

WAC 246-480-070 Promotion, education, and public outreach. (1)

Program operators shall coordinate to present a consistent statewide drug take-back system as described in RCW 69.48.050 and 69.48.070.

(2) Each program operator is independently responsible for complying with all requirements of chapter 69.48 RCW and this chapter. Each program operator is responsible for their own promotional material.

(3) Collection sites at long-term care facilities and substance use disorder treatment programs are not available to the general public. Program operators shall exclude these collection sites from public promotional material.

(4) For the purpose of this section:

(a) "Promotional material" means promotion, education, and outreach material about the safe storage and secure collection of covered drugs and includes, but is not limited to: Websites; telephone numbers; secure collection receptacle (kiosk) signage; posters; brochures; mailer instructional inserts; advertising for drug take-back events; media material; and information for authorized collectors, collection sites, mail-back distribution locations, and take-back event partners.

(b) Public promotional material means promotional material focused on increasing understanding and use of safe medication return.

(c) Partner promotional material means promotional material focused on recruiting and educating authorized collectors, collection sites, mail-back distribution locations, and take-back event partners.

(5) Each program operator shall ensure their public promotional materials are easy for people to use and understand. This includes people with limited-English proficiency and people with disabilities including, but not limited to, people who are deaf or blind.

(6) Each program operator shall ensure their public promotional material describes how to access all collection sites, mail-back distribution locations, and take-back events regardless of program operator.

(7) Each program operator shall refer to the statewide drug take-back system as "Safe Medication Return" on all their promotional material. Program operators shall not use any other name to refer to their drug take-back program. Nothing in this section prohibits inclusion of program operator name in or on promotion, education, or outreach material.

(8) Program operators shall coordinate to develop a safe medication return logo or mark and shall use the logo or mark to promote safe medication return as the statewide drug take-back system.

(a) The logo or mark must be approved by the department prior to use by any program operator.

(b) The logo or mark must be included on all promotional material.

(9) Program operators shall ensure the single website required by RCW 69.48.070 presents a consistent statewide drug take-back system.

(a) The single website domain name must be descriptive of safe medication return, Washington's drug take-back system, and must not appear specific to any program operator.

(b) The single website must describe the statewide safe medication return system including, but not limited to, information on:

(i) Why and how to safely store and securely dispose of medication, including discouraging disposal of medication down drains or in the garbage;

(ii) What safe medication return accepts and does not accept; and

(iii) The single toll-free telephone number.

(c) The single website must display all collection sites and mail-back distribution locations available to the general public for all program operators on one map and in one table. The single website must display all drug take-back events for all program operators in one table. This information must be searchable by zip code and city and must display all options regardless of program operator.

(d) Each program operator shall update their collection sites, mail-back distribution locations, and locations and dates for drug take-back events on the single website at least quarterly.

(e) The single website must include, in a prominent place, links to the department's safe medication return website and contact information. The single website must inform the public that the department welcomes comments, questions, and concerns. The department shall provide program operators the appropriate URL and contact information.

(10) Program operator specific websites must present a consistent statewide drug take-back system.

(a) Program operator specific websites must include links to the single website described in subsection (9) of this section.

(b) Program operator specific websites must present all collection sites, mail-back distribution locations, and take-back events for all program operators whenever presenting information about any collection site, mail-back distribution location, or take-back event. Information about other program operator's collection sites, mail-back distribution locations, and take-back events must be at least as current as single website.

(c) Program operators shall not include program operator specific websites in any public promotional material.

(11) Program operators may include program operator specific email address on secure collection receptacles (kiosks) and mailer instructional inserts to inform the public how to receive support or provide comments about secure collection receptacle (kiosk) or mailer. Program operator specific email addresses must not be included on any other public promotional material.

(12) Program operators shall ensure the single toll-free telephone number required by RCW 69.48.070(2) and all call centers accessed through that single toll-free telephone number present a consistent statewide drug take-back system. The single toll-free telephone number and all call centers accessed through it must:

(a) Answer calls 24 hours a day, seven days a week;

(b) Allow callers to access information about the statewide safe medication return system including, but not limited to:

(i) Why and how to safely store and securely dispose of medication, including discouraging disposal of medication down drains or in the garbage;

(ii) What safe medication return accepts and does not accept; and

(iii) The single website.

(c) Provide callers with all collection sites, mail-back distribution locations, and drug take-back events available to the general public for all program operators based on location criteria provided by the caller. Callers shall not be required to choose between program operators to receive this information;

(d) Allow callers to order mail-back supplies; and

(e) Provide the department's contact information to callers who would like to provide feedback, including comments, questions, and concerns. The department shall provide program operators the appropriate contact information.

(13) Program operator specific telephone numbers and call centers must present a consistent statewide drug take-back system.

(a) Program operator specific telephone numbers and call centers must present all collection sites, mail-back distribution locations, and take-back events available to the general public for all program operators whenever presenting information about any collection site, mail-back distribution location, or take-back event.

(b) Program operators shall not include program specific telephone numbers in any public promotional material, except on secure collection receptacles (kiosks) and mailer instructional inserts to inform the public how to receive support and provide comments about secure collection receptacle (kiosk) or mailer.

(14) Current program operators shall coordinate with newly approved program operators to ensure subsections (1), (9), and (12) of this section are met within 180 days of the department's approval of a new program operator's proposal.

(15) Requirements of this section must be implemented by program operators within one year of the date the rule is adopted.

[Statutory Authority: RCW 69.48.050 and 69.48.180. WSR 24-03-146, § 246-480-070, filed 1/23/24, effective 2/23/24. Statutory Authority: RCW 69.48.180 and 69.48.120. WSR 19-14-090, § 246-480-070, filed 7/1/19, effective 8/1/19.]