

Charles County Department of Health: *Lock It Up*

Situation Charles County Department of Health (CCDH) was seeking to create a unified theme campaign focused on prescription medication storage and disposal during its FY21 efforts. CCDH was eager to have a standalone landing page – separate from their main site – that would not only carry the brand theme but would also spotlight important facts surrounding opioids, providing guidance on what to look for with prescription warning labels, and highlighting upcoming community events. This campaign would also highlight proper storage, safety, and disposal methods (e.g., local drop box locations). The idea being that this new landing page would act as a one-stop, single point of access for those seeking to gain information related to prescription medications in Charles County, Maryland.

Solution The Channel team developed a branded look and feel for the campaign and theme to introduce and brand the landing page, all the tactical materials (digital ads and hot cards) as well as any social and digital efforts. Given that the key focus surrounding this effort focused on proper storage, safety, and disposal methods, after examining several vanity URL options from our research, “Lock It Up” rose to the top of the list. By establishing the Lock It Up theme, we were able to create a simple way for the target audience to remember the call to action (i.e., visit the landing page), which would help lift overall awareness, increase the overall engagement and education from those in Charles County. Since the majority of the target were Millennials, Channel then launched a targeted social campaign across Snapchat, Instagram and Facebook.

Results Since launch, the health department continues to receive compliments from its partners and from the public on the Lock It Up landing page and its supportive materials. In terms of social engagement, in just six weeks the campaigns saw a combined 5,000 clicks/swipe-ups and nearly 600,000 impressions. Due to the glowing feedback and reported numbers, Charles County Department of Health has renewed its partnership with Channel to further build on the success for FY22.

The Charles County Department of Health is committed to keeping you and your family safe from the potential mishandling or misuse of prescription drugs. This page will give you a better understanding of how to store and dispose of medications in your home so that they won't be accidentally discovered by young children, curious teens, or unintended adults.

▼ STORAGE

All prescription and many over-the-counter medications can be extremely dangerous to your family when misused. Be sure to secure your medications in a consistent manner that ensures access by only you and/or responsible individuals.

- Pick a location in your home that is above and out of light of children and visitors. Use a locking medicine cabinet or install a lock on the location.
- Return medication to this secure location after every use. Do not leave medication containers on countertops, nightstands, or places in open view of others.
- Do not keep loose pills in easily opened bags or containers in your purse or cabinet drawers. Keep single dosages of prescriptions in locking travel cases if necessary.

▶ DISPOSAL

▶ LABELS

▶ OPIOIDS

▶ COVID-19

Below are information cards that we encourage you to review with your family and share with other households.



Safe Medication Disposal Campaign

[Take the Survey](#)



TAKE EXPIRED PRESCRIPTIONS TO COUNTY DROP BOX



HOW TO STORE AND DISPOSE OF MEDICATIONS SAFELY



Learn more at
LockItUpCC.org



SIGNS OF OPIOID OVERDOSE AND HOW YOU CAN HELP



Learn more at
LockItUpCC.org



PROTECT YOUR FAMILY AND HOUSEHOLD



Monitor Closely

- Keep track of the number of pills in all prescription and medication containers.
- Refill prescriptions only when needed—avoid having multiple containers of the same medication around.
- Be sure that you and other responsible adults are the only ones administering dosages to children.



Store Securely

- Pick a location to always store medications in your home that is out of reach and/or out of sight to children or visitors.
- Use a locking cabinet or install a lock in this location if possible.
- Avoid leaving medication containers on countertops or nightstands.
- Do not leave loose pills in easily opened containers in your purse. Keep single dosages of medications in locking travel cases if necessary.



Dispose Safely

- Take expired or unused medications to designated drop box locations around Charles County.
- Never flush medications down the toilet or pour them down the drain—this can pollute water supplies and is illegal in many areas.
- As a last resort, mix medications with unappealing substances such as dirt, cat litter, or coffee grounds and place the mixture in sealed bag. Place the bag in your trash can and cover with additional trash items.



Learn more at
LockItUpCC.org



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