	06/09/19 2:15:47 AM		:30	MED-Project	06/22/19 3:18:07 AM		:30
MED-Project	06/09/19 3:46:04 AM		:30	MED-Project	06/22/19 7:50:26 AM		:30
MED-Project	06/10/19 2:13:20 PM		:30	MED-Project	06/23/19 11:48:22 PM		:30
MED-Project	06/10/19 10:47:53 AM		:30	MED-Project	06/23/19 5:20:23 PM		:30
MED-Project	06/10/19 2:46:49 PM		:30	MED-Project	06/23/19 4:46:44 AM		:30
MED-Project	06/10/19 10:43:27 PM		:30	MED-Project	06/23/19 1:17:39 PM		:30
MED-Project	06/10/19 2:45:59 AM		:30	MED-Project	06/23/19 8:21:03 AM		:30
MED-Project	06/10/19 4:18:43 AM		:30	MED-Project	06/23/19 7:20:15 AM		:30
MED-Project	06/10/19 12:44:21 AM		:30	MED-Project	06/23/19 7:43:08 PM		:30
MED-Project	06/10/19 9:19:38 AM		:30	MED-Project	06/23/19 10:49:21 PM		:30
MED-Project	06/11/19 1:19:22 PM		:30	MED-Project	06/24/19 1:15:42 AM		:30
MED-Project	06/11/19 2:15:12 AM		:30	MED-Project	06/24/19 8:20:34 PM		:30
MED-Project	06/11/19 6:30:27 PM		:30	MED-Project	06/24/19 9:00:03 AM		:30
MED-Project	06/11/19 10:48:36 AM		:30	MED-Project	06/25/19 10:20:48 PM		:30
MED-Project	06/11/19 8:17:23 PM		:30	MED-Project	06/25/19 2:46:48 AM		:30
MED-Project	06/12/19 9:49:46 AM		:30	MED-Project	06/26/19 1:14:20 AM		:30
MED-Project	06/12/19 4:47:51 AM		:30	MED-Project	06/26/19 3:17:40 AM		:30
MED-Project	06/12/19 3:20:22 PM		:30	MED-Project	06/27/19 12:41:52 AM		:30
MED-Project	06/12/19 12:20:57 PM		:30	MED-Project	06/27/19 2:49:32 PM		:30
MED-Project	06/12/19 10:50:12 AM		:30	MED-Project	06/28/19 12:45:15 AM		:30
MED-Project	06/13/19 12:47:29 PM		:30	MED-Project	06/28/19 10:16:14 AM		:30
MED-Project	06/13/19 11:21:08 AM		:30	MED-Project	06/28/19 9:16:46 AM		:30
MED-Project	06/13/19 1:48:48 AM		:30	MED-Project	06/29/19 10:48:19 PM		:30
MED-Project	06/13/19 1:49:38 PM		:30	MED-Project	06/29/19 8:19:04 AM		:30
MED-Project	06/14/19 2:18:07 PM		:30	MED-Project	06/29/19 9:52:34 AM		:30
MED-Project	06/14/19 6:18:40 PM		:30	MED-Project	06/29/19 7:15:30 PM		:30
MED-Project	06/14/19 11:18:50 AM		:30	MED-Project	06/29/19 8:48:24 PM		:30
MED-Project	06/14/19 12:50:58 PM		:30	MED-Project	06/29/19 9:21:30 PM		:30
MED-Project	06/15/19 10:48:35 PM		:30				

*Nielsen Ratings

Figure 56: Example – Radio Campaign (June/July 2019)



MED-Project Cumulative Post, 6/3/2019-7/7/2019*

Station	Date	Time	Day of Week	Spot Length
KPIX-TV	7/6/19	1:20 AM	Sa	30
KPIX-TV	7/6/19	1:33 AM	Sa	30
KPIX-TV	7/6/19	1:04 AM	Sa	30
KPIX-TV	6/19/19	2:39 PM	W	30
KPIX-TV	6/30/19	5:58 AM	Su	30
KPIX-TV	6/30/19	1:28 AM	Su	30
KPIX-TV	7/6/19	12:24 AM	Sa	30
KPIX-TV	6/22/19	8:01 PM	Sa	30
KPIX-TV	6/7/19	2:38 PM	F	30
KPIX-TV	6/3/19	2:39 PM	M	30
KPIX-TV	6/10/19	2:40 PM	M	30
KPIX-TV	6/12/19	2:40 PM	W	30
KPIX-TV	6/14/19	2:38 PM	F	30
KPIX-TV	6/17/19	2:40 PM	M	30
KPIX-TV	6/20/19	2:39 PM	Th	30
KPIX-TV	6/7/19	2:58 PM	F	30
KPIX-TV	6/9/19	4:38 PM	Su	30
KPIX-TV	6/10/19	2:59 PM	M	30
KPIX-TV	6/4/19	2:59 PM	Tu	30
KPIX-TV	7/6/19	12:44 AM	Sa	30
KPIX-TV	6/25/19	2:39 PM	Tu	30
KPIX-TV	7/4/19	6:41 AM	Th	30
KPIX-TV	6/5/19	2:37 PM	W	30
KPIX-TV	7/3/19	4:59 AM	W	30
KPIX-TV	6/9/19	6:22 AM	Su	30
KPIX-TV	6/6/19	2:40 PM	Th	30
KPIX-TV	6/16/19	6:27 AM	Su	30
KPIX-TV	6/11/19	2:39 PM	Tu	30
KPIX-TV	6/13/19	2:39 PM	Th	30
KPIX-TV	6/23/19	6:12 AM	Su	30

Station	Date	Time	Day of Week	Spot Length
KPIX-TV	6/18/19	2:39 PM	Tu	30
KPIX-TV	6/7/19	12:19 PM	F	30
KPIX-TV	7/7/19	6:12 AM	Su	30
KPIX-TV	7/1/19	12:26 PM	M	30
KPIX-TV	6/21/19	8:56 AM	F	30
KPIX-TV	7/3/19	4:28 AM	W	30
KPIX-TV	7/4/19	2:07 AM	Th	30
KPIX-TV	6/8/19	3:03 PM	Sa	30
KPIX-TV	6/30/19	2:17 AM	Su	30
KPIX-TV	7/2/19	5:53 AM	Tu	30
KPIX-TV	6/21/19	2:58 PM	F	30
KPIX-TV	6/30/19	6:52 AM	Su	30
KPIX-TV	7/7/19	6:27 AM	Su	30
KPIX-TV	6/9/19	4:58 PM	Su	30
KPIX-TV	6/18/19	12:21 PM	Tu	30
KPIX-TV	7/5/19	12:12 PM	F	30
KPIX-TV	6/19/19	8:14 AM	W	30
KPIX-TV	6/11/19	8:54 AM	Tu	30
KPIX-TV	6/24/19	8:59 AM	M	30
KPIX-TV	6/24/19	8:29 AM	M	30
KPIX-TV	7/3/19	8:21 AM	W	30
KPIX-TV	6/14/19	8:26 AM	F	30
KPIX-TV	6/8/19	12:33 PM	Sa	30
KPIX-TV	7/6/19	11:54 PM	Sa	30
KPIX-TV	6/16/19	6:55 AM	Su	30
KPIX-TV	6/10/19	12:13 PM	M	30
KPIX-TV	6/14/19	8:59 AM	F	30
KPIX-TV	6/17/19	12:27 PM	M	30
KPIX-TV	6/21/19	12:11 PM	F	30
KPIX-TV	6/24/19	12:23 PM	M	30

*Nielsen Ratings

Figure 57: Example – Television Campaign (June/July 2019)

ELECTRIC VEHICLES ARE THE FUTURE



Photo Credit: Unsplash

ESPAÑOL

Ben Jervey and Isa Traverso
Sierra Club

En febrero de 2019, el senador John Barrasso, un republicano de Wyoming que preside el Comité Senatorial de Medio Ambiente y Obras Públicas, presentó un proyecto de ley para poner fin al crédito fiscal federal para vehículos eléctricos enchufables y establecer una nueva "tarifa de usuario de la carretera" anual para todos los vehículos de

combustible alternativo. Barrasso dijo que el programa de VE (Vehículos eléctricos) "suaviza de manera desproporcionada a los compradores ricos".

Barrasso justificó el proyecto de ley con argumentos, muchos engañosos, algunos demostrablemente falsos. Cabe destacar que sus afiliados son los hermanos Koch, los multimillonarios banqueros petroleros que han construido una fortuna

en el transporte y refinación de combustibles fósiles, sin importarles cómo matranan al medio ambiente y la salud de todos.

El proyecto de ley del senador Barrasso es sólo un ejemplo de cómo los hermanos Koch y sus aliados de Big Oil están trabajando para desacelerar la transición del país a los autos eléctricos. Hace varios años, las compañías petroleras comenzaron a ver los VE como una amenaza real para sus negocios.

Gina Cooton-Newfield, Directora de la campaña de transporte limpio para todos del Sierra Club, señala que los VE proporcionan beneficios reales a los estados, ya que su peso menor reduce el desgaste de la carretera y su falta de emisiones de escape mejora la calidad del aire y beneficia la salud pública. Y afirma que para los estados reamente preocupados por perder los ingresos de los impuestos sobre la gasolina a los VE, el aumento de los impuestos estatales a la gasolina en un solo centavo generará más dinero que el aumento de las tarifas de registro para los VE.

David Arkush, Director General del programa climático de Public Citizen comenta: "El mercado de vehículos eléctricos está creciendo extremadamente rápido. Son populares, convenientes y limpios, y cada vez son más baratos que los autos convencionales cuando se toman en cuenta los costos de mantenimiento y los ahorros en combustible".

¿Qué esperas para probar conducir un vehículo eléctrico? Regístrate en crivelectiveweek.org y respírala diferencia.

Basado en el artículo original de Ben Jervey | Revista Sierra

Adaptado al español por Isa Traverso

ENGLISH

In February 2019, Senator John Barrasso, a Wyoming Republican who chairs the Senate Committee on Environment and Public Works, introduced a bill to end the federal tax credit for plug-in electric vehicles and establish a new "user fee of the annual road for all alternative fuel vehicles. Barrasso said the VE (Electric Vehicles) program "disproportionately subsidizes wealthy buyers."

Barrasso justified the bill with arguments, many misleading, some demonstrably false. It should be noted that its affiliates are the Koch brothers: the billionaire petrochemical barons who have built

a fortune in the transportation and refining of fossil fuels, regardless of how they mistreat the environment and the health of all.

Senator Barrasso's bill is just one example of how the Koch brothers and their Big Oil allies are working to slow the country's transition to electric cars. Several years ago, oil companies began to see EVs as a real threat to their businesses.

Gina Cooton-Newfield, Director of the clean transport campaign for all of the Sierra Club, notes that "EVs provide real benefits to the states, since their lower weight reduces road wear and their lack of exhaust emissions improves quality from the air and benefits public

health." And states that for states really concerned about losing revenue from gas taxes to EVs, the increase in state gasoline taxes by a single penny would generate more money than the increase of registration fees for EVs.

David Arkush, General Director of the Public Citizen climate program comments: "The market for electric vehicles is growing extremely fast. They are popular, convenient and clean, and are becoming cheaper than conventional cars when maintenance costs are taken into account and fuel savings."

What are you waiting to try driving an electric vehicle? Sign up at driveelectiveweek.org and breathe the difference.

DOWNTOWN FOR THE SUMMER

SHARE YOUR #DTSJ STORY
sjdowntown.com/summer

PARK SJ Find Your Go-To Spot at ParkSJ.org
Get your parking validated at more than 100 downtown businesses. Or pay \$5 after 8 p.m. and all day on weekends in most ParkSJ garages.

MED-Project™
Educación y eliminación de medicamentos
1-844-MED-PROJECT

ELIMINACIÓN SEGURA DE MEDICAMENTOS NO DESEADOS Y VENCIDOS

Servicio Gratuito para residentes.
No podemos aceptar medicamentos de empresas. Deseche los medicamentos vencidos o que no necesita en un contenedor cercano.

MED-PROJECT.ORG

- 1 Elimine la información de identificación personal.
- 2 Conserve el medicamento en su envase original o colóquelo en una bolsa de plástico sellada.
- 3 Deposítelo de manera segura en el contenedor.

MED-Project es parte de un programa de recolección y eliminación de medicamentos. Se invita a los residentes a traer los medicamentos vencidos y que ya no necesitan a los contenedores para su eliminación.

Figure 58: Example – El Observador (August 2019)*

* Weekly advertisement ran for 4 weeks

Appendix N

Convenience Standard

DISTRICT	NUMBER OF KIOSK SITES	NUMBER OF MAIL-BACK LOCATIONS
1	19	11
2	20	1
3	24	5
4	25	6
5	20	20

Table 13: Convenience Standard Results

Appendix O

Baseline Data Summary

EDUCATION AND PUBLIC OUTREACH	2017-2018	2018-2019
Website page views	26,729	56,459
Contacts with LEA's, pharmacies, etc.	42	38
Media outlets receiving press advisories	0	0
Messages returned by MED-Project⁵	0	0

Table 14: Baseline Data Summary

⁵ During 2017, no messages were left by Residents, resulting in no messages returned. During 2018, the Call Center was transitioned to a staffed 24/7/365 service and since then all calls are answered with no messages left by Residents.