



FOR IMMEDIATE RELEASE

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**A New Tool to Help with an Old Problem for Los Angeles County,
MyOldMedsLA.com Teaches About Medication and Sharps Disposal**

***Residents Urged to Drop-Off Expired and Unwanted Medications
This Saturday, Oct. 22, During National Prescription Drug Take-Back Day***

LOS ANGELES – As part of a new campaign to ensure the safe and secure disposal of expired and unwanted prescription and over-the-counter (OTC) medications, as well as used medical sharps, Los Angeles County residents are being encouraged to participate in the U.S. Drug Enforcement Administration's (DEA) "National Prescription Drug Take-Back Day" this Saturday, Oct. 22.

The announcement officially kicks off the launch of a new public education campaign and website – MyOldMedsLA.com – that provides comprehensive information about how and where to dispose of prescription and OTC medications as well as medical sharps in Los Angeles County. The website includes information about community disposal options for medications and medical sharps, including permanent collection kiosks and centers, as well as special weekend and day-long collection events. The MyOldMedsLA.com website is the central feature of a new multimedia, multilingual education and outreach campaign that is designed to further educate Los Angeles County communities across five supervisorial districts and unincorporated areas. The website also offers simple tips on the safe use, handling and storage of prescription and nonprescription or over-the-counter medicines and medical sharps.

"The public can dispose of their unused, unwanted prescription medications at one of 4,700 collection sites nationwide, operated by 3,800 local law enforcement agencies and other community partners," according to a statement from the DEA, "(and) the service is free of charge, no questions asked." In Los Angeles County alone, residents have over 100 drop-off options for safe disposal of medications or medical sharps throughout the year. Disposal locations can be found at MyOldMedsLA.com.

In a recent survey of Los Angeles County residents, nearly four-in-five (78 percent) said they have expired or unused medications in their homes and 16 percent have medical sharps. The survey also showed that 76 percent of survey participants do not know or are unsure where to drop off expired or unwanted medicines, and nearly half of respondents (50 percent) do not know or are unaware of where to drop-off sharps.

“Through this informative campaign, we anticipate reaching a large percentage of Los Angeles County residents who need a simple answer to a sometimes challenging question about how and where they can they safely and securely drop-off old medications or sharps,” said Renee Fraser, PhD, CEO of Fraser Communications, the Los Angeles-based marketing firm that is working with industry organizations to execute the public education and media outreach program. “Fraser works on many health-related outreach campaigns, and we know how important it is to get this message out. Our goal is to make sure the website – MyOldMedsLA.com – becomes the go-to resource for the public.”

MyOldMedsLA.com is public awareness campaign sponsored by Pharmaceutical Research and Manufacturers of America (PhRMA), Generic Pharmaceutical Association (GPhA), Consumer Healthcare Products Association (CHPA), Advanced Medical Technology Association (AdvaMed) and Biotechnology Innovation Organization (BIO). Visit www.MyOldMedsLA.com for more information.

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