



## Generation Rx Medication Disposal Grant Program

Thank you for your interest in the Cardinal Health Foundation's Generation Rx Medication Disposal Grant Program. Since 2009, the Cardinal Health Foundation has invested over \$4.7 million in partnerships and grants across the country to raise awareness and knowledge about the dangers of prescription drug misuse. The Cardinal Health Foundation, together with The Ohio State University College of Pharmacy, is committed to educating the public about medication safety and preventing prescription drug misuse through our [Generation Rx program](#).

Unfortunately, easy access to unused/expired medications continues to be a significant reason for medication falling into the wrong hands. One of the most important yet simple ways communities can reduce prescription drug misuse is to encourage the proper disposal of unused/expired medications.

**Approximately 67% of those who misuse prescription medications get them from family members or friends, often from the medicine cabinet.**

**(2013 National Survey on Drug Use and Health)**

Generation Rx aims to educate people of all ages about prescription drug misuse prevention through these simple key messages:

- Take medication exactly as prescribed;
- **Store prescription drugs in locked and secure locations and properly dispose of medications that you no longer need; and**
- Promote safe medication practices and teach others to do the same.

### Grant program overview

**The Cardinal Health Foundation wants to support communities as they start a disposal program or maintain an existing program. We are currently accepting grant applications from non-profit organizations to support promotion and education efforts associated with community disposal programs. Any 501(c)(3) non-profit organization may submit a proposal. Funding requests from \$10,000 - \$25,000 will be considered.**

**This grant program provides funding ONLY for promotion and education efforts associated with community disposal programs, not the purchase of products to conduct the disposal programs themselves.**

The Cardinal Health Foundation is committed to helping communities prevent the misuse of prescription medications. We know there is a significant need to continue educating Americans about how important it is to properly dispose of the medications they no longer need. Getting rid of medication that is no longer needed is a simple way for adults to help keep their families safe.

We believe it is critical for a community to have medication disposal options available. Ideally, such disposal options are available all year long. But a disposal program is just the start: The program should be regularly promoted to all members of the community and should be coupled with ongoing education on the important role disposal plays in preventing prescription drug misuse.

### **Grant program objectives**

There are four objectives of the 2016 Generation Rx Medication Disposal Grant Program. Successful grant applications must describe how each of these objectives will be achieved.

1. Increased awareness of the disposal program and increase participation of community members in the program.
2. Increased awareness of how to prevent prescription medication misuse, and the importance of disposing of unused/expired medications in preventing misuse. (Using existing education materials (including Generation Rx resources) is highly encouraged to achieve this objective.)
3. The involvement of youth AND pharmacists or student pharmacists in the disposal program. The more involvement the better and the broader the collaboration, the better.
4. Measurement of the impact and outcomes of the disposal program(s), promotion efforts and education efforts. Determine successes, areas for improvement and opportunities (if any) for potentially scaling up and spreading successful programs to other communities.

## **We are seeking proposals that include the following five criteria:**

### **1. Medication disposal programming description**

This grant program is intended to support the education and promotion efforts associated to your community's disposal program(s). Please include the following details about your proposed or existing disposal program:

- Method(s) of disposal you will promote to your community, such as permanent drop box, take-back events, home disposal or mail back. Explain why the method was chosen and why that method is best for your community. There is not one "preferred" method and there are examples of each of these methods having significant impact in communities across the country. We are interested in supporting various methods. *Disposal methods that are sustainable and ongoing are encouraged so medication disposal is available all-year long.*
- Detailed description of how the medication disposal process will happen and who is involved in the process (ex. law enforcement, pharmacists, community organizations, other healthcare professionals, reverse distributor, waste management, environmental protection group, etc.). Please note that it is the responsibility of the applicant to ensure the medication disposal process fully complies with the Drug Enforcement Administration's (DEA) Final Ruling on Disposing of Controlled Substances, found here: [http://www.deadiversion.usdoj.gov/drug\\_disposal/index.html](http://www.deadiversion.usdoj.gov/drug_disposal/index.html).
- Frequency and location of medication disposal program(s).

- Types of products that are accepted such as pills, controlled substances, liquids, over-the-counter and aerosols. Programs that accept controlled substances are highly encouraged (if allowed by state law).
- Geographic reach of your medication disposal program(s).

## 2. Education and awareness plan

As stated earlier, the intent of this grant program is to support disposal program promotion and education efforts, with the goal of increasing community awareness and participation. All proposals must include a detailed plan on the education that will be incorporated into the disposal program. Include the following information in your plan:

- Key educational messages that will be shared.
- The primary audience the education is intended for (ex. general, adults, parents, seniors).
- How the education will be shared (format(s) and frequency).
- Who will develop and share the education (see “Community collaboration” section, below).

There are many existing resources available to educate all ages about prescription drug misuse prevention and proper medication disposal. The use of these existing resources, including [Generation Rx](#) resources, is encouraged. Additional resources may be created or used; we encourage you to use materials and communication methods that will resonate best within your community. **Please note that these Generation Rx key messages about prescription drug misuse prevention, or something similar, should be included in your community education:**

- Take medication exactly as prescribed;
- Store prescription drugs in locked and secure locations and properly dispose of medications that you no longer need; and
- Promote safe medication practices and teach others to do the same.

**The following resources can be helpful to you in understanding the issue and developing your programming:**

- [White House ONDCP National Drug Control Strategy](#)
- [Generation Rx](#) and [Medication Disposal Day Guidelines](#)
- [Medicine Abuse Project’s Safe Drug Disposal Community Guide](#)
- [National Association of Drug Diversion Investigators \(NADDI\) locator of permanent drop boxes](#)
- [FDA Guidelines for Medication Disposal](#)
- [Centers for Disease Control and Prevention’s PROTECT Initiative](#)
- [National Institute on Drug Abuse \(NIDA\)](#)
- [Substance Abuse and Mental Health Services Administration \(SAMHSA\)](#)
- [Community Anti-Drug Coalitions of America \(CADCA\)](#)
- [Partnership for Drug-Free Kids](#)
- [National Council on Patient Information and Education \(NCPIE\)](#)

### 3. Community collaboration

Prescription drug misuse impacts the entire community – youth, parents, schools, business owners, healthcare professionals, law enforcement, seniors and community organizations. Therefore, every household should know about the disposal program and be encouraged to use it.

We believe two groups in particular should play a critical role in the disposal program creation, promotion and education efforts - **youth and pharmacists**.

**Youth** play a critical role in influencing change and action in a community. When they see a problem affecting their community, they have the drive and passion to make a difference with their peers and in their families, schools and neighborhoods. Youth is defined as K-12 students, but you may narrow the age if you wish. **We want youth to be involved so they can help influence the adults in their lives to keep their families safe and participate in the medication disposal program.** All grant proposals are required to include youth in the programming in some way. The more involvement the better. We encourage you to include youth in various ways. Any and all ideas on involving youth are encouraged.

Examples of youth participation may include (but are not limited to):

- Assist with event coordination of the disposal program initiatives;
- Develop creative messaging about the impact of removing unneeded medications from homes and the role it plays in preventing prescription drug misuse;
- Organize community involvement around the disposal program;
- Engage their peers to support the program and education efforts; and
- Assist with measuring the impact of the program, promotion and education efforts.

**Pharmacists** are trusted healthcare professionals, medication safety experts, community leaders and advocates for community safety. Pharmacists are at the forefront of prescription drug misuse prevention efforts, including medication disposal, across the country. **All grant proposals are required to include pharmacists (or student pharmacists) in the program. The more involvement the better, and we encourage you to include pharmacists in various ways. Any and all ideas for involving pharmacists are encouraged.**

Examples of pharmacists participation may include (but are not limited to):

- Implement a disposal program in a pharmacy or hospital (per the DEA's Final Ruling mentioned previously);
- Assist with the creation and execution of the community education on prescription drug misuse prevention and encourage participation in the disposal program(s);
- Assist with measuring the impact of the program(s), promotion and education efforts;
- Ask prescribers and other healthcare professionals in the community to encourage their patients use of the disposal program(s).

In addition to involving youth and pharmacists and/or student pharmacists, **broad community involvement is highly encouraged**. Applicants are strongly encouraged to include involvement by organizations such as schools, parents, athletic teams, law enforcement, local government and businesses, public health departments, civic organizations, seniors and various non-profit organizations that work to better the community. Include details on how these organizations (and others) will be involved.

#### 4. Promotion plan

- A detailed, creative and broad promotion plan is needed to increase community awareness and participation in the medication disposal program, and to increase awareness of how removing no-longer-needed medications from the home plays a critical role in preventing misuse. **Grant funding is to be used to plan and execute a community-wide promotion plan, and grant proposals must include a detailed promotion plan including:** Communication channels that will be used (print, media, social media, local events, etc) and frequency;
- Message(s) or information that will be promoted;
- Who will be involved;
- Timeline of promotion activities; and
- How impact of the promotion plan will be measured.

#### 5. Outcomes

Funded organizations are required to measure impact and report outcomes of the 1) disposal program, 2) promotion efforts and 3) education efforts. We encourage organizations to develop a plan that will measure outcomes important to your community. The following metrics must also be measured and reported on in some way:

- Total pounds of medications collected during the grant cycle;
- Number of individuals reached through education efforts during the grant cycle;
- Number of individuals reached through promotion efforts during the grant cycle;
- Number of individuals who (or intend to) review the medications in their home and dispose of medications through your community's disposal program in the next 6 months; and
- Number of youth and pharmacists/student pharmacists involved in the program.

Include in your grant proposal the following detail about capturing the above information and other meaningful outcomes:

- What do you plan to measure in the three areas (disposal program, promotion efforts and education efforts)? What metrics are meaningful and attainable to your community?
- How and when do you plan to measure: Who will be involved in the process to create the metrics, gather the data and analyze the results? How often will you measure impact and capture outcomes during the grant cycle?
- Contact information for the person responsible for leading the outcomes work.
- If you have an existing disposal program, share any outcomes you have reported to date.

#### Other details

- Eligible applicants include any 501(c)(3) non-profit organizations in the United States. We encourage the following organizations to apply: community coalitions, schools and universities, hospitals or other healthcare institutions, pharmacy, prescriber or healthcare provider associations, substance misuse prevention groups, law enforcement and civic/community organizations.

- Organizations are encouraged to collaborate. However funding can only be given to a 501(c)(3) non-profit organization. A W-9 and IRS Letter of Determination of the organization applying for the grant must be included. The Tax ID listed on the W-9 and the IRS Letter of Determination must match.
- **Funding requests of \$10,000 - \$25,000 will be considered.** Please note that if we fund an organization's proposal, we may choose not to fund the full amount requested. If the work described in the proposal cannot be completed for less than the amount requested, please be sure to explain why, and include this information in the budget narrative. Funding from other sources is encouraged, if needed.
- The grant cycle is 12 months from when the funding is received, likely March/April 2016 – March/April 2017.

#### Timeline

- December 17, 2015 (3PM EST) – Informational Webinar
- December 21, 2015 (11AM EST) – Informational Webinar
- January 22, 2016 (11:59PM EST) – Online proposals due
- March/April 2016 – Grant awards announced and monies dispersed

#### Informational webinar

Informational webinars will be held on December 17, 2015, at 3pm EST and December 21, 2015, at 11am EST to assist prospective grantees in submitting successful proposals and to provide an overview and answer questions regarding the grant program. Webinar log-in credentials will be posted on [cardinalhealth.com/community](http://cardinalhealth.com/community) and the presentation will be made available afterward if you are not able to attend the webinar live.

#### What to include in the grant application

The following provides an overview of each of the three sections that must be included in your grant application. Please limit your overview and proposal (section one) to no more than seven pages, single spaced, no smaller than size 12 font. (This does NOT include the budget template, budget narrative or your proposed programming content/presentation documents.)

#### Section one: Overview and Proposal

- **Organizational capacity** - Include a very brief description of your organization, including background information and any relevant experience it has with prescription drug misuse prevention.
- **Supporting organizations** – If your organization is proposing to work with another organization(s), include an overview of the organization(s), provide detail about the specific role of each organization and about how your organizations will work together. *Each supporting organization must submit a letter of support as part of the grant application.*
- **Proposal** – Your detailed proposal should include the five areas of content previously described:
  1. Medication disposal programming description
  2. Education and awareness plan
  3. Community collaboration
  4. Promotion plan
  5. Outcomes



# Request for Proposal

- **Timeline** – Provide a detailed timeline of proposed disposal programming, education and promotion activities that will be conducted during the funding period of March/April 2016 – March/April 2017. Be as specific as possible.

## Section two: Budget and Budget Narrative

Submit a budget using the budget template spreadsheet located on [cardinalhealth.com/community](http://cardinalhealth.com/community), and a budget narrative. Include all costs associated with the grant, detailing what is requested from the Cardinal Health Foundation and what will be provided by other funders or as in-kind contributions from your organization. Indirect costs should not exceed 15% of the total grant request to the Cardinal Health Foundation.

### Examples of appropriate and eligible costs include (but are not limited to):

- Salary/hourly funding of program managers or presenters
- Training expenses
- Expenses associated to creating education and promotion materials (including consulting costs, printing and media space)
- Expenses associated to hosting a community event related to the program
- Appropriate promotion items that will be used to increase awareness of the disposal program

### The Cardinal Health Foundation funds may NOT be used to fund the following:

- The purchase of products or services that Cardinal Health manufactures or sells
- Any product or item used in the disposal process, including drop boxes, in home disposal products, etc.
- Capital expenditures

## Section three: Attachments

The following documents should be included as attachments to your grant application submission:

1. Overview and proposal
2. Budget template
3. Budget narrative
4. W-9
5. IRS Letter of Determination
6. Examples of proposed educational pieces or outline of content for the education (please combine multiple documents into one PDF document)
7. Letters of support from the organizations partnering with you on the grant (please combine multiple letters into one PDF document)

## Submission information

All proposals must be submitted using the online application by **11:59pm EST on Friday, January 22, 2016**. This application can be accessed, along with the required budget template, at [cardinalhealth.com/community](http://cardinalhealth.com/community). ***Hard copy or email submissions will NOT be accepted, nor will proposals submitted after the deadline.***

Please be patient as we review all grant applications and make funding decisions. Announcements will be made as quickly as possible.

Questions should be directed to the Cardinal Health Foundation at [communityrelations@cardinalhealth.com](mailto:communityrelations@cardinalhealth.com). Good luck!

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COLLEGE OF PHARMACY

