



Office of Support Services
 2323 South Rockwell Chicago, Illinois 60608 773.843.7302
Cook County Safe Disposal of Pharmaceuticals Advisory Task Force
March 16, 2017

Special Meeting Agenda
 Cook County My Old Meds Proposal Work Sheet

Topic	Required Production/Activity/Time	Required Production Resources	Required Costs	Comments	Follow-Up
Promote Collection Plan					
Benchmark Survey					
Countywide survey to measure understanding of proper disposal methods and existing drop off locations					
Focus Groups (2)					
Translation Services					
Reporting of Events and Efforts					
Partner Outreach Recruit 20 partners Trade Associations, Patient Advocacy, Government, Professional Associations, Business and Industry, Chambers of Commerce, Faith Based, Schools					
Collateral Materials					
Brochures, other handouts, directions for in-home proposal, counter containers/messaging					
Collection Events					
Public Engagement Events					
Media Strategy					
Earned Media					
Social Media					
Traditional Paid Media Print and Radio Ads					
Website					



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