

San Francisco Pharmaceutical Waste Collection Pilot Stakeholder Meeting

August 22, 2011
 SFPUC Room 1155 Market St.
 4th floor Conference Room

Agenda:

- I. Introductions
- II. General Update
 - a. Timeline
 - b. Infrastructure
 - c. Budget
- III. Proposed Metrics
- IV. Communications Plan
- V. Next Steps

General Update:

TIMELINE

When	What	Who
Aug- 2011	Receive bids from Hazardous/Medical Waste Haulers	SFE
	Plan the design of outreach materials	SFE
	Contact generics manufacturers for additional funding	Mayor's Office/SFE
Sep-2011	Finalize collection sites (pharmacies & police stations) and obtain "commitment" letters	SFE
	Choose Hazardous/Medical Waste Hauler and finalize contract	SFE
	Complete regulations and hold public hearing for the Safe Drug Disposal Information Ordinance	SFE
	Complete materials design and web content	SFE/SFPUC
	Plan Press Event	SFE/SFPUC/Mayor's Office
Oct-2011	Finalize measures of success/goals	ALL STAKEHOLDERS
	Hold press event	SFE/SFPUC/Mayor's Office
	Launch the program	ALL STAKEHOLDERS

INFRASTRUCTURE

17 Pharmacies

District	Pharmacy
1	Torgsyn Discount Pharmacy Inc
	Clement Pharmacy
	Joe's Pharmacy
2	Franklin Pharmacy
3	Wellman's Pharmacy (1053 Stockton St.)
	450 Sutter Pharmacy
	Clay Medical Pharmacy
4	Golden Gate Pharmacy
	Ace Pharmacy
5	Post Divisadero Medical Pharmacy
	B&B Pharmacy
	Charlie's Pharmacy
6	ScriptSite Pharmacy
8	MOMS Pharmacy
10	Visitacion Valley Pharmacy
11	Daniels Pharmacy
	Central Drug Store

5 Police Stations

District	Police Station
1	Park Station
	Richmond Station
4	Taraval Station
9	Mission Station
10	Bayview Station

CURRENT BUDGET

Available Budget (1 year)		
Hauler Services	Containers 17 Pharmacies 5 Police Stations \$1,000 each	\$22,000
	Pick-up & Disposal 12 months 2,000 lbs. per month (based on San Mateo) \$1.50 per lb.	\$36,000
Outreach	Media Printed Materials Phone Banking Social Media & Web	\$50,000
Total		\$108,000

18-month Projected Budget		
Hauler Services	Containers 17 Pharmacies 5 Police Stations \$1,000 each	\$22,000
	Pick-up & Disposal 18 months 2,000 lbs. per month (based on San Mateo) \$1.50 per lb.	\$54,000
Outreach	Media Printed Materials Phone Banking Social Media & Web	\$75,000
Total		\$151,000

PROPOSED METRICS:

Objective 1: Poisonings & Drug Abuse Prevention

Example Metric: Obtain data from Police Department and Poison Control and look for decline in number of poisonings/incidences of controlled substance abuse over the course of the program

MORE IDEAS?

Objective 2: Environmental Pollution Prevention

Example Metric: Identify several key compounds. Look for any discernable concentration differences in effluent.

MORE IDEAS?

Objective 3: Convenience for the Public

Example Metric: Volume/weight collected through this program in comparison to previous programs. Public awareness of the program.

MORE IDEAS?

COMMUNICATIONS PLAN:

Medicine Take-Back Pilot Outreach

Objective

To inform SF residents of and encourage participation in a new program to collect unwanted medicines at several locations. Program begins October 2011.

Program Details

Meds will be collected at 17 pharmacies and 5 SFPD sites. Materials will state "controlled substances must be delivered to an SFPD collection center." Bins there will direct participants to take controlled substances to the counter.

Partners

CCSE: SFE, Supervisor Mirkarimi, Mayor's office, SFPD, SFPUC

Funders: PhRMA (phrma.org), Genentech (genentech.org)

Year 1 Budget: \$50,000

Media

Op Ed: Written by SFE. Author TBD.

Press Release: Need to discuss source (Supervisor's Office, Mayor's Office, other)

Press Event: Date and organizer TBD. Attendees: partners and participating pharmacies.

Printed Materials (Partner logos to include on printed materials TBD)



Poster: Develop and distribute poster for all take-back locations, other point of purchase sites, and other target locations (listed below).

Postcard: Develop and distribute a small postcard or other printed piece to target locations (listed below).

Target Locations:

- Senior's organizations/centers
- Medical care providers: doctors, vets, City and private clinics, hospitals, hospice providers, etc.
- Community events: SFE and partner tabling events
- Other City agencies: 311, Supervisors, DPH, SFPD, SFFD, DAAS

Direct Mail: Recology & SFPUC bill inserts and newsletters

Other: SFPUC 2012 SFPUC Calendar

Phone banking

Incorporate messaging into SFE Environment Now script

Social Media and Web

Social Media: Facebook, Twitter, e-newsletters, other

Web: Update SFE & PUC web content with program details

Cross-promote via partners, baywise.org and earth911.org

Drug Disposal Information Ordinance Timeline	
When	What
June 30-December 1, 2011	The DOE shall develop and conduct an "education and assistance program" for businesses – shall contact the businesses, and assist them with meeting the requirements
ASAP	Design a poster for pharmacies
ASAP	Write Draft Regulations
September 12, 2011	Post Notice of a public hearing
preferred date: September 22, 2011	DOE shall hold a public hearing
October 1, 2011	The DOE shall issue regulations specifying the contents and format for the display materials
December 1, 2011	Any business selling prescription drugs to the public shall post display materials approved by the public explaining how members of the public may safely and lawfully dispose of unused prescription drugs. English, Spanish, and Chinese / legible and easily readable by the average person / posted on the premise in a visible location, adjacent to the area where prescription drugs are dispensed
December 1, 2011	The City Administrator shall issue a written warning to any person he or she determines is violating the provisions of this Chapter or any regulation under this chapter; 30 days after a written warning the City Administrator may impose administrative fines – \$100, \$250, \$500 for each violation within 12 months, and each week after constitutes a separate violation