

Nation's First of its Kind Consumer Medication Return Initiative Creates Momentum for Safe Drug Disposal in the U.S.

The University of Wisconsin-Extension, Waukesha and Winnebago Counties, and Capital Returns, Inc., a GENCO Supply Chain Solutions' Company, bring drug disposal health and safety issues to the forefront with the launch of a consumer medicine return trial.

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Waukesha and Oshkosh, WI – May 20, 2008 – Get the Meds Out, a consumer medication return pilot program has been launched this week with more than 500,000 potential participants in a two-county area in Wisconsin. The pioneering initiative, a joint effort between the University of Wisconsin – Extension (UWEX), Waukesha and Winnebago counties, Capital Returns, Inc., (CRI), and area pharmacies, provides a safe drug disposal alternative to the local community while bringing national attention to drug safety issues affecting the public and the environment.

Under the pilot program, over 100 pharmacies have provided notice to consumers in the two counties to call a special toll free number (**1-800-958-5859**) to receive instructions and a pre-paid shipping label. Capital Returns, a company licensed as a reverse pharmaceutical distributor, will answer calls, provide a return authorization, and send out a pre-paid label for the old or unused medications, excluding controlled substances.

“This was a team effort with the whole community embracing this initiative,” says Steve Brachman, UW-Extension Waste Reduction & Management Specialist. “Because of the cooperation of so many partners, we are able to pull it all together and secure numerous retail businesses to assist in spreading the word to the public.”

“We are interested in participating in a new model for safe drug disposal that provides county residents with a convenient alternative to one day collections,” commented Dan Vrakas, Waukesha County Executive. “This collaborative project will provide the pharmaceutical industry with valuable information for the development of a prescription drug stewardship program.”

“We are in the business of safe drug disposal for leading retailers and manufacturers in the pharmaceutical industry and a program tailored for the public has been on our agenda for some time,” says Mary Hendrickson, Director of Quality and Regulatory Affairs for CRI and a registered pharmacist. “The challenge was to design a simple way for the public to get their unused medication to us for safe disposal. We were pleased when our medicine mail-back program became a reality through this pilot.”

The program is *free* to consumers. It is funded by grants from U.S. Environmental Protection Agency, Wisconsin Department of Natural Resources, Wisconsin Department of Trade and Consumer Protection, and Illinois-Indiana Sea Grant Program. Visit www.waukeshacounty.gov/recycling and click on Medical under Quick Links.

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