Board Policy: EL-7 Communication and Support to the Board
The BAOs shall inform and support the Board in its work.

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Letter from Jason Holder, Holder Law Group, to the Board, dated 09/29/17, regarding a Notice of Intent to file lawsuit under CEQA (C-17-0370).

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Email from Swanee Edwards to Chair Varela, dated 09/29/17, regarding the Water Education Program (C-17-0371).

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Email from Swanee Edwards to Chair Varela, dated 10/04/17, regarding the California WaterFix and the District’s Water Education Program (C-17-0374).

90
Email from Michele King, Clerk, to the Board, dated 10/06/17, regarding multiple emails received expressing opposition to the California WaterFix/Delta Tunnels (C-17-0375).

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Email from Swanee Edwards to the Board, dated 10/05/17, regarding his tour of Sargent Ranch (C-17-0376).

109
Email from William Rosen to Chair Varela, dated 10/05/17, regarding his election to the ACWA Region 5 Board (C-17-0377).

110
Email from Lisa Giefer & Mark Lee to Director Hsueh, dated 10/05/17, regarding a San Jose Water Company water holding tank (C-17-0378).
OUTGOING BOARD CORRESPONDENCE

112  Reply email from Director Kremen to Stephen Monismith, Stanford University, dated 09/29/17, regarding the cost of WaterFix (C-17-0344).

113  Reply email from Director Keegan to Chris Campbell, dated 09/29/17, regarding the Toilet Rebate Program and defective toilets (C-17-0350).

114  Reply email from Chair Varela to Swanee Edwards, dated 10/04/17, regarding the Water Education Program and Capital Improvement Program (C-17-0371).

115  Reply email from Director Estremera to Luis Ortiz, former District employee, dated 10/04/17, regarding political support for Puerto Rico in the aftermath of Hurricane Maria (C-17-0348).

Board correspondence has been removed from the online posting of the Non-Agenda to protect personal contact information. Lengthy reports/attachments may also be removed due to file size limitations. Copies of board correspondence and/or reports/attachments are available by submitting a public records request to publicrecords@valleywater.org.
To: Board of Directors
From: Norma J. Camacho, Interim CEO

Chief Executive Officer Bulletin
Week of September 29 – October 5, 2017

Board Executive Limitation Policy EL-7:
The Board Appointed Officers shall inform and support the Board in its work. Further, a BAO shall 1) inform the Board of relevant trends, anticipated adverse media coverage, or material external and internal changes, particularly changes in the assumptions upon which any Board policy has previously been established and 2) report in a timely manner an actual or anticipated noncompliance with any policy of the Board.

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Water Utility Operational Constraints From Pipeline Rehabilitation Projects

From October 6, 2017, through March 16, 2018, the water district will be carrying out extensive pipeline inspection and rehabilitation work for the Pacheco Conduit and Almaden Valley Pipeline.

The work will include performing a condition assessment for the two critical raw water delivery pipelines, repairing pipe segments, replacing appurtenances, and installing an acoustic fiber optic cable along the pipeline to collect on-going performance data and help mitigate potential catastrophic pre-stressed concrete cylinder pipe failures in the future.

Raw water deliveries to the Penitencia and Rinconada Water Treatment Plants will be limited to the South Bay Aqueduct from October 27, 2017, to March 16, 2018. If an outage were to occur on the South Bay Aqueduct during this period, the Penitencia and Rinconada plants will go offline until the aqueduct is back in service.

Phase 1 of the Almaden Valley Pipeline Rehabilitation Project will result in no raw water deliveries to the Santa Teresa Water Treatment Plant and therefore a complete plant shutdown from October 27, 2017, to February 2, 2018. Raw water deliveries to the Santa Teresa Water Treatment Plant will resume during Phase 2 of the Almaden Valley Pipeline Rehabilitation Project (February 2, 2018 to March 16, 2018), and will be from either San Luis or Anderson Reservoir.

To meet peak retailer demands while the Santa Teresa plant is offline, the joint San Francisco Public Utilities Commission – Santa Clara Valley Water District Intertie (Intertie) will be in operation.
supplementing Penitencia production during Phase 1 of the Almaden Valley Pipeline Rehabilitation Project. The Intertie will also be on standby status ready for operation should an emergency arise during the five-and-a-half-month period.

The Campbell Well Field, which can supply up to four million gallons a day of groundwater into the Campbell Distributary, will be on standby status as well should an emergency arise.

The water district is working closely with water retailers to coordinate water deliveries. Some customers in northern Santa Clara County may experience changes in water characteristics from alternate water supplies.

For further information, please contact Angela Cheung at (408) 630-2735 or Kurt Arends at (408) 630-2284.

District to issue Request for Proposal to solicit potential buyer of energy generated by Anderson Hydroelectric Facility

This is to update the board on the transition plan for the water district's Anderson Hydroelectric Facility (Facility) to prepare for the expiration of the existing power purchase agreement (PPA) with PG&E, a 30-year agreement expiring in November 2018.

Following the Climate Change Mitigation Update during the the board’s meeting on June 13, 2017, the board recommended that the water district evaluate the option to sell power generated by the Facility to a local community choice aggregation (CCA), such as Silicon Valley Clean Energy (SVCE), instead of PG&E.

After receiving preliminary interest from SVCE, the water district is working with the Power and Water Resources Pooling Authority (PWRPA), a Joint Powers Authority that includes experts from the power purchase industry, to prepare a Request for Proposal (RFP) to solicit interested parties that may benefit from purchasing the carbon-free electricity generated by the Facility, including SVCE and the newly developed San Jose Clean Energy (SJCE).

The RFP will help establish fair market value for the sale of power generated by the Facility in compliance with the California Constitution, Article XVI, Section 6. The RFP is scheduled to be issued in October 2017.

For further information, please contact Kurt Arends at (408) 630-2284.

Safe, Clean Water Grant Project Completion: California Product Stewardship Council completes the Secure Pharmaceutical Collection Bin Expansion Project

California Product Stewardship Council (CPSC) received a $206,417.07 Safe, Clean Water and Natural Flood Protection grant for a project to increase the availability of secure medication collection bins for Santa Clara County residents.

CPSC, in partnership with the County of Santa Clara and City of San José, installed prescription medication collection bins throughout Santa Clara County to help prevent pharmaceuticals from being flushed down the toilet and making their way into our streams, harming water quality and wildlife.
This project is part of CPSC’s award-winning “Don’t Rush to Flush” campaign.

The project began on August 1, 2014, and was completed on June 30, 2017.

Key numbers:

• 29 new medication collection bins placed in Santa Clara County, hosted by pharmacies, law enforcement, fire stations, and medical centers

• 8,929 pounds of unwanted medications collected through the new grant project bins and safely disposed

The public now has more information about how to properly dispose of medications and more locations in which to do so.

The grantee’s final report on the completed project is included in the board’s October 6, 2017, Non-Agenda package.

For further information, please contact Rick Callender at (408) 630-2017.
BOARD MEMBER REQUESTS & INFORMATIONAL ITEMS
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<tr>
<th>Request</th>
<th>Completed Date</th>
<th>Meeting Date</th>
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<tr>
<td>R-17-0030</td>
<td>Pending</td>
<td>09/12/17</td>
<td>Kremen</td>
<td>Fiedler</td>
<td>Arends</td>
<td>STAFF TO COME BACK TO THE BOARD ON COSTS REQUIRED TO STORE EMERGENCY BACKUP EQUIPMENT AT ALL CRITICAL WATER SUPPLY FACILITIES TO HANDLE EMERGENCIES.</td>
<td>Pending</td>
<td>N</td>
<td>10/10/17</td>
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<tr>
<td>R-16-0021</td>
<td>Pending</td>
<td>04/12/16</td>
<td>Keegan</td>
<td>Stanton</td>
<td>Baratz</td>
<td>Staff to take a preliminary look at the use of PLAs on Non-federal District projects.</td>
<td>N</td>
<td>N</td>
<td>03/22/17</td>
<td></td>
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<tr>
<td>R-17-0031</td>
<td>Pending</td>
<td>09/12/17</td>
<td>Estremera</td>
<td>Fiedler</td>
<td>De La Piedra</td>
<td>STAFF TO RESPOND TO QUESTIONS ASKED BY MR. DOUG MUIRHEAD ON CALIFORNIA WATERFIX ITEM 2.1 MEMO SECTION C.2.4 (ACCESS TO TRANSFER SUPPLIES).</td>
<td>Pending</td>
<td>N</td>
<td>10/10/17</td>
<td></td>
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<tr>
<td>R-17-0028</td>
<td>Pending</td>
<td>08/22/17</td>
<td>Varela</td>
<td>Fiedler</td>
<td>Hall Arends</td>
<td>Staff to follow up with Roger Castillo and view the videos on the Coyote Percolation Dam and provide a report back to the Board.</td>
<td>N</td>
<td>N</td>
<td>09/12/17</td>
<td></td>
</tr>
<tr>
<td>R-17-0025</td>
<td>Pending</td>
<td>07/11/17</td>
<td>Lezotte</td>
<td>Camacho</td>
<td>Nguyen Richardson</td>
<td>Staff is to investigate whether there is a need for additional staffing to handle the construction management–watersheds asset rehabilitation program priorities.</td>
<td>09/29/17</td>
<td>N</td>
<td>Y</td>
<td>08/10/17</td>
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Report date: 10–05–2017
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<tr>
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<td>Pending</td>
<td>08/22/17</td>
<td>Varela</td>
<td>Camacho</td>
<td>Tippets Richardson</td>
<td>Staff to follow up with constituent MacKenzie Mossing regarding the increase of wildlife being killed by cars in her neighborhood due to tall weeds growing along Calero Creek Trail.</td>
<td>N</td>
<td>N</td>
<td>09/12/17</td>
<td></td>
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<tr>
<td>R-17-0033</td>
<td>Pending</td>
<td>09/26/17</td>
<td>Keegan</td>
<td>Fiedler</td>
<td>Tippets Richardson</td>
<td>Staff to provide the Board with proactive options to address unauthorized access to District property and the dumping of trash and debris. See memo dated 09/01/2017 Handout 11.1-A.</td>
<td>Pending</td>
<td>N</td>
<td>10/17/17</td>
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<tr>
<td>R-17-0032</td>
<td>Pending</td>
<td>09/26/17</td>
<td>Kremen</td>
<td>Callender</td>
<td>Villarreal</td>
<td>Staff to provide the Board with an update on the District's education program.</td>
<td>Pending</td>
<td>N</td>
<td>10/17/17</td>
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<tr>
<td>Request Date</td>
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No open IBMRs
TO: Norma Camacho

SUBJECT: Presentation of Completed SCW Grant Project – Secure Pharmaceutical Collection Bin Expansion Project

DATE: October 6, 2017

FROM: Rick Callender

The purpose of this memorandum is to inform you of the completion of the Safe, Clean Water and Natural Flood Protection Grant Project: Secure Pharmaceutical Collection Bin Expansion Project. Notification of the enclosed final report was reported in this week’s CEO Bulletin.

California Product Stewardship Council (CPSC) received a $206,417.07 Safe, Clean Water and Natural Flood Protection grant for a project to increase the availability of secure medication collection bins for Santa Clara County residents. CPSC, in partnership with the County of Santa Clara and City of San Jose, installed 29 new prescription medication collection bins throughout Santa Clara County to help prevent pharmaceuticals from being flushed down the toilet and making their way into our streams, harming water quality and wildlife. This project is part of CPSC’s award-winning “Don't Rush to Flush” campaign.

The project began on August 1, 2014, and was completed on June 30, 2017. The schedule, scope, and task budgets were all modified during the course of the project.

The original project scope included installing 50 medication collection bins at pharmacies, hospitals, and law enforcement stations in Santa Clara County.

In May 2015, one year into the grant project, the County of Santa Clara established a New Extended Producer Responsibility Drug Disposal Program (Ordinance No. NS-517.89). The ordinance requires pharmaceutical companies to install medication collection bins in 2017. Furthermore, the ordinance requires that all medication collection bins accept controlled medications. Drug Enforcement Agency (DEA) regulations to collect controlled medications caused project delays to secure permits for the grantee to install collection bins. As a result, this grant project was extended from 2 years to 3 years, with no additional funding. In December 2016, the pharmaceutical companies confirmed that they would not accept the collection bins that have already been installed by the grantee as a means to fulfill their requirement by the county ordinance. This circumstance made recruiting additional pharmaceutical collection sites impossible for the grantee.

As a result, the grantee was only able to install 29 new medication collection bins. The remaining funds budgeted for the purchase and installation of medication collection bins ($20,004.71) were reallocated to (a) expand the marketing and education efforts of the Don't Rush to Flush campaign, which supports the new county ordinance, and (b) support additional labor needed to complete the project because it was extended by 1 year, with no additional funds.

The end result of the project is that the public has more information about how to properly dispose of medications and more locations in which to do so.
Key outcomes:

- Recruitment and placement of 29 new pharmaceutical collection bins in Santa Clara County pharmacies, hospitals/clinics, and law enforcement locations;

- 8,929 pounds of unwanted medications collected through the new grant project bins and safely disposed in compliance with EPA-recommended destruction by thermal incineration; and

- Execution of multi-media safe medication disposal outreach and public education campaign utilizing media including print, online and mobile ads, billboards, radio, online video, social media, posters, and print flyers.

Note: As the County’s new ordinance comes online, the grant project sites are being recruited by the MED Project. The grantee will coordinate the removal of the grant project bins, to be replaced by MED Project bins. The grant project bins will be repurposed by the grantee to promote the safe and secure disposal of expired prescription medications in other areas of California.

For additional information, please contact Rick Callender at (408) 630-2017.

Chief of External Affairs

Attachment 1: Presentation
Attachment 2: Project Fact Sheet
cc: SCW Grants file
Don’t Rush to Flush Medicine Collection Bin Project
Final Project Presentation
June 30, 2017

Overview

* Project background
* Producer responsibility: What is it?
* Why pharmaceuticals?
* Don’t Rush to Flush program
* Project objectives & results
* Outreach and education campaign
* Transition to producer funded program

Funded by the SCC Water District
Medication Disposal: Why Producer Responsibility?

* Producer Responsibility for medications is widely used in Canada and Europe for over 10 years working well
* Drug overdose deaths have surpassed car crashes as a leading cause of preventable death in the US.
* Medicines used in the home are the leading cause of poisonings, especially among children and seniors.
* Medicine take-back programs provide secure collection and destruction of unwanted medicines to protect public health and the environment.
* Currently, patchwork of options for medicine take-back system in California and nationally; Inconsistent messaging

Responding to America’s Prescription Drug Abuse Crisis

2016 National Drug Control Strategy:

1. Education of health providers and the public.
2. Expand prescription monitoring programs.
3. Safe drug disposal – increase return/take-back and disposal programs.
4. Effective enforcement to address “pill mills” and “doctor shopping.”
Project Objectives – EPR Transitional

- Establish 50 permanent pharmaceutical collection locations in Santa Clara County - $276,000 (including in-kind donations)

- Educate the public and medical community about using the collection locations
  - Two key messages: (1) Do not flush, and (2) bring unused meds to collection sites for safe disposal

- Gather data to track:
  - Increase in medications collected & behavior change
  - Cost savings to local government/water treatment

Funded by the SCC Water District

Existing Collection Locations
15 bins; equates to 1 bin for every 122,500 people
Target Bin Host Locations

Project Targets

1. Hospitals and health clinics with a pharmacy #1 - they collect most meds, secure
2. Pharmacies – convenient for most residents
3. Law Enforcement

Host Recruitment Packet and Site Visits

Examples of Contents:

1. Recruitment Letter
2. Frequently Asked Questions
3. Program Guidelines
4. Partnership Agreement
5. Vendor Resources
29 Bin Hosts Recruited

* 15 pharmacies
* 3 health centers
* 5 police departments
* 6 fire stations
  (deputized – can collect controlled’s)

NEW Bin Locations Using Grant $
How to Use the Bins

1. At home, remove pills from the container and consolidate in a clear zipper bag. Keep liquids & creams in original containers.

2. Remove or obscure personal information from medication containers. Recycle empty pill containers in your household recycling.

3. Place zipper bag, liquids, and creams into the medication collection bin.

Note: Medications should remain in the original child-proof container until just prior to drop-off.
Project Press Release – 10/1/15

‘Don’t Rush to Flush’ Medication Collection Program Expands in Santa Clara County Thanks to Safe, Clean Water Grant

“These new bins will help bridge the gap until Santa Clara County’s Safe Drug Disposal Ordinance can be fully implemented.”

Gary Kreman, Santa Clara Valley Water District Board Chair.
Education and Outreach Campaign
Print Ads

Free Drop-Off for Unwanted Medications
Morgan Hill Police Station
16200 Vineyard Boulevard (408) 776-7300
Mon. – Fri., 8:00 AM – 7:00 PM

Accepted Items
- Prescription controlled & non-controlled medications
- Over-the-counter medications
- Medications in outer cartons & bottles
- Empty containers & bottles

Unacceptable Items
- Drugs (e.g., ecstasy, speed, amphetamines, marijuana)
- Chemicals (e.g., cleaning substances)
- Pharmaceuticals (e.g., vitamins, dietary supplements)
- Harmless items (e.g., glass, metal, plastic)

For more information visit Don't Rush To Flush.org

Easy as 1-2-3! Follow These Steps:

1. Unclear personal info from containers and recycle them.
3. Place zipper bag, liquids & creams in the bin.

Don't Rush To Flush
Santa Clara Valley Water District

City of Gilroy Police Station
7301 Hanna Street (408) 846-0300
Pictured: Gilroy Police Officer Bobby Ariga

Easy as 1-2-3! Follow These Steps:
1. At home - obscure or remove personal information from medicine containers and recycle containers.
2. Remove pills from container and place in a clear plastic bag. Keep liquids and creams in original containers.
3. Place pillow bag and liquids & creams in original container in bin.

Brought to You By:
Gilroy, Santa Clara Valley Water District

www.DontRushToFlush.org

Education & Outreach Campaign
Print Ads (continued)

GOT UNWANTED MEDS?
Drop Them Off for FREE!

#1: National Prescription Drug Take Back Day Collection Events
Saturday, April 29th 10 am – 2 pm
Los Gatos Parks & Public Works Dept.
41 Miles Avenue
Los Gatos
Milpitas Police Dept.
1275 North Milpitas Blvd.
Milpitas
Santa Clara Police Dept.
601 El Camino Real
Santa Clara
Almaden Community Center
6445 Camden Avenue
San Jose
Camden Community Center
3369 Union Avenue
San Jose
Evergreen Community Center
4800 San Felipe Road
San Jose
Seven Trees Community Center
3350 Cas Drive
San Jose
Willow Glen Community Center
2175 Lincoln Avenue
San Jose

#2: Year Round Medication Drop Off Bins

For more information, visit Don't Rush To Flush.org

www.DontRushToFlush.org
Education and Outreach Campaign

Billboards

Colección de Medicina GRATIS

46 compartimientos en el condado de Santa Clara

Produced with funds from the Program for Protection of Inundations, Agua Potable y Saneramiento Natural del Distrito de Agua del Valle de Santa Clara

www.DontRushToFlush.org

OutFront

Education and Outreach Campaign

Posters

Poster developed for Stanford Health Care
Earth Day Outreach Event March April 2017

SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICATIONS

What can go in the bins?
- Prescription medications
- OTC drugs
- Medical devices (e.g., hearing aids)
- Laxatives, nutritional supplements

What can’t go in the bins?
- Syringes, needles, sharps
- Injections, relaxers
- Vitamins and dietary supplements
- Electronic devices (e.g., e-readers, inhalers, glaucoma medications)
- Slimming tablets
- Intravenous medications
- Batteries (from e-cigarettes, batteries &دوظ session)

To find a medication disposal bin near you, visit:
DontRushToFlush.org or HWW.org
Education and Outreach Campaign

Vietnamese

Print ad in CaliToday newspaper 1/28/17

www.DontRushToFlush.org

Education and Outreach Campaign
Medication Disposal White Board Video

Watch: https://www.youtube.com/watch?v=ETVysKgZJRc
Photo Op, 5/24/17

Pictured (L to R): Chris Lester (CPSC); Wade Blackard (SCVWD); Heidi Sanborn (CPSC); Santa Clara County Supervisor Ken Yeager; Cuong Trinh (Wellness Pharmacy); Tammy Green (County of Santa Clara); Eric Dunlavey (City of San Jose); Bill Grimes (County of Santa Clara)

Photo Op, 5/24/17 (continued)

Pictured Left: Wade Blackard (SCVWD)

Pictured Below (Left to Right): Santa Clara County Supervisor Ken Yeager; Cuong Trinh (Wellness Pharmacy)
"I knew they were going to do this, so we were on board from the start," pharmacy owner John Sordi said. "We've had positive feedback and it's definitely increased our foot traffic. So, it's a public service that's been good for business."

Published 5/31/17

MED Project:
Transition to Producer Funded Program

* County adopted Safe Drug Disposal ordinance 6/23/15
* Drug producers required to fund/operate program;
* MED Project formed as agent to operate program in Santa Clara County
* Program implementation Spring and Summer 2017
* Grant project med bin hosts being recruited by MED Project
MED Project:
Transition to Producer Funded Program (cont.)

MED Project Bin in Alameda County

MED Project Poster for San Mateo County

DON'T RUSH TO FLUSH
MEDS in the BIN. We All WIN!

For More Information, Contact:

Heidi Sanborn
California Product Stewardship Council
916-706-3420
Heidi@CalPSC.org

Bill Grimes
County of Santa Clara
Division Manager
408-918-1967
william.grimes@cep.sccgov.org

www.DontRushToFlush.org
Fact Sheet for Grant Project Secure Pharmaceutical Collection Bin Expansion

Funding Year and Agreement Number: Funding Year 2014, Agreement # A3746R
Funding Program: Safe, Clean Water Priority B and D Grant Programs
Project Start Date: August 1, 2014
Project Completion Date: June 30, 2017
Project Location: Countywide

Lead Agency and Partners: California Product Stewardship Council (lead); County of Santa Clara Recycling and Waste Reduction Division (partner); City of San Jose Environmental Services, Watershed Protection Division (partner).

District's Funding Contribution: $206,417.07 Total Project Cost: $276,351.96

Project description:

The Secure Pharmaceutical Collection Bin Expansion project helps prevent pharmaceutical waste from contaminating waterways by establishing a target of fifty (50) new convenient and secure pharmaceutical collection bins in pharmacies, hospitals/clinics, and law enforcement stations in Santa Clara County distributed to increase convenience to all county residents. The additional bins were established as an extension of the "Don’t Rush to Flush, Meds in the Bin We All Win!" program that manages pharmaceutical collection bin programs in other regions of California.

Grant project lead the California Product Stewardship Council (CPSC) worked closely with the Santa Clara County Recycling and Waste Reduction Division (SCC) and the City of San Jose Environmental Services, Waste Protection Division (City of San Jose) to identify and recruit bin hosts, purchase, deliver, and install the bins, design and provide educational signage for customers and partners, conduct technical assistance and training to host locations, and provide outreach and education to the general public and healthcare providers to educate consumers about proper pharmaceutical waste disposal. Outreach and education was conducted through a comprehensive multi-media outreach campaign designed to:

1. Educate Santa Clara County residents about proper storage and disposal of unwanted pharmaceuticals and promote the new pharmaceutical collection locations
2. Educate the medical community including pharmacists, physicians, and veterinarians about proper storage and disposal of unwanted pharmaceuticals, the Don’t Rush to Flush program, and nearby bins they can direct patients to

The overall success of the program will be documented by (1) the number of new medication bins established through the grant; (2) the amount in pounds of medications collected in each new collection bin from date of placement through the end of the grant term and; (3) consumer and pharmacist awareness of proper pharmaceutical disposal as documented through a survey of consumer pharmaceutical disposal survey and a pharmacist pharmaceutical disposal survey.

Key outcomes or benefits achieved or deliverables completed:

Key outcomes, benefits, and/or deliverables completed include:

1. Development of comprehensive medication collection bin host recruitment packet including introductory recruitment letter, frequently asked questions, program guidelines,
list of medical waste transport service providers, background on federal, state, and local regulations, and more.

2. Execution of pre-project consumer unwanted medication disposal survey and waste professional pharmaceutical waste disposal counseling surveys

3. Conducted project presentations to invite participation in the project to four organizations, including the Recycling and Waste Reduction Commission of Santa Clara County, a meeting of Northern California Kaiser Pharmacists and Staff, the California Association for Property and Evidence (association of law enforcement property and evidence professionals), and the County of Santa Clara Household Hazardous Waste Technical Advisory Committee

4. Recruitment and placement of 29 new pharmaceutical collection bins in Santa Clara County pharmacies, hospitals/clinics, and law enforcement locations

5. Production and placement of two medication disposal-related press releases including release announcing the new DEA Final Rule on Collection of Controlled Substances in Fall 2014 and release announcing the first eight grant medication collection bins in Fall 2015

6. Production of an 8 page custom medication storage and disposal educational insert titled “The Danger in Your Medicine Cabinet” in Spring 2016; 161,000 copies of the insert were printed and placed into Santa Clara County newspapers including the Silicon Valley Community Newspapers, Milpitas Post, Times Media Group, Palo Alto Weekly, Mountain View Voice, and Los Altos Crier in March 2016

7. Development and distribution of a 90 second and 20 second safe medication disposal education white board video; promoted on Facebook in late March and April 2017 and two video versions were viewed over 125,000 times and generated over 1,100 comments, likes, and shares on Facebook

8. Execution of multi-media safe medication disposal outreach and public education campaign utilizing media including print, online and mobile ads, billboards, radio, online video, social media, posters, and print flyers, and more

9. Execution of project milestone “photo op” event at project bin host Wellness Pharmacy of Los Gatos in May 2017; representatives from project participants the Santa Clara Valley Water District, County of Santa Clara, City of San Jose, and the California Product Stewardship Council attended to celebrate partnership and execution of successful program

10. 8,929 pounds of unwanted medications collected through the new grant project bins and safely disposed in compliance with EPA-recommended destruction by thermal incineration

Key numbers:

- 29 new medication collection bins placed in Santa Clara County, hosted by pharmacies, law enforcement, fire stations, and medical centers
• 8,929 pounds of unwanted medications collected through the new grant project bins and safely disposed in compliance with EPA-recommended destruction by thermal incineration.

Before and After Pictures (if applicable)  Example Medication Collection Bin Pictures

Pictured: New Medication Collection Bins at City of Sunnyvale Fire Station (left) and City of Morgan Hill Police Department (right)
Pictured: Santa Clara Valley Water District, County of Santa Clara, City of San Jose, Wellness Pharmacy staff, and Santa Clara County Supervisor Ken Yeager at the 5/24/17 photo op event

Pictured: Sorci Pharmacy pharmacist and co-owner John Sorci with the medication collection bin at Sorci Pharmacy of Los Gatos
Pictured: Map of grant-established medication collection bin locations

Project website:  
www.dontrushtoflush.org

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