



Campaign Talking Points

What?

- Starts with One is a statewide campaign developed to prevent opioid misuse before it starts and raise awareness about how and where to safely dispose of unwanted, unused or expired opioids — and the importance of removing prescription opioid medications from homes.
 - Opioids are a type of pain medication that can be highly addictive. Examples are oxycodone (OxyContin®), hydrocodone (Vicodin®), codeine, morphine, and others.¹
 - The illegal drug heroin is also an opioid.
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Why?

Protect loved ones

- Opioids are now one of the leading causes of injury-related deaths in Washington State. More people die from overdose than from car crashes.²
- 75 percent of opioid misuse starts with people using medication that wasn't prescribed for them — usually taken from a friend or family member.³
- Between 2012 and 2016, more than 3,300 lives in Washington were lost to overdose from opioids.²
- Promptly removing leftover opioid prescriptions from your home and safely disposing of your medications at a dropbox kiosk helps prevent misuse by a friend, family member or other home visitor and reduces the risk of deadly overdose.

Protect the environment

- Safe disposal not only helps prevent misuse and overdose deaths, it's also important for the health of our environment.
 - Scientists have found medicines in Pacific Northwest water and soils.⁴ Even at low levels, these medicines can harm the health of wildlife and drinking water.
 - Drop box kiosks or mail-back envelopes are the only environmentally safe way to dispose of old or unused opioid medications.
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How/Where?

- There are a few ways to safely dispose of opioids:
 1. Drop them at a permanent take back location.
 - o Attend a National Prescription Drug Take Back Day in your community.
 2. Now, drop box kiosks are also conveniently located at retail pharmacies, police stations, health centers and other community sites year-round.
 3. You can request a free medication return envelope online at MED-Project.org and safely mail back your leftover medications.
 - DEA National Prescription Drug Take Back Day events are held every year in April and October, in communities across the state.
 - o All prescription medications are accepted during Prescription Drug Take Back Day events.
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Call to Action

- Go to MED-Project.org to find:
 - o A drop box location near you or to order a free mail back envelope.

¹ National Institute on Drug Abuse

² Washington State Department of Health

³ Substance Abuse and Mental Health Services Administration

⁴ Washington State Department of Ecology