

OPIATE AWARENESS INSTITUTE



AWARENESS THROUGH COMMUNITY ENGAGEMENT

KEEP IT IN THE BOTTLE

summary

THIS DOCUMENT AUTHORIZED BY:
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PROJECT SUMMARY

OAI's "Keep It In The Bottle" project is a community awareness project to inform citizens about the necessity to keep prescription medications in their original bottle. Although many citizens put pills in various containers for convenience, this has led to a multitude of problems from mis-identified medications to arrest for illegal possession of narcotics. OAI activists will distribute this community service message through a variety of mediums.

OAI's community engagement programs have been extremely effective method to raise awareness, as well as provide education and direction for our participating youth. This message is further propagated to all those the youth come in contact with. Participation in OAI's "Keep It In The Bottle" project is a guaranteed win-win for all citizens of our great state, and the program very well may achieve a level of recognition higher than it's goal.

The primary goal of all OAI's programs are to provide critical information to our youth and citizens about the extreme dangers associated with abusing opiate based prescription pain medications. As declared by the CDC in Atlanta, opiate abuse among teens has surpassed "epidemic" levels and a result of "addiction by ignorance", that can only be resolved by dramatically increasing awareness and truth.

Unfortunately, many first-time teen and youthful abusers are easily manipulated with misinformation because of boredom and lack of direction in their lives. To combat this, another important goal in all of OAI's programs is providing the resources and training to many exciting, educational, and important projects designed to improve our community and environment, giving our youths paths and options other than drugs to pursue their adventures.

The "Keep It In The Bottle" awareness program's specific goal is to help the public understand the importance and significance of keeping prescription medications in the bottle, or with the printed prescription that they were issued by the pharmacy. Additionally, our programs encourage drug handling and storage safety.

OAI teen activists will conduct surveys during the awareness program to determine the extent of the public's ignorance as to the law involving carrying prescription medications in public. This data will be available to the public domain. Additionally, OAI compiles complex demographic data from multiple data-streams for analysis. These data-streams help determine the extents, progress, and futures of opiate based substance abuse in Florida.

"KEEP IT IN THE BOTTLE" BACKGROUND SUMMARY

Many of Florida's citizens, especially the elderly, have been transporting their personal prescriptions in various containers, while leaving the bulk of their medicines at home. Many of these containers help them remember if they have taken their medication or not. Some people have a multitude of medications they need each day, and carrying the original bottles just doesn't make much sense to them. After all who wants to carry 90 Oxycontin around and be a target for robbery by a opiate addict?

But the law is the law, and carrying prescription medications in containers without the prescription attached is illegal, and could result in trafficking charges. There are many personal dangers associated with improperly labeled medications as well. After all, awareness is everyone's responsibility. Although the argument for carrying only what is needed for the day is a good one, the objection to the argument is a better one.

There are options that each person can employ that will alleviate the personal inconvenience of carrying the entire bottle, and multiple prescriptions. OAI , it's activists, and teens recruited from Florida's schools will spearhead this campaign to inform our citizens of critical information for their health and safety, while OAI's staff coordinate an effort with all Florida's pharmacies to provide ongoing awareness and safe and secure alternatives for the public.

OPERATIONS SUMMARY

OAI will print and distribute a simple, high-quality postcard explaining the law regarding carrying prescription medications in public, along with some viable alternatives. The postcard will also outline some basic safety tips for handling and securing prescription medications in and out of the home.

OAI activists will distribute the postcard to all available pharmacies, hospital ER's, and walk in clinics, as well as to the general public. OAI will issue press releases to media outlets for public service messaging.

OAI will produce two public service messages for television. These 15 and 30 second audio/video messages will be aired as funding and co-op services are available. OAI's student audio-visual production team will produce the service messages without cost, and as a learning project under OAI's educational program.

Executive and management staff at Opiate Awareness Institute will address the corporate staff at the largest pharmaceutical retailers to establish an ongoing awareness program, in addition to reasonable alternatives to carrying entire prescriptions out of the home. Alternative labels, stickers, prescription-ID cards, or other options will be discussed in an effort to establish a standard without requiring legislation.

BUDGET SUMMARY

Per 100,000

Phase I (student-teen awareness campaign participation) 12 Weeks

Postcard Printing per 100,000	\$ 2,900
Student Distribution Expenses	\$ 3,850
Distribution Teams Organization	\$ 2,800
Shipping Expenses	\$ 3,350
Transportation Expenses	\$ 2,500

Total	\$ 15,400

Phase II (resupply as needed to locations direct) to Dec. 31, 2015

Postcard Printing per 100,000	\$ 2,900
Shipping Expenses	\$ 4,650
Transportation Expenses	\$ 900

Total	\$ 8,450

Phase I budgetary estimates based per 25 school-teen distribution teams delivering 2,000 postcards to 10 locations per week. Each location will receive 200 postcards. The distribution will continue for 12 weeks, totaling 600,000 postcards distributed, while establishing a contact point for each delivered retail location or outlet for reordering and direct distribution in Phase II.

Phase II budgetary estimates based on point-to-point resupply direct to distribution centers and/or retailers or other outlets, as needed.

PROGRAM SUMMARY

OAI's "Keep It In The Bottle" project is just one of the many community engagement programs we employ to help spread critical information about the dangers of abusing prescription medications. Our exciting and challenging activities serve as a vehicle to bring this message to the public, while being of service to our communities.

We've derived through experience that by engaging teens with exciting activities that "make a difference" brings out the very best in them. They are eager to learn and happy to share what they've learned with others. The "Keep It In The Bottle" project is another awesome project that many teens will excitedly take part in, while learning important health information. These teens set an example to others about being of service to their community. As Americans, we need to support their efforts as much as possible.

The "Keep It In The Bottle" project will benefit most citizens of Florida. This hardly thought about fact can easily lead to an unexpected arrest for possession of a controlled substance, or even trafficking of narcotics because someone put a few pain pills in her purse so she didn't have to carry the entire bottle. There are many other safety issues associated with separating pills from their original containers. OAI and its members want to help spread this important message of awareness.

Together, we can make our communities better and safer. Support OAI and the "Keep It In The Bottle" project.

EXAMPLE POSTCARD (front)

DID YOU KNOW..?

Transporting prescription medications in a container without a valid and current printed pharmacy label is illegal and you can be charged with Possession of a Controlled Substance, or even Trafficking.

Avoid a costly mistake... ALWAYS carry your printed pharmacy label with your prescriptions or "keep It In The Bottle". Many pills look alike and are easily confused. Don't break the law, keep yourself and your family safe.

Many first time teen drug abusers get their drugs from the medicine cabinet at home.

keep your children healthy... secure medications where they cannot be used for abuse.

   

Opiate Awareness Institute www.opiateawareness.org

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ORGANIZATION INFORMATION

<i>Opiate Awareness Institute</i>	Established 2011
<i>Current IRS Classification</i>	501(c)3 Public Charity
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<i>Current Supporters</i>	Tampa Tribune, TBO.com Walmart Stores Clearwater Marine Aquarium Panera Bread Florida Panthers Tampa Bay Rays Walt Disney World Many Private Florida Foundations

This document was authorized by Opiate Awareness Institute on January 15th, 2015, by Ron D. Hayward, President.