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meyer
teen
institute**

PROJECT SAFE RX ACTION GUIDE



A PROGRAM OF PARTNERS IN PREVENTION

PROJECT SAFE RX

The Project Safe Rx Campaign is an initiative to promote safe medication practices in an effort to prevent the misuse of prescription drugs. This pack will include sample print materials, a sample letter to prescription drug providers, and a sample phone script with talking points for you to use.

With this guide you will be able to put together a campaign with the help of LMTI and lead your Action Group through some critical thinking about the impact of prescription medications community.

TARGET AREA(S):

- ☐
- Prescription Medication

MATERIALS NEEDED:

- ☐ Flyers
 ☐ Group Info Sheet
 ☐ Please Don't Risk It Ad
 ☐ Press Release
 ☐ Resource Sheet

TARGET AUDIENCE:

- TARGET AUDIENCE:**
- | | |
|----------------------------------|--|
| <input type="checkbox"/> Adults | <input type="checkbox"/> Community Members |
| <input type="checkbox"/> Parents | <input type="checkbox"/> Other |

STRATEGY/STRATEGIES:

- #### □ Providing Information

GREAT FOR:

- ☐ Alcohol Awareness Month (Apr.)
- ☐ National Drug & Alcohol Fact Week (Jan.)
- ☐ Red Ribbon Week (Oct.)
- ☐ Holidays associated with drinking

INSTRUCTIONS

1. RECRUIT. Recruit volunteers and have them turn in permission slips if necessary. You may want to find out from your school administration if you need photo release forms to be filled out in the event that you decide to share the photos on social media or give them to a newspaper with a press release.

If you need to recruit more students some way to do so are by posting on social media, handing out flyers, making school announcements, and spreading the information by word of mouth.

2. REACH OUT. Contact the local municipal alliance or DFC coalition and inform them about the Project Safe Rx campaign. They may be interested in partnering with you for this project or may have information/materials that you may need.

3. IDENTIFY. Make a list of all of the liquor stores and their contact information in your community.

(if you're having trouble finding a list, you can search using phone books, Google maps, and NJ consumer affairs)

NAME

PHONE

ADDRESS

INSTRUCTIONS

4. CONTACT. Contact the local pharmacies, doctors, dentists, and other prescription drug providers and inform them about the Project Safe Rx campaign.

On the next few pages you will find an example of a letter than you can use along with information about the Sticker Shock program and a Participation form for liquor stores. You may download these exact materials from the LMTI Prevention Portal or recreate them.

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5. SECURE PARENTAL PERMISSION FOR YOUTH PARTICIPATION. We have created a template to get parental permission for members of your Action Group to participate in this event. These forms will help protect your members, school, and Action Group and allow you to use photos from the event.

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6. INVITE THE MASSES. Once you have settled the dates with the stores, invite your local elected officials, the local newspaper, and other community leaders to attend the event. Their presence could help spread your mission and gain some attention for the project. Also make sure to send out the Press Release to the media, a template will be provided.

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7. HOLD THE EVENT. It is time to implement the project you have spend all this time carefully planning! Take photos!

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8. EVALUATE/DEBRIEF YOUR EVENT. Once you have completed the event it is important to evaluate and debrief the process.

Debrief Questions:

- How many people do you think were impacted as a result of this project? (How many stickers displayed?)
- Did any stores refuse to participate? What reasons did they give for not participating? After successfully implementing this project with other stores, what can we do to get the other vendors on board with participating next time?
- What were some positive outcomes/results from this project?
- What was your favorite part of this project?
- What can we change next time to make this even more successful?
- What are other ways we can partner with these stores again in the future?

ACTION PLAN

COMPLETED	TASK	WHO?	BY WHEN?	MATERIALS NEEDED
<input type="checkbox"/>	If applicable, contact your local municipal alliance or DFC Coalition to partner with them.			
<input type="checkbox"/>	Compile contact info of pharmacies, doctors, dentists, and other Rx drug prescribers in your community.			
<input type="checkbox"/>	Select doctors and pharmacies you would reach out to for the project.			
<input type="checkbox"/>	Update the intro letter with info about your group.			
<input type="checkbox"/>	Print/Secure posters and informational booklets to put in packets.			
<input type="checkbox"/>	Identify local drop boxes in your area using rxdrugdropbox.org.			
<input type="checkbox"/>	Write locations of local drop boxes on the back of the trifold informational brochure.			
<input type="checkbox"/>	Create folder packets. Be sure to put all info inside including the intro letter with how they can contact you for more resources.			
<input type="checkbox"/>	Determine when you would like to implement this project and pick three different dates that work for your group & then vote.			
<input type="checkbox"/>	Call the pharmacies and doctors that you plan on visiting and let them know the date and time.			
<input type="checkbox"/>	Secure transportation to and from event.			
<input type="checkbox"/>	Secure parental permission for youth participation.			

ACTION PLAN

<input type="checkbox"/>	If applicable, invite government officials and other community and other community leaders to go out with you.			
<input type="checkbox"/>	Designate someone to take photos during the event.			
<input type="checkbox"/>	Call the contact at the pharmacy/office the day before the even to confirm the meeting time, etc.			
<input type="checkbox"/>	Implement the event!			
<input type="checkbox"/>	If applicable, revise and send sample press release.			
<input type="checkbox"/>	Debrief the event with questions from the evaluation section of this manual.			
<input type="checkbox"/>	Report this event Online in the action group reports. Be sure to send pictures of the event and include how many stickers you displayed.			
<input type="checkbox"/>	Celebrate your success!			

NOTES

