

Pegasus Health and Canterbury Community Pharmacy Group (CCPG)

Read, Remove, Return: Return of Unwanted Medication Campaign Toolkit 2023

Pegasus Health is a charitable organisation which supports primary health in Canterbury. Our purpose is that *'all people in Canterbury lead healthy lives'* and our role is *'together making Canterbury the best place to receive and provide primary care'*.

Pegasus Health has partnered with CCPG to develop Return Unwanted Medications Campaign ahead of World Pharmacists' Day.



Objectives:

1. To raise awareness of the dangers and risks of having expired or improperly stored medication in your home.
2. To encourage people to safely dispose of their medications by returning them to pharmacies.

Key Messages

1. Read the labels on your medicines, checking the expiry dates. Remove and return unwanted medicines to a pharmacy.
2. Storing unwanted medicines poses a risk, as they can easily end up in the hands of young children and cause confusion among elderly patients
3. Flushing unwanted medicines down the toilet or in the sink harms our waterways. Return them to a pharmacy
4. The safest way to dispose wanted medicines is to take them to a pharmacy.
5. Pharmacists properly dispose of medicines to prevent harm to people and planet

Campaign:

Read, Remove, Return: Return of Unwanted Medication

The following items are provided to assist the 'Read, Remove, Return: Return of Unwanted Medication' campaign. Please feel free to use these resources in your community.

Our pack includes:

- Social media tiles and suggested messaging
- Posters
- Screensaver
- Email signatures



Social Media

Below is a guide on how to share the campaign on your channels. Make sure to use the hashtag **#readremovereturn** and **#safedisposal** when you post so we can see the action and others can follow the conversation.



Action Messaging 1

Happy World Pharmacy Day! Today is a great opportunity to remind ourselves of the important role our friendly local pharmacists play in keeping us healthy and safe. Did you know that storing unwanted medicines in our homes can be risky, especially with curious kids and our wise elders around? By returning unwanted medications to your nearby pharmacy, you're taking an important step in securing a happy, healthy home for your whānau. Let's celebrate World Pharmacy Day by spreading the word about safe medication storage and disposal. #readremovereturn #safedisposal

Action Messaging 2

Wondering how to safely dispose your unused meds? Drop them off at your local pharmacy! They're equipped to handle proper disposal and ensure unwanted medicines don't end up in the wrong hands. #readremovereturn #safedisposal

Action Messaging 3

Did you know that flushing unwanted medicines can harm our environment? But don't worry, there's a simple solution: bring them to your local pharmacy! Our community pharmacists are equipped to handle proper disposal and do their part in keeping our planet safe. #readremovereturn #safedisposal

Action Messaging 4

Don't let expired medicines hang around! Check those labels and return any unwanted medicines to your friendly local pharmacy. Together, we can keep our homes safe! #readremovereturn #safedisposal

Posters, Screensavers and Email Signatures

Please print and place the posters in your community spaces and use the email signatures to help get the message out. Use the screensavers as a reminder to continuously engage with the community around this campaign and remind them to return their unwanted medicines.