

Operation Medicine Cabinet™

Dear Friend,

We would like to invite your company to sponsor a new program, "Operation Medicine Cabinet," which will impact thousands of people in the community and work towards the goal of protecting our seniors and young people from improper use of prescription drugs. Take advantage of this exclusive opportunity with the strongest message there is: "We Care". "Operation Medicine Cabinet" is a trademark program, through Home Instead Senior Care, that is being launched here at the Oakland County Sheriff's Office, to allow individuals to properly dispose of their expired and/or unused prescriptions at several different Sheriff's Office locations around Oakland County.

Home Instead Senior Care, the Sheriff's Office, the media, and many other partner agencies throughout the county are teaming up to make sure everyone knows about this service, which will help to tackle the issues of prescription drug abuse, as well as protecting our environment. The program is far reaching geographically, and it also touches a cross section of our community: youth, adult children, and our seniors.

Did You Know?

- The medicine cabinet in the home of a senior may be the most dangerous place in America.
- Proper and timely disposal of medications also prevent them from getting out into the streets and the black market.
- Recent Studies in Michigan and other states have revealed that many of the substances that are being dumped down the toilet or thrown into our landfills are now showing up in our watersheds, streams and lakes.
- Unused and expired prescription drugs accumulate as the medical needs of seniors change. As a result, old and expired prescriptions can pose a continuing health hazard to seniors.
- This program, which has already proven to attract media interest, encourages the proper and legal disposal of expired medications through a Drug Enforcement Administration (DEA) authorized agency, and the Oakland County Sheriff's Office.

Operation Medicine Cabinet illustrates the Home Instead Senior Care network's commitment to understanding the needs of seniors and its concern for the environmental considerations associated with improperly disposing of medications. Additionally, it demonstrates the Oakland County Sheriff's Office continued commitment to keeping all of our citizens safer and protecting our young people from harmful misuse of prescription drugs.

Please consider a \$1,000 sponsorship, which will ensure your company's participation in all of the following for the July 15th launch of Operation Medicine Cabinet:

1. Exclusivity in their specific field.
2. Permission to link to "Operation Medicine Cabinet" on Oakland County Sheriff's web site.
3. Banner signage at the Sheriff's Office ribbon cutting ceremony.
4. Banner signage at the launch of OMC at the designated substations.
5. Mention in press releases.
6. Presence on the 5000 targeted flyers, including over 100 doctors offices.
7. Presence on the email campaign to include: School Systems, Parks and Recreation, Senior Centers, Youth Coalitions, All inclusive media outlets in SE Michigan, and private data bases of the participating sponsors.
8. Mention in PSA (Public Service Announcement)
9. Ability to place promotional item in a goodie-bag given to all who drop off medications.



Michael J. Bouchard



Shannon Wygant CSA

Home Instead Senior Care® 
OPERATION
MEDICINE CABINET™



For more information please contact your local Home Instead Senior Care network office at 866.922.1400


Home Instead
SENIOR CARE®

