## **Community Need**

High incidence of crime related to prescription drug abuse/misuse

High incidence of death and injury due to prescription drug abuse/misuse

> High incidence of abuse/misuse of prescription drugs

Low community awareness of dangers and prevalence of prescription drug abuse/misuse

Increase in water contamination due to improper prescription drug disposal

## Provide GDGB Toolkit to Prevention **Practitioners:**

- Implement Train the Trainer events for GDGB
- Update/Improve Toolkit
- **Duplicate Toolkit**
- Explore feasibility of webbased Toolkit

If prevention practitioners receive GDGB training, they will implement aspects of the Toolkit in their work.

If aspects of the Toolkit are implemented, then targeted audiences will have an increased awareness of prescription drug abuse/misuse.

If audiences have an increased awareness of prescription drug abuse/misuse, they will change their behavior.

## Provide Toolkit Presentations:

- Within Winnebago County
- **Beyond County**
- Build capacity for others to give presentations

If GDGB is promoted to the general public, then targeted audiences will have an increased awareness of prescription drug abuse/misuse.

If the general public

If behaviors change, then prescription drug abuse/misuse will decrease.

uses the drop box, then access to prescription drugs will decrease.

If the general public uses the drop box, then water contamination due to improper prescription drug disposal will decrease.

The long term goal of the Good Drugs Gone Bad Toolkit is to decrease harm caused by prescription drug abuse/misuse in Winnebago County.

## Promote GDGB through media:

- **PSAs**
- Movie and Radio Ads
- **Posters**
- Press releases
- Social Media

Implement prescription drug drop box program:

- Replicate program
- Promotional materials
- Press releases

If the drop box program is implemented and promoted, then the general public will use the drop box.