***PITCH EMAIL***

**SUBJECT: Take back event provides a convenient and easy way to safely dispose of prescription drugs**

Hi [Reporter Name],

Hope you're well and staying healthy. The past two years have been difficult for communities across our state as we deal with the fallout of COVID-19, and recent data is showing that substance misuse, including opioid misuse, is on the rise.

In Washington state and in [County Name], we continue to have an opioid epidemic that has been compounded by the pandemic. And we also know that 75 percent of opioid misuse starts with people using medication that wasn't prescribed for them - usually taken from a friend or family member.

Simple steps, like safely disposing of medications, can help prevent the misuse of opioids. This is why [Coalition Name + Partners or Organization] is holding a prescription drug take back event in our community on Saturday, April 30th from 10-2pm at [Location]. Will you help us spread the word?

I can set you up with interviews with experts. At the event you can gather b-roll or take photos. Below my signature is the full press release.

Please let me know if you are interested. Thank you.

Best,

[Name of Sender]

***PRESS RELEASE***

**FOR IMMEDIATE RELEASE: 04/XX/22**

**Name**

**Coalition Name**

**Phone**

**Email**

**[County Name] Residents Can Dispose of Prescription Drugs at Take-Back Event**

*[Coalition Name] hosts event to help prevent opioid misuse in community*

**[City], WA:** [Coalition Name] will be hosting a prescription drug take-back event on April 30th, from 10 am to 2pm, at [Location & Address]. This event is for the public to dispose of unused or expired prescription medication in a safe and easy way. Prescription and over-the-counter medications will be accepted. Medications can remain in their original containers and labels do not need to be removed. Medications not in their original containers will be accepted too.

This take-back event supports a campaign from the Washington State Health Care Authority, called *Starts with One.* This campaign informs and educates young adults, their parents, and older adults about the dangers of prescription drug misuse and the importance of safe storage, and disposal of prescription opioids.

According to the campaign website, “75 percent of opioid misuse starts with people using medication that wasn’t prescribed for them — usually taken from a friend or family member.” Simple steps, like safely disposing of medications, can stop them from being misused.

Participating in these take-back events is one thing that individuals can do to help address the opioid epidemic and protect their loved ones.

**###**

**About the [Coalition Name]:**

[Short paragraph about coalition.]

**For more information about the HCA *Starts with One* campaign, visit** [**www.getthefactsrx.com**](http://www.getthefactsrx.com)**.**