



Community Grants Program

New York State Pollution Prevention Institute (NYS P2I) provides financial and technical support for projects that raise awareness and understanding of pollution prevention practices and lead to implementation at the local level

Pharmaceutical Collection Program Outreach Education

Organization & Contact Information

Monroe County Department of Environmental Services
444 East Henrietta Road
Rochester, NY 14620
<http://www.monroecounty.gov/des-index.php>



Project Description

The Monroe County Department of Environmental Services (DES) is committed to protecting the county's land and water from pollution. The goals of this grant project were to enhance and expand on existing educational and outreach efforts regarding the proper management of pharmaceutical waste.

Monroe County DES aimed to:

- Provide a point-of-purchase notification/reminder for distribution, through bookmarks and magnets, to pharmacy counters countywide with instructions for proper avenues for disposal
- Provide a magnet directly to households at outreach events to serve as an in-home reminder about what to do with pharmaceuticals and health care products that are no longer needed



Image courtesy of worradmu/FreeDigitalPhotos.net

Additional portable and visible signage for drop-off centers—among them police and sheriff's stations and stores—increased visibility, awareness and participation in the program.

Project Results

- **30,000 bookmark cards, 20,000 3x3 inch magnets for Monroe County pharmacies and 15 sandwich board signs for law enforcement satellite collection sites were created through this grant.** The cards and magnets were hand-delivered by DES staff involved in the pharmaceutical disposal program. More than one-third of all pharmacies in Monroe County are participating in the program.

In addition to the printed materials, business cards were distributed to allow for questions and requests for replenishing materials. The printed materials were also distributed to [Ecopark](#) customers, DES facility tour attendees and at outreach events. The benefits of this program are expected to be realized in perpetuum.

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