



HEALTH PRODUCTS
STEWARDSHIP ASSOCIATION

Island Medications Return Program
Island Sharps Collection Program

Annual Report

for the period of

January 1, 2023 – December 31, 2023

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CEO's Letter

I am pleased to present the annual report for the Health Products Stewardship Association (HPSA) for the year 2023.

Since the programs' inception in 2015, HPSA has been dedicated to managing the Island Medications Return Program (IMRP) for Pharmaceuticals (prescriptions drugs, non-prescription drugs and natural health products) and the Island Sharps Collection Program (ISCP) for Medical Sharps that are sold in Prince Edward Island through the "consumer/residential" waste stream.

HPSA continues to operate under the principles defined by the Materials Stewardship and Recycling Regulations, pursuant to Section 25 of the Environmental Protection Act (EPA).

In 2023, HPSA collaborated with 49 pharmacies across PEI. Through these partnerships, we were able to collect 3,723 kilograms of pharmaceuticals and 8,631 kilograms of medical sharps, contributing to a cleaner and safer environment.

These programs are intricately crafted to guarantee the appropriate packaging, handling, transportation, and disposal of unused or expired Pharmaceuticals and used Medical Sharps received from the public in a secure, compliant, and environmentally conscious manner.

Looking ahead, HPSA remains committed to its mission of promoting the IMRP and ISCP programs and protecting public health and the environment. We will continue to collaborate with stakeholders, expand our programs, and implement innovative strategies to further our impact and achieve our goals. In addition to crafting our communication strategies and activities based on the 2023 survey outcomes, we also focused on educating the consumer on the proper and safe return methods of unwanted medications and used medical sharps.

We extend our sincere gratitude to our members, partners, stakeholders, and the pharmacy community for their continued support and collaboration in the IMRP and ISCP programs. Together, we will continue to make a positive difference in the health and well-being of citizens and the environment.

Thank you for your continued support and partnership.

Terri Drover
President and CEO



Definitions

The following terminology is used throughout the document.

Collection Location Sites	Community pharmacies registered in the HPSA programs to collect unused and/or expired Pharmaceuticals and used Medical Sharps returned from the public.
IMRP	Island Medications Return Program
ISCP	Island Sharps Collection Program
Medical Sharps	A needle, safety engineered needle, lancet, or other similar instrument that is designed to puncture the skin for medical purposes and that is sold or otherwise distributed, and includes anything affixed to the medical sharp, including a syringe.
Natural Health Products	Under the Natural Health Products Regulations , natural health products (NHPs) are defined as: <ul style="list-style-type: none"> • Vitamins and minerals • Herbal remedies • Homeopathic medicines • Traditional medicines such as traditional Chinese medicines • Probiotics • Other products like amino acids and essential fatty acids NHPs must be safe to use as over-the-counter products and do not need a prescription to be sold.
Non-prescription Drugs	Non-prescription drugs do not require a prescription of a practitioner under Section C.01.040.03 of the Food and Drugs Regulations in order to be sold and are not listed in the Prescription Drug List established under Section 29.1 of the Food and Drugs Act . Examples include: <ol style="list-style-type: none"> 1) A drug available from a pharmacist but does not require a prescription. These are the drugs located in the area of the pharmacy "behind the counter", where there is no public access and no opportunity for patient self-selection or 2) A drug which does not require a prescription and is available for self-selection from the area of the pharmacy under the direct supervision of the pharmacist or 3) A drug that may be purchased from any retail outlet (such as a grocery store)

Pharmaceuticals	Products sold directly to consumer and include: <ul style="list-style-type: none"> • Prescription drugs • Non-prescription drugs • Natural health products
Prescription Drugs	A drug requiring a prescription for sale in Canada
Regulation	<i>Environmental Protection Act's</i> Material Stewardship and Recycling Regulations
Steward	Brand-owner/producer who is a member of the Health Products Stewardship Association (HPSA).

I. Program Performance

PERFORMANCE MEASURES	RESULTS
QUANTITY COLLECTED	<p>In 2023, the following quantities were returned through the IMRP and the ISCP:</p> <p>The IMRP collected 3,723 kg of Pharmaceuticals returned by the public for safe disposal.</p> <p>The ISCP collected 8,631 kg of Medical Sharps returned by the public for safe disposal.</p> <p>Table 1 and Table 2 provides collection by regions.</p>
ACCESSIBILITY	<p>49 collection locations sites or 100% of all registered community pharmacies in Prince Edward Island</p> <p>See the full list in <i>Appendix 4</i>.</p>
PHARMACIES	<p>HPSA publishes and makes available information to educate both the pharmacists and the public on the IMRP and the ISCP.</p> <ul style="list-style-type: none"> • Website: www.healthsteward.ca • Pharmacy newsletters • Promotional order form • HPSA branded containers with MRP and SCP logo • Rack cards and Bookmarks on IMRP and ISCP
EDUCATION OUTREACH AND CAMPAIGNS	<ul style="list-style-type: none"> • HPSA website with updated FAQs and easy-to-navigate sections for consumers and pharmacists to find relevant information. • Drop-off location map on the website to find the closest collection site • Social media campaigns to promote consumer awareness and education

II. Program Outline

The IMRP and ISCP address the extended producer responsibility (EPR) for all types of Pharmaceuticals and Medical Sharps sold for consumer use in the province of Prince Edward Island. These programs are designed to ensure that collection services are available in all regions of the province and that all returned Pharmaceuticals and Medical Sharps are packaged, handled, stored, transported and disposed of in a safe, compliant and environmentally responsible manner. The compliance requirements of both programs are dictated by the *Materials Stewardship and Recycling Regulations*.

This regulation requires producers of Pharmaceuticals and Medical Sharps to provide Islanders with access to free and convenient collection locations for the collection and responsible disposal of their unused or expired Pharmaceuticals and used Medical Sharps.

The list of members that are participating in the Island Medications Return Program (IMRP) and the Island Sharps Collection Program (ISCP) are attached in [Appendix 1](#) and [Appendix 2](#), respectively.

III. Collection System

Collection sites for the IMRP and ISCP are community pharmacies. Pharmacies are a logical and safe system for the public to return unused or expired Pharmaceuticals and used Medical Sharps. Many have extended hours and offer a convenient place for consumer disposal year-round. Specific information is provided to ensure that pharmacy managers and staff are knowledgeable on the program objectives and the way the program operates.

All participating community pharmacies receive information containing specific instructions and guidelines as well as educational material to distribute to the public. For the collection of returned Pharmaceuticals, pharmacies can order HPSA branded pails by filing out Request Forms through HPSA. The containers are clearly marked with HPSA's logo and contact information, as well as a description of what can and cannot be placed in the containers. For the collection of used Medical Sharps, pharmacies can order the HPSA sharps containers they distribute for free to patients by filing out Request Forms through HPSA. These HPSA branded containers are clearly marked for domestic use only with HPSA's logo and instructions on how to secure containers and prepare for transportation. Of note, HPSA accepts any approved medical sharp containers, HPSA branded or not.

IV. Program Collections

In 2023, the quantity of unwanted Pharmaceuticals collected amounted to **0.021 kg** per capita, representing a total of **3,723 kg** returned for disposal. The quantity of used Medical Sharps collected amounted to **0.049 kg** per capita, representing a total of **8,631 kg** returned for disposal.

The below charts summarize the IMRP and ISCP collections over the last five years.

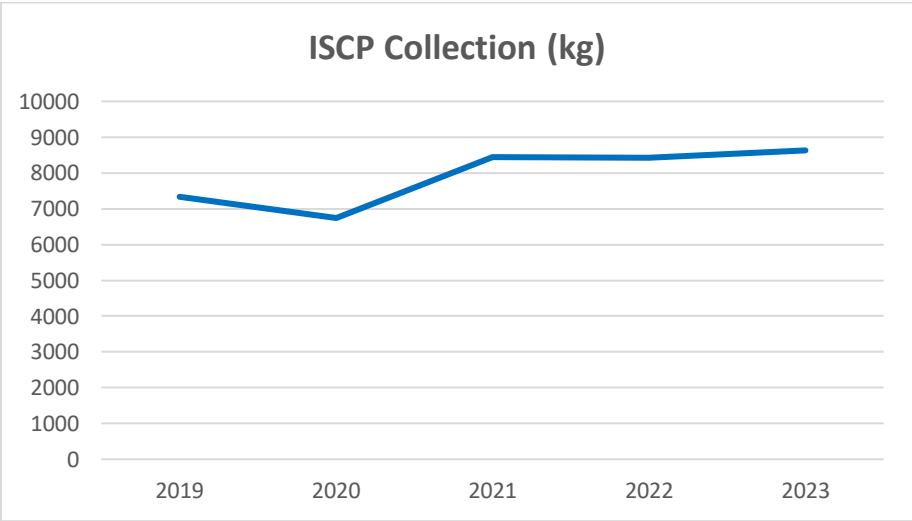
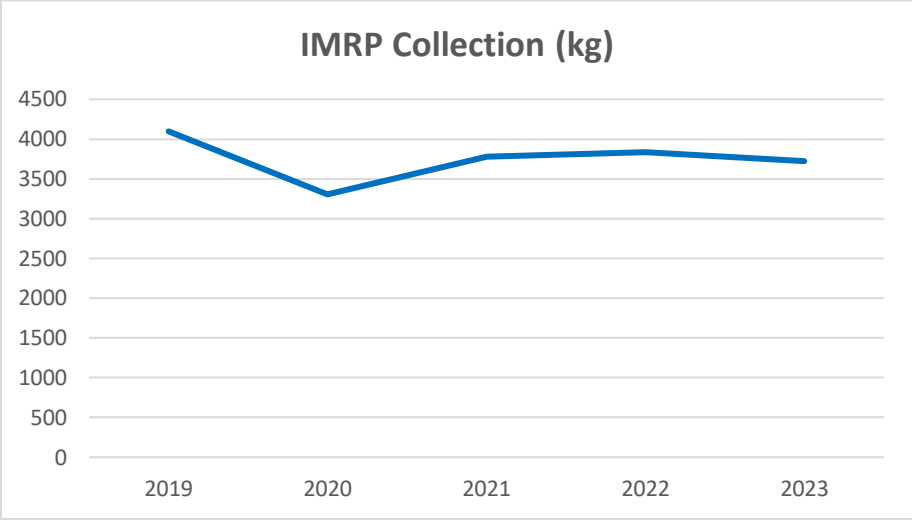


Table 1 Overview of unused and/or expired Pharmaceuticals collected in 2023 per region.

REGIONS	Collection Sites	First Quarter		Second Quarter		Third Quarter		Fourth Quarter		2023 Total	
		bins	Weight (kg)	bins	Weight (kg)	bins	Weight (kg)	bins	Weight (kg)	bins	Weight (kg)
Charlottetown	17	44	440.4	43	385.7	31	299.5	28	280.5	146	1,406.1
Green Gables Shore	3	6	65.1	4	40.2	10	110.5	6	69.8	26	285.6
North Cape Coastal Region	14	29	299.8	22	232.0	26	257.2	13	125.7	90	914.7
Points East Coastal Drive	10	15	159.3	14	149.2	12	123.2	16	159.4	57	591.1
Red Sands Shore	3	5	58.3	6	62.0	6	54.6	9	84.4	26	259.3
Western	2	11	63.0	10	56.6	15	74.2	11	72.1	47	265.9
Grand Total	49	110	1,085.9	99	925.7	100	919.2	83	791.9	392	3,722.7

Table 2 Overview of used Medical Sharps collected in 2023 per region.

REGIONS	Collection Sites	First Quarter		Second Quarter		Third Quarter		Fourth Quarter		2023 Total	
		boxes	Weight (kg)	boxes	Weight (kg)	boxes	Weight (kg)	boxes	Weight (kg)	boxes	Weight (kg)
Charlottetown	17	54	731.7	66	856.4	60	790.2	63	806.2	243	3,184.5
Green Gables Shore	3	12	180.6	8	120.7	14	215.9	10	151.4	44	668.6
North Cape Coastal Region	14	47	684.6	43	624.2	47	710.2	35	496.7	172	2,515.7
Points East Coastal Drive	10	23	327.8	25	356.9	24	334.3	30	410.6	102	1,429.6
Red Sands Shore	3	10	121.3	9	106.6	9	121.8	11	137.4	39	487.1
Western	2	5	77.1	4	64.9	7	115.4	6	88.5	22	345.9
Grand Total	49	151	2,123.1	155	2,129.7	161	2,287.8	155	2,090.8	622	8,631.4

V. Public Education Materials and Campaigns

A. Provincial and National Campaigns

During 2023, HPSA initiated its Bi-annual inquiry into consumer behavior, aiming to delve into the disposal methods adopted by Canadians for their surplus medications and used medical sharps. The study outcomes provided insightful revelations concerning consumer awareness, highlighting the subsequent findings:

- 55% of households with unwanted medications are informed about appropriate and safe disposal methods.
- 52% of households with unwanted medications know where to return them.
- Pharmacies serve as the primary information source, with 65% of individuals aware of disposal options learning about them from pharmacists or drugstores.

Additionally, younger Canadians display lower awareness levels compared to older demographics; 81% of individuals aged 55 and above are familiar with safe disposal methods, while only 50% of those aged 35-54 and 33% of those aged 18-34 demonstrate similar awareness.

The next HPSA consumer survey is scheduled for March 2025 and will be reported in the 2026 Annual Report.

How-to” Informational Assets for Pharmacists

HPSA conducted a survey on the pharmacists preferred educational assets. Based on the survey results, HPSA created a top 3 demanded assets: *How to dispose of medications and medical sharps posters*, *How to dispose of medications and medical sharps prescription bag stuffers and stickers*.

In addition to these informational assets, all HPSA collection locations have access to variable assets on the website such as :

- [A Pharmacist's Guide – Medications Return Program](#)
- [A Pharmacist's Guide – Sharps Collection Program](#)

Pharmacists were able to order promotional materials from HPSA at no additional cost.

“How-to” Consumer Videos

A pair of animated video guides were produced to explain the simple steps consumers can take to safely dispose of their unwanted medications and used sharps. The videos were shared on HPSA’s YouTube channel and can also be found on the “Consumer” page of the HPSA website. The video instructions are also screened at many pharmacies. The “How-to” video could be found on HPSA’s webpage, under these links:

- [A guide to safely disposing of unwanted medications](#)

- [A guide to safely disposing of used medical sharps](#)

Earned Campaign

Throughout 2023, HPSA strategized and implemented a series of nationwide and regional initiatives aimed at amplifying program awareness and participation. This section delves into select pivotal campaigns from the year. Earned outreach for all campaigns landed a total of **11 interviews**, resulting in 180 media placements across national English and French outlets and netting over **57 million impressions**. Press release distribution for each campaign was also successful. Press releases were syndicated in a total of 468 outlets, generating over **177 million impressions** in English and French.

National Drug Drop Off Month

In recognition of National Drug Drop Off Month in August, HPSA partnered with Drug Free Kids (DFK) Canada to increase awareness among Canadian parents and other consumers about the proper disposal of unwanted medication.

HPSA commissioned an Angus-Reid Institute survey to provide insights around the issue and engaged a strategic communications agency. The survey revealed a gap in understanding among our target audience, Canadian parents, when it came to the safest way to dispose of unwanted medications. These insights were localized to markets across a large province and shaped campaign messaging.

- 70% of Canadian parents admit to leaving their medications in a place that is accessible by their children.
- 87% of Canadian parents do not consider the safe disposal of unwanted medications as essential.

Guided by survey insights, the campaign involved a three-pronged approach:

1. [Media release distribution](#)
2. Earned media outreach
3. Social media amplification

Campaign Performance

The volume of media attention generated by this campaign is an indicator of the sustained interest in the work of HPSA and DFK Canada in keeping Canadian households, communities, and our shared environment safe. Social media generated the following :

- 1- 28,756 Reach
- 2- 428 link click

Diabetes Awareness month

During diabetes awareness month in November, HPSA ran a campaign destined to Diabetes patients to raise awareness on the importance of safely disposal of Sharps. The Campaign consisted of press releases in both English and French along with a Social Media Campaign.

Campaign Performance

- Press release published in News wire.
- Social Media Campaign

B. Website and Ongoing Social Media

Website

Each quarter, more than **15,000** visitors come to the HPSA website. The top keywords visitors search include: *HPSA, sharps container, approved sharps container, and 'can I return medication to pharmacy?'*

The HPSA website is home to a wealth of information, including details about how and where consumers can bring their unwanted pharmaceuticals and used medical sharps. [An easy-to-use interactive map](#) prompts visitors to enter their postal code and the map displays nearby drop-off collection locations.

Social Media

In 2023, HPSA's social media strategy continued to focus on delivering consistent, high-quality content to various audiences. This social media engagement took advantage of dynamic formats, such as video and audio. HPSA also designed content pillars to spread awareness on the importance of the IMRP and ISCP.

Social Channel Performance

- 2,931 engagements across Instagram, the consumer-oriented platform
- Average of 90% increase in followers

Notable Insights

- HPSA content continued to exceed industry benchmarks, surpassing average engagement rates across all channels.
- Consistent content led to a significant increase in engagement on Facebook and LinkedIn. Meanwhile, highly visual content and carousel/video formats encouraged higher levels of engagement on Instagram.
- Targeted posts per province
- Posts promoting an upcoming panel or speaking engagement earned the highest level of engagement on LinkedIn.
- Content featuring HPSA executives yielded the highest engagement on Facebook.

Paid Social Media Campaigns

In addition to organic (unpaid) social media content, HPSA paid to promote select posts on Facebook, LinkedIn, and Instagram over the year. This included during campaign periods and top awareness moments, such as National Drug Drop Off Month and Earth Day.

Paid social media promotion is a powerful tool to expand HPSA audience and strategically target people based on their geography, demographic, or other qualifiers, such as whether they are parents.

Paid campaigns included:

- World Water Day: To commemorate World Water Day, HPSA published content related to the importance of keeping waterways clean. This includes providing consumers with the resources and information needed to dispose of unwanted medications and used medical sharps safely.
- Region-Specific Data: Videos were shared on HPSA's social channels to highlight the impact of returned medications and used medical sharps on the environment and the continued importance on keeping their communities and waterways clean. The content, tailored to each province, was boosted on Instagram to create greater visibility and awareness of HPSA take-back programs



Appendix 1 – HPSA Members – IMRP

AA Pharma Inc.
AbbVie Corporation
Accord Healthcare
Advanced Orthomolecular Research (AOR)
Advantage Solutions
Alcon Canada Inc.
Amgen Canada Inc.
Amway Canada Corporation
Apotex Inc.
Aralez Pharmaceuticals Canada Inc.
Arcutis Biotherapeutics Inc.
Astellas Pharma Canada Inc.
AstraZeneca Canada Inc.
Atrium Innovations Inc
Auro Pharma Inc
Bausch + Lomb Corporation
Bausch Health, Canada Inc.
Baxter Canada
Bayer Inc.
BGP Pharma (Mylan)
Bioforce Canada Inc.
Biogen Canada Inc
BioSyent Pharma Inc.
Blistex Corporation
Body Plus Nutritional Products Inc.
Boehringer Ingelheim Canada Ltd.
Boiron Canada
Bristol-Myers Squibb
Canadian Custom Packaging Company
Celex Laboratories Inc.
Church & Dwight Canada
Cipher Pharmaceuticals Inc.
Clorox Company of Canada Ltd.
Costco Wholesale Canada
D Drops Company
Dr. Reddy's Laboratories
Duchesnay
Eisai
Eli Lilly Canada Inc.
EXZELL PHARMA IN
Ferring Inc.
Fresenius Kabi Canada Ltd.
Marcan Pharmaceuticals Inc.
McKesson Canada
McNeil Consumer Healthcare - a Division of Johnson & Johnson
Mead Johnson Nutrition (Canada) Co.
Medexus Inc.
Merck Canada Inc.
Mint Pharmaceuticals Inc
Mylan Pharmaceuticals ULC
Natural Factors Nutritional Products Ltd.
Nature's Sunshine Products of Canada Ltd.
Nestle Canada Inc
New Chapter Canada Inc.
Novartis Pharmaceutical Canada Inc.
Novo Nordisk
Omega Alpha Pharmaceuticals Inc.
Organika Health Products Inc.
Organon Canada Inc
Otsuka Canada Pharmaceuticals Inc.
Paladin Labs Inc.
Pascoe Canada Inc
Pattison Food Group Ltd.
Pfizer Canada Inc.
Pharmasave Drugs Ltd
Pharmascience Inc.
Platinum Naturals Ltd
Procter & Gamble Inc.
Purdue Pharma
Puresource Corp
RB Health Canada Inc.
Rexall Pharmacy Group Ltd.
Roche Canada Ltd. - Hoffmann
Sandoz Canada
Sanis Health Inc.
Sanofi Consumer Health
Sanofi-Aventis Canada Inc.
Seaford Pharmaceuticals
Servier Canada Inc.
Shaklee Canada Inc.
Shoppers Drug Mart Inc.
Sivem Pharmaceuticals ULC
Sobeys National (Mississauga)
St. Francis Herb Farm

Galderma Canada Inc.
General Nutrition Centres Canada
Generic Medical Partners Inc.
Gilead Sciences Canada Inc.
GlaxoSmithKline Inc.
Haleon
Health First Network Association Inc.
Herbalife of Canada
HLS Therapeutics
HPI Health Products/Lakota
Imperial Tobacco Canada Limited
Indivior Canada
Jamieson Laboratories
Jamp Pharma Corporation
Janssen Inc.
Laboratoires Atlas Inc.
Leadiant Biosciences Inc.
Leo Pharma Inc.
Les Laboratoires Nicar Inc.
Loblaw Companies Ltd.
Lundbeck Canada Inc.
Mannatech Incorporated

Sterimax Inc.
Sunovion Pharmaceuticals Inc.
Takeda Canada Inc.
Tanta Pharmaceuticals Inc.
Taro Pharmaceuticals Inc.
Teva Canada / Novopharm
UCB Canada Inc.
UniPHARM Wholesale Drugs
USANA Health Sciences
Valeo Pharma Inc
Vertex Pharmaceuticals Incorporated
Virbac Corporation
Vita Health Products Inc.
Wal-Mart Canada Corp
WellSpring Pharmaceutical Canada Corp.
Westcoast Naturals
WN Pharmaceuticals Ltd.



Appendix 2 – HPSA Members – ISCP

Abbott Diabetes Care	Janssen Inc.
AbbVie Corporation	Leo Pharma Inc.
Accord Healthcare	LifeScan Canada ULC
Amgen Canada Inc.	Medexus Inc.
Apotex Inc.	Novartis Pharmaceutical Canada Inc.
Ascensia Diabetes Care Canada Inc.	Novo Nordisk
AstraZeneca Canada Inc.	Organon Canada Inc
Auto Control Medical	Paladin Labs Inc.
Bausch Health, Canada Inc.	Pfizer Canada Inc.
BGP Pharma (Mylan)	Roche Canada Ltd. - Hoffmann
Biogen Canada Inc	Roche Diabetes Care - a division of Hoffmann-La Roche Ltd
Bristol-Myers Squibb	Sandoz Canada
Cardinal Health Canada	Sanofi-Aventis Canada Inc.
Dexcom Canada	SOBI Canada (Swedish Orphan Biovitrum)
Domrex Pharma Inc.	Stericycle
Eli Lilly Canada Inc.	Sterimax Inc.
Embecta Nova Scotia Company	Takeda Canada Inc.
EMD-Serono Canada Inc.	Teva Canada / Novopharm
Ferring Inc.	UCB Canada Inc.
GlaxoSmithKline Inc.	Valeo Pharma Inc
Grype Qa Test	Vetoquinol N.-A. Inc.
Intervet Canada Corp Merck Animal Health	Wholesale Medical Network Inc
	Zoetis Canada

Appendix 3 – Promotional Materials

HEALTH PRODUCTS STEWARDSHIP ASSOCIATION How Consumers Can Return Unwanted Medications



Step 1

Identify unwanted medications by checking the expiry dates and consulting with your doctor. Always ensure your medications are stored in a locked area.



Step 2

Transfer medications such as tablets into a clear bag, but keep liquids and creams in their original containers while removing your personal information. Do not mix sharps and medications.



Step 3

Find a local participating pharmacy on the Drop-Off Location Map.

Let's build a healthier and safer environment together.

www.healthsteward.ca

FOR CONSUMER USE ONLY



PHARMACY

HEALTH PRODUCTS STEWARDSHIP ASSOCIATION How Consumers Can Return Used Medical Sharps



Step 1

Pick up a sharps container from your local participating pharmacy (subject to availability) or purchase one from a retailer.



Step 2

After use, place used medical sharps in the provided container, ensuring the stack of sharps stay below the lid closure line.



Step 3

Permanently close the container following the instructions and return it to the pharmacy.

Let's build a healthier and safer environment together.

www.healthsteward.ca

FOR CONSUMER USE ONLY



PHARMACY

Step 1

Identify unwanted medications by checking the expiry dates and consulting with your doctor. Always ensure your medications are stored in a locked area.

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Permanently close the container following the instructions and return it to the pharmacy.

Appendix 4 – Registered Collection Location Sites

Alberton Pharmacy	Murphy's Stratford Pharmacy
Bioscript Pharmacy	Murphy's Tyne Valley Pharmacy
Bob's Pharmacy	Murphy's Wellington Pharmacy
Hunter River Pharmacy	Murphy's West Royalty Pharmacy
Lawtons #2557	O'Leary Pharmacy
Lawtons #372	Pharmasave #823
Lawtons #826	Sherwood Drug Mart
Lawtons #880	Shoppers Drug Mart #100
Lawtons #882	Shoppers Drug Mart #101
Loblaw Pharmacy #314	Shoppers Drug Mart #102
Loblaw Pharmacy #376	Shoppers Drug Mart #105
Loblaw Pharmacy #386	Shoppers Drug Mart #2029
Loblaw Pharmacy #388	Sobeys #621
Main Street Pharmasave	Sobeys #628
McKenna's Pharmachoice	Sobeys #721
Montague Pharmasave	Sobeys #868
Murphy's Central Street Pharmacy	Sobeys #870
Murphy's Cornwall	Souris Remedy's Rx
Murphy's East Royalty Pharmacy	South Shore Pharmacy
Murphy's Kensington Pharmacy	The Medicine Shoppe #187
Murphy's Kinlock Pharmacy	The Medicine Shoppe #232
Murphy's Morell Pharmacy	The Medicine Shoppe #327
Murphy's Parkdale Pharmacy	Walmart #3162
Murphy's Queen Street Pharmacy	Walmart #3644
Murphy's Rustico Pharmacy	