***PITCH EMAIL***

**SUBJECT: Take back event provides a convenient and easy way to safely dispose of prescription drugs**

Hi [Reporter Name],

In Washington state and in [County Name], we continue to have an opioid epidemic that has been compounded by the pandemic. Recent data shows that substance misuse, including opioid misuse, is on the rise.

Nearly half of people misusing pain relievers, including prescription opioids, get them from a friend or family member. Simple steps, like safely disposing of medications, can help prevent misuse.

This is why [Coalition Name + Partners or Organization] is holding a prescription drug take back event in our community. Over 311,000 lbs of medication has been safely disposed of at Take Back Day sites since 2016, reducing access to expired, unused, or unwanted medication.

The take back event is on Saturday, April 22 from 10-2pm at [Location]. Will you help us spread the word?

I can set you up with interviews with experts. At the event you can gather b-roll or take photos. Below my signature is the full press release.

Please let me know if you are interested. Thank you.

Best,

[Name of Sender]

***PRESS RELEASE***

**FOR IMMEDIATE RELEASE: 04/XX/23**

**Name**

**Coalition Name**

**Phone**

**Email**

**[County Name] Residents Can Dispose of Prescription Drugs at Take-Back Event**

 *[Coalition Name] hosts event to help prevent opioid misuse in community*

**[City], WA:** [Coalition Name] will be hosting a prescription drug take-back event on April 22, from 10 am to 2pm, at [Location & Address]. This event is for the public to dispose of unused or expired prescription medication in a safe and easy way. Prescription and over-the-counter medications will be accepted. Medications can remain in their original containers and labels do not need to be removed. Medications not in their original containers will be accepted too.

Last year, Washington residents returned 16,565 lbs of medication on National Take Back Days. Over 311,000 lbs of medication has been safely disposed of at Take Back Day sites since 2016, reducing access to expired, unused, or unwanted medication.

This take-back event supports a campaign from the Washington State Health Care Authority, called *Starts with One.* This campaign informs and educates young adults, their parents, and older adults about the dangers of prescription drug misuse and the importance of safe storage, and disposal of prescription opioids. Simple steps, like safely disposing of medications, can stop them from being misused.

Participating in these take-back events is one thing that individuals can do to help address the opioid epidemic and protect their loved ones.

**###**

**About the [Coalition Name]:**

[Short paragraph about coalition.]

**For more information about the HCA *Starts with One* campaign, visit** [**www.getthefactsrx.com**](http://www.getthefactsrx.com)**.**