HEALTH PRODUCTS
STEWARDSHIP ASSOCIATION

New Brunswick Pharmaceuticals and Sharps Program

ANNUAL REPORT

For the period of January 1, 2025 – December 31, 2025

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HEALTH PRODUCTS STEWARDSHIP ASSOCIATION

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Message from the CEO

Dear Stakeholders,

Protecting public health, safeguarding communities, and reducing environmental risk depend on stewardship systems that Canadians can trust. At the Health Products Stewardship Association (HPSA), those commitments define our role. As a trusted stewardship organization, HPSA works on behalf of pharmaceutical producers to ensure that health products used in Canadian homes are managed safely and responsibly at end of life—supporting both environmental protection and public safety.

In New Brunswick, HPSA delivers this mandate through the New Brunswick Pharmaceuticals and Sharps Program since inception in 2024, in accordance with the Designated Materials Regulation – Clean Environment Act since regulation 2008-54 as amended by regulation 2024-37.

2025 also marked HPSA 25th year as leader in extended producer responsibility (EPR) programs for health products and we continue to remain focused on delivering stewardship programs that are compliant, accessible, and efficient on behalf of **174** medications brand owners and **56** medical sharps brand owners.

Collaboration with pharmacies, banners, and other health partners remains central to ensuring broad program reach across New Brunswick's urban, rural, and remote communities. In 2025, our network expanded to **220** Collection locations, equaling a participation rate of **93% (10% increase as compared to 2024).** In 2025, HPSA collected and disposed **14,735.34 kilograms** of unwanted medications and **22,122.33 kilograms** of used medical sharps. HPSA could not have achieved those results without the collaborative efforts of our collection locations.

Public education and awareness remain critical drivers of behavior change. Consumer research shows encouraging progress in awareness levels reaching 84% for New Brunswickers, while reinforcing the importance of sustained education efforts to close the gap between knowing what to do and taking action.

As a stewardship organization, HPSA is committed to not just being compliant but also forward-looking and outcomes focused. Innovation, collaboration, and continuous improvement remain essential to delivering effective, efficient and resilient stewardship systems.

Sincerely,

Best Regards,

Delphine Lagourgue

President & Chief Executive Officer

Checklist for New Brunswick Annual Report Requirements

Regulatory Requirement	Corresponding Section in Annual Report
Section 45(1)(a) – Amount of designated material waste collected and otherwise managed by material category	Section I – Collection & Processing
Section 45(1)(b) – Collection systems used and location of return facilities	Section I.1 – Collection
Section 45(1)(c) – Amount reused, recycled, recovered, processed or disposed of	Section I.2 – Processing
Section 45(1)(d) – Description of processing methods	Section I.2 – Processing
Section 45(1)(e) – Location of any storage, processing or handling facilities for designated material waste	Section I – Collection & Processing
Section 45(1)(f) – Efforts to redesign designated materials	Section IV.3 – Product Redesign
Section 45(1)(g) – Consumer awareness, educational materials and promotional activities	Section II – Consumer Awareness
Section 45(1)(h) – Assessment of the effectiveness of its stewardship plan against the performance measures and the targets that were approved or imposed by the stewardship board	Section V – Stewardship Plan Effectiveness Assessment
Section 45(1)(i) – Audited financial statements	Section III – Financial reporting
Section 45(1)(j) – Additional supporting information	Entire report and appendices
Sections 45(2) and 45(3) – Quantities distributed in New Brunswick by material category	Introduction – Program outline
Sections 39(n) - A description of greenhouse gas emissions resulting from the implementation of the stewardship plan and opportunities to reduce environmental impact;	Section IV.1 – Environmental Commitments

Introduction

Regulatory Context

The HPSA approved program plan and this annual report were developed to comply with the Designated Materials Regulation 2008-54 – Clean Environment Act filed April 25, 2008 (as amended by regulation 2024-37).

HPSA will provide Recycle New Brunswick with a revised program plan before its expiration date (December 31, 2027).

Acronyms and Definitions

The terms and definitions below are extracted from the approved stewardship plan.

Brand Holder	A person who owns or licences a brand or who otherwise has rights to market a product under that brand.
Collection Location	A location, typically a retail pharmacy, registered with HPSA to collect the pharmaceutical product and medical sharp waste returned by consumers. Referred to as "return facility" in the Regulation.
Commercial waste agreement	An agreement with a waste management service provider to manage Industrial, Commercial, or Institutional (IC&I) waste (e.g., a commercial waste agreement to manage medical sharp wastes from immunization/flu shots, COVID-19 vaccines).
Consumer	A person who uses a pharmaceutical product or medical sharp for their own purpose or that of their companion animal, and not for the purpose of resale.
Cytotoxic Waste	Waste containing substances with genotoxic properties (e.g., waste containing cytostatic drugs – often used in cancer therapy; genotoxic chemicals).
Material Type	For this Stewardship Plan, two types of materials are defined: - Material type 1: Pharmaceutical waste (which includes prescription drugs, over-the-counter drugs and natural health products waste) - Material type 2: Sharp waste
Medical Sharp	A needle, safety-engineered needle, lancet or other similar instrument designed for medical purposes to puncture the skin of a consumer or their companion animal and includes anything

	affixed to the medical sharp, including a syringe. Also referred to as ‘’sharp’ in this document.
Permanent establishment	A permanent establishment as defined in the following provisions of the Income Tax Regulations (Canada): (a) in the case of a corporation, subsection 400(2); and (b) in the case of an individual, subsection 2600(2).
Pharmaceutical Product	A drug as defined in section 2 of the Food and Drugs Act (Canada) and a natural health product as defined in subsection 1(1) of the Natural Health Products Regulations made under that Act, but does not include: (a) a food as defined in section 2 of the Food and Drugs Act (Canada), (b) a cosmetic as defined in section 2 of the Food and Drugs Act (Canada), (c) a drug that is a radiopharmaceutical as defined in Part C of the Food and Drug Regulations made under the Food and Drugs Act (Canada), (d) a drug for veterinary use except for a drug for veterinary use in a consumer's companion animal, (e) a topical substance that does not contain an antibiotic, antifungal or analgesic, or (f) a drug that is represented as being solely for use as a disinfectant on hard non- porous surfaces. Also referred to as ‘pharmaceutical’ and 'medication' in this document.
Producer	A producer of a designated material, being one of the following persons: (a) the brand holder of the designated material if the brand holder has a permanent establishment in Canada; (b) in the absence of a person referred to in paragraph (a), the importer of the designated material into New Brunswick if the importer has a permanent establishment in New Brunswick; or (c) in the absence of a person referred to in paragraph (a) or (b), the retailer of the designated material that supplies the designated material to the consumer. When a retailer sells pharmaceutical products or medical sharps by means of a physical or electronic marketplace that is owned, controlled or operated by a marketplace facilitator, the marketplace facilitator shall be deemed to be the retailer.
Retailer	A person who sells or offers for sale, to a consumer in the province,

	pharmaceutical products or medical sharps.
CL	Collection Location
DIN	Drug Identification Number
DIN-HM	Homeopathic Medicine Number
EPR	Extended Producer Responsibility
HPSA	Health Products Stewardship Association
IC&I	Industrial, Commercial, and Institutional
MRP	Medications Return Program
NB	New Brunswick
NBPA	New Brunswick Pharmacists' Association
NBPSP	New Brunswick Pharmaceuticals and Sharps Program
NHP	Natural Health Product
NPN	Natural Product Number
OTC	Over The Counter drug
PRO	Producer Responsibility Organization
RFP	Request For Proposal
RNB	Recycle New Brunswick
RX	Prescription drug
SCP	Sharps Collection Program

Program Outline

The Health Products Stewardship Association (HPSA) is the Producer Responsibility Organization (PRO) recognized by Recycle New Brunswick (RNB) for the implementation of the New Brunswick Pharmaceuticals and Sharps Program (NBPSP), in compliance with the applicable regulations and program plan. HPSA submits the required reports to the relevant regulatory authorities in the province.

Overseeing the NBPSP for HPSA is Alain Renard, Director of Stewardship Programs (East).

To fulfill its commitment to hire a bilingual New Brunswick resident for program management support, HPSA appointed Melissa Caissie as Associate, Programs, based in Shediac, on October 6, 2025 to replace Glen Hall who was appointed in January 2024. As a PRO, HPSA fulfills certain regulatory obligations on behalf of its members. As of December 2025, the organization had a total of 192 members. (see **Appendix 1**). The program's performance is made public through the annual report posted on (Resources - HPSA) as required under Section 45(1) of the Designated Materials Regulation under the Clean Environment Act.

Program Scope

The NBPSP is designed to collect unused and/or expired pharmaceutical products and used medical sharps that are not administered by a healthcare professional. The program manages two material types:

- Material type 1: Pharmaceutical waste, which includes prescription drugs (RX), over-the-counter drugs (OTC), and natural health products (NHP) waste.
- Material type 2: Medical Sharp waste.

Quantities distributed in the province of New-Brunswick in 2025 (as required per Section 45(2) and Section 45(3), are as follows:

Material Type	Quantities distributed	Unit of measure
Prescription medications (RX)	1,329,747.31	KG
Over the counter medications (OTC)	659,760.70	KG
Natural Health products (NHP)	765,081.41	KG
Medical Sharps	83,481.28	KG

Section I: Collection & Processing

1. Collection

Regulatory requirements: ***New Brunswick Designated Materials Regulation (Clean Environment Act), N.B. Regulation 2024-37:***

- Subsection 45(1)(a) – Amounts of designated materials collected.
- Subsection 45(1)(b) – Description of the collection system.
- Subsection 45(1)(e) – Location(s) where designated materials are stored prior to processing or disposal.

(A) Collection methods used

HPSA provides all collection containers and related materials free of charge to collection locations and pays for all shipping and disposal costs. Participation in the program is free for the public and collection locations.

In New Brunswick, the collection system is designed to ensure convenience for the public while meeting regulatory requirements. Collection is exclusively available at participating community pharmacies (listed in Appendix 2) across the province.

Pharmacy managers interested in becoming a Collection Location under the HPSA program must complete and sign a collection location agreement (CLA) detailing the requirements and the procedure for the collection, handling and storage of unwanted pharmaceuticals and used medical sharps received from the public.

HPSA provides program guidelines to ensure that pharmacy managers and staff are well-informed about program operations.

All participating community pharmacies receive access to the HPSA Collection Location website portal and a guide containing instructions on:

- program details for the public, and
- proper handling of medications and sharps collection containers.

They also receive free supplies and the details of those supplies, for the collection of unused and/or expired pharmaceuticals on one side and used medical sharps on the other side.

Unused and/or expired pharmaceuticals returned by the public are dropped in lined, reusable 60L HPSA branded pharmaceutical waste containers (MRP containers) placed behind the pharmacy dispensary. When the liner is full, pharmacy staff tie off the container liner, secure the lid to the base and arrange for shipment.

Used non-cytotoxic medical sharps are returned by consumers in medical sharps containers labelled with a biohazard symbol (HPSA accept all medical sharps containers). At the collection location, these non-cytotoxic sharps containers are packaged in secondary containment packaging (i.e., a corrugated cardboard box with the universal biohazard symbol on the outside) that is lined

with a plastic bag. When ready for pick-up, pharmacy staff tie off the box liner, seal the box and arrange for shipment.

Used cytotoxic medical sharps are received from consumers in sharps containers labelled with a biohazard symbol. At the collection location, these sharps containers are packaged in lined, corrugated cardboard boxes with cytotoxic labelling on the outside. When ready for shipment, collection locations tie off the box liner, seal the box and arrange for shipment.

(B) Location of Collection Sites

The New Brunswick College of Pharmacists reported that **236 registered community pharmacies** were eligible to participate in the NBPSP.

HPSA made the following commitments in its stewardship plan:

- Achieve and maintain a high level of enrollment of licensed community pharmacies in New Brunswick to ensure adequate accessibility across all Regional Service Commission (RSC) regions.
- Report any new Collection Locations enrolled in the Program to Recycle New Brunswick (RNB) on a quarterly basis.
- Work closely with the New Brunswick Pharmacists' Association (NBPA) to support pharmacists and staff, as well as potential alternate Collection Location owners/operators (i.e., non-community pharmacies) or related associations, to ensure continued participation and awareness of the Program.

HPSA continued to report quarterly on new Collection Locations and tonnages to RNB throughout 2025.

HPSA maintained its collaboration with ECO360, the depot and sorting center in the Moncton region, which continues to encounter pharmaceuticals and medical sharps in its sorting stream. Due to current Health Canada requirements regarding the handling of post-consumer returns containing controlled substances, ECO360 is not designated as a Collection Location. HPSA continues to support ECO360 by providing medical sharps containers for distribution to residents and by promoting the return of pharmaceuticals and sharps to community pharmacies. Ongoing collaboration aims to reduce contamination at source through improved public awareness and education.

ECO360 2025 collected amounts were as follows:

- Material type 1 (pharmaceuticals): 398.4 kg
- Material type 2 (medical sharps): 721.6 kg

Total: 1120.0 kg.

HPSA also continued engagement with stakeholders across the province, including participation in discussions with Regional Service Commissions and ongoing collaboration with NBPA to support pharmacy participation and program awareness.

As of December 31, 2025:

- **220 community pharmacies** actively participated in the HPSA program out of 236 registered pharmacies in New Brunswick, representing a **93% participation rate**.
- Collection Locations were distributed across all **12 Regional Service Commissions (RSCs)**.
- HPSA continued to evaluate opportunities for alternative Collection Locations in remote and Indigenous communities to further improve accessibility.

(C) Accessibility of Collection Network

HPSA completed an accessibility analysis of its collection network using the pharmacy network as it existed on **November 20, 2025**, the date on which the facility extract used for the analysis was prepared.The study determined that 99.4% of the population (both for the 'rural' and 'urban' contexts as defined in the study) has access to a collection facility within the defined service standard.

This high level of accessibility demonstrates that the program provides convenient and equitable access to collection services across urban, rural, and remote communities.

HPSA further expanded its collection network in 2025, increasing the number of pharmacies participating.

Appendix 3: Accessibility Study

Table 1 – Number of collection locations and percentage of total per RSC

Regional Service Commission	Number of Registered Collection Locations	Total Number of Collection Locations in that RSC	% of Total
8	6	6	100%
11	40	42	95%
12	12	12	100%
Acadian Peninsula	10	12	83%
Chaleur	11	11	100%
Fundy	34	36	94%
Greater Miramichi	11	11	100%
Kent	11	11	100%
Northwest	11	12	92%
Restigouche	7	8	88%
Southeast	59	66	89%
Southwest NB	8	9	89%
Total	**220**	**236**	**93%**

The detailed list of Collection Locations by RSC is available in **Appendix 2.**

Item 45(1)(a) – Amount of designated material waste collected and otherwise managed by material category

(i) collected within the province, and

(ii) collected within the geographical areas specified in the stewardship plan

Table 2 – Collection of unwanted pharmaceuticals by quarter in kg

RSC	Q1	Q2	Q3	Q4	2025 Total
8	187.77	204.78	199.36	116.73	708.64
11	509.60	541.66	681.39	569.10	2,301.75
12	72.05	72.73	117.89	66.55	329.22
Acadian Peninsula	288.23	154.47	177.39	230.23	850.32
Chaleur	28.71	236.73	195.02	326.52	786.98
Fundy	748.79	552.95	478.69	576.21	2,356.64
Greater Miramichi	155.18	118.26	231.02	197.60	702.06
Kent	208.21	94.18	223.73	166.81	692.93
Northwest	181.60	36.92	251.52	91.26	561.30
Restigouche	0.00	113.05	74.54	138.05	325.64
Southeast	1,261.20	1,316.35	1,199.97	1,143.73	4,921.25
Southwest NB	63.43	18.21	45.13	71.84	198.61
Grand Total	3,704.77	3,460.29	3,875.65	3,694.63	14,735.34

Table 3 – Collection of used non-cytotoxic medical sharps by quarter in kg

RSC	Q1	Q2	Q3	Q4	Total
8	169.67	263.00	267.92	277.49	978.08
11	877.73	770.50	878.98	991.51	3,518.72
12	202.01	178.51	138.51	293.99	813.02
Acadian Peninsula	194.99	217.50	254.53	326.00	993.02
Chaleur	141.50	366.50	276.51	323.50	1,108.01
Fundy	811.36	749.00	655.52	956.03	3,171.91
Greater Miramichi	121.51	216.50	183.81	380.50	902.32
Kent	323.99	252.50	251.00	251.00	1,078.49
Northwest	147.50	63.00	167.51	68.50	446.51
Restigouche	37.00	80.01	97.00	215.99	430.00
Southeast	1,627.19	1,787.94	1,678.51	1,908.08	7,001.72
Southwest NB	106.52	42.51	68.00	123.00	340.03
Total non-cytotoxic	4,760.97	4,987.47	4,917.80	6,115.59	20,781.83

Table 4 – Collection of used cytotoxic medical sharps by quarter in kg

RSC	Q1	Q2	Q3	Q4	Total
8	0.00	37.50	23.00	15.00	75.50
11	0.00	0.00	47.50	9.50	57.00
12	46.50	0.00	43.50	65.00	155.00
Acadian Peninsula	13.5	0.00	0.00	0.00	13.50
Chaleur	0.00	73.5	100.0	108.00	281.50
Fundy	54.50	178.50	126.00	168.50	527.50
Greater Miramichi	29.50	0.00	22.50	0.00	52.00
Kent	0.00	0.00	0.00	70.50	70.50
Northwest	0.00	0.00	0.00	0.00	0.00
Restigouche	0.00	0.00	19.50	0.00	19.50
Southeast	11.50	13.50	38.00	25.50	88.50
Southwest NB	0.00	0.00	0.00	0.00	0.00
Total Cytotoxic	155.50	303.00	420.00	462.00	1,340.50

Table 5 – Collection Total of used non-cytotoxic and cytotoxic medical sharps by quarter in kg

	Q1	Q2	Q3	Q4	Total
Sharp Waste non-cytotoxic	4,760.97	4,987.47	4,917.80	6,115.59	20,781.83
Sharp Waste cytotoxic	155.50	303.00	420.00	462.00	1,340.50
Total	4,916.47	5,290.47	5,337.80	6,577.59	22,122.33

Collection volume analytics show that compared to other HPSA mature programs, the weight collected per collection location is in the middle range. Collected weight per 10,000 people is in the lower range with the exception of Manitoba. New-Brunswick's population data used is Q4 data from Statistics Canada[1]. HPSA will monitor these trends.

Province	Collected Weight (kg) per Collection Location		Collected weight (kg) per 10,000 People	
	Medications	Sharps	Medications	Sharps
British Columbia	102	N/A	189	N/A
Manitoba	48	74	127	198
Ontario	67	91	194	263
Prince Edward Island	86	155	237	426
New Brunswick	68	101	170	255
Quebec	106	136	203	259

Table 6 – Collected weight (kg) per collection location and per 10,000 people

[1] Population estimates, quarterly

2. Processing

Regulatory requirements: ***New Brunswick Designated Materials Regulation (Clean Environment Act), N.B. Regulation 2024-37:***

> Subsection 45(1)(c) – The amount of designated material waste, by category of material, that was reused, recycled, recovered, processed, disposed of or otherwise handled.
>
> Subsection 45(1)(d) – A description of the methods used to reuse, recycle, recover, process, dispose of or otherwise handle designated material waste, by category of material.

No intentional storage of pharmaceutical product and medical sharp waste was done in 2025 as the aim is to dispose of them as quickly as possible.

The total amount of pharmaceutical product and medical sharp waste processed, by material type, are identical to the amounts collected.

Pharmaceutical product waste total amount processed: **14,735.34 kg. 100%** of this amount was recovered for energy by waste-to-energy process. Ashes are landfilled at the same site.

Medical sharp waste total amount processed: **22,122.33 kg**. Out of this total (cytotoxic), **1,340.50 kg (6.06%)** was disposed of by incineration (with ashes then landfilled) and **20,781.83 kg (93.94%)** (non-cytotoxic) was autoclaved and then landfilled.

Table 7 –Quantities and percentages per material types and processes

Material Type	Recycled (kg)	Recycled (%)	Recovered for Energy (kg)	Recovered for Energy (%)	Contained (kg)	Contained (%)	Otherwise Treated (kg)	Otherwise Treated (%)	Disposed through incineration (kg)	Disposed through landfilled (kg)	Disposed (%)
Pharmaceuticals	0	0	14,735.34	100	0	0	0	0	0	0	0
Medical Sharps (Cytotoxic)	0	0	0	0	0	0	0	0	1,340.50	0	100
Medical Sharps (Non-Cytotoxic)	0	0	0	0	0	0	0	0	0	20,781.83	100

Section 45(1)(d) – Description of processing methods

(A) Pharmaceutical Waste Processing

The service provider contracted by HPSA is a licensed dealer in accordance with Health Canada regulations.

Once received in the service provider's facility, the pharmaceuticals containers are emptied (liners removed) and the pharmaceutical waste is transported towards a waste-to-energy process. Containers are then washed and reused.

Processing method: High-temperature waste-to-energy process is used to destroy pharmaceutical waste, ensuring compliance with environmental and health relevant regulations (Greenflow in Burlington, ON). Ashes from the waste-to-energy process are landfilled at the same site (Burlington, ON).

(B) Medical Sharps Processing

- **Non-cytotoxic sharp waste**

The service provider contracted by HPSA transports the boxes of non-cytotoxic sharps waste to an HPSA-approved disposal site where the return boxes and the medical sharps containers containing non-cytotoxic sharps are autoclaved.

This process transforms them into non-hazardous waste before landfilling.

- **Cytotoxic sharp waste**

The service provider contracted by HPSA transports the boxes of cytotoxic sharps waste to an HPSA approved disposal site where the return boxes and the medical sharps containers containing cytotoxic sharps are incinerated (no waste-to-energy is possible due to the nature of the waste and site permit exclusions). Ashes are then landfilled.

Section 45(1)(e) - the location of any storage, processing or handling facilities for designated material waste

All wastes collected are consolidated at Stericycle Canada, 125 English Dr, Moncton, NB E1E 3X3.

Pharmaceuticals are transported for waste-to-energy process at Greenflow, 4151 Morris Dr, Burlington, ON L7L 5L5.

Cytotoxic sharps are transported for incineration at Stericycle, Inc., 95 Deerhurst Dr, Brampton, ON L6T 5R7. Ashes from incineration are landfilled at the same site, respectively.

Non-cytotoxic sharps are transported for sterilization (autoclave) at Stericycle Canada, 45 Wright Ave, Dartmouth, NS B3B 1G9. The sterilised material is then landfilled at GFL Landfill 1569 Walton Woods Rd Centre Burlington, NS B0N 1E0.

Section II: Consumer Awareness

Regulatory requirements: *New Brunswick Designated Materials Regulation (Clean Environment Act), N.B. Regulation 2024-37:*

- Subsection 45(1)(g) – The types of consumer information, educational materials and strategies adopted by the producer.

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1. Provincial and National Campaigns

1.1 Provincial Campaign: Don't Dump Drugs

HPSA's *Don't Dump Drugs* campaign was launched in New Brunswick to promote the safe and environmentally responsible disposal of unused or expired medications and medical sharps from October to December. The campaign utilized high-visibility media placements across the province to reach adults aged 18 and older, supporting awareness on medications and medical sharps return.

Audio campaign:

- English and French language radio advertisements were broadcast on two Moncton stations to promote the safe disposal of medical sharps, The campaign aired eight 30-second ads per day, seven days a week, and reached approximately **30,000 weekly listeners.**
- **542,803 impressions** via Spotify English audio ads province-wide
- **101,769 impressions** via Spotify French audio ads province-wide
- **910,035 impressions** through paid digital advertising
- **272,545 individuals** reached across digital channels
- Spotify advertisements in English and French were deployed province-wide to promote the safe disposal of used medical sharps. The English-language ads generated 542,803 impressions and reached 65,700 users, while the French-language ads delivered 101,769 impressions with a reach of 8,613 users.

Visual Campaign:

To effectively reach our target audience of New Brunswick residents, we launched a visual advertising campaign, consisting of a multi-channel approach to maximize the impact:

- Digital and print out-of-home (OOH) advertising was strategically deployed in high-traffic locations to increase visibility and awareness in key markets in Edmundston, Moncton/Dieppe, Miramichi, and Saint John, along with transit shelter placements in Fredericton. Collectively, these placements generated approximately 3.6 million impressions province wide.

- Digital ads were programmatically displayed to reach audiences searching for healthcare and recycling keywords. This generated more than 450,000 impressions in New Brunswick.

- Paid digital 4:5 Meta static online advertisements were delivered province-wide in both English and French to promote the safe disposal of unwanted medications. Collectively, the campaign generated 910,035 impressions and reached 272,545 individuals.

See appendix 7 for more details

1.2 National Campaign: HPSA 25th Anniversary

HPSA celebrated its 25th anniversary through a national awareness campaign highlighting its leadership in the safe disposal of unwanted medications and used medical sharps across Canada, including New Brunswick. The campaign included digital advertising, national media outreach, a commemorative video, Take-Back Day activities with Pharmasave, and recognition of long-standing collection locations across HPSA jurisdictions. New Brunswick collection locations participating in the program since its inception were recognized as part of this initiative.

1.3 National Campaign: Together for Safer Homes Campaign – Drug-Free Kids (now Substance)

HPSA supported the national Together for Safer Homes campaign, led by Substance, to promote the safe storage and return of unused or expired medications and increase awareness of youth substance use. National campaign materials, webinars, media outreach, and educational resources supported HPSA's public education efforts, including those in New Brunswick.

1.4 National Campaign: Diabetes Awareness Month

During Diabetes Awareness Month in November, HPSA implemented a targeted campaign aimed at individuals living with diabetes to raise awareness of the importance of safe sharps disposal. The campaign included a social media post in collaboration with DASTRI, the French extended producer responsibility (EPR) organization responsible for the collection and safe disposal of medical sharps used by patients in self-care, highlighting the importance of returning containers used for medical sharps associated with diabetes management.

2. Conferences and Symposiums

2.1 Promotion: New Brunswick Pharmacy Association

HPSA participated in the New Brunswick Pharmacists' Association (NBPA) Conference in April in Fredericton, engaging pharmacists on safe disposal practices. This participation supported HPSA's mandate to advance awareness and best practices across the province.

2.2 Promotion: Take-Back Day - New Brunswick Pharmacy Association and Recycle NB

HPSA highlighted the Medications and Medical Sharps Return Program, supported by Recycle NB, at the Medicine Cabinet Clean-Up event held at Bowman's Pharmasave in Fredericton. The initiative was delivered in collaboration with the New Brunswick Pharmacists' Association (NBPA).

3. Social Media and Website

In 2025, HPSA saw strong growth and engagement across its social media platforms, expanding its reach and influence within the health products sector. By leveraging a mix of organic content and targeted paid digital advertising, we grew our audience and increased awareness of key initiatives.

Insights: (focus on paid ads, campaign)

- Nationally, in provinces where HPSA programs are active, paid advertising significantly broadened reach, connecting HPSA with new stakeholders and delivering over 6,765,473 impressions.
- Nationally, in provinces where HPSA programs are active, the HPSA website recorded over 88,000 visits, with more than 30,000 users searching for a collection location.

HPSA enhanced its website to improve visibility and navigation through a new interactive geolocator map to help users easily find collection locations.

4. Educational Materials

All educational and consumer-facing materials were submitted to Recycle New Brunswick for review and received approval prior to their use, in accordance with regulatory requirements.

4.1 HPSA Consumer Survey 2025

HPSA conducted consumer awareness studies in 2021, 2023, and 2025 to assess behaviours related to the safe disposal of medications and medical sharps. The 2025 results showed that in New Brunswick, **84%** of residents know what the safe/right thing to do with all medications at home, **82%** know what to do with all prescription medications, and **67%** know what to do with over-the-counter (OTC) medications. In addition, **84%** of provincial respondents reported knowing that medical sharps should be returned in a pharmacy approved medical sharps container and returned to a designated collection site.

4.2 Pharmacy Student Perspectives on Medication and Medical Sharps Take-Back Programs

As part of HPSA's national awareness initiatives, a survey was conducted with 105 pharmacy students attending the annual conference of the Canadian Association of Pharmacy Students and Interns (CAPSI), held in Québec City. CAPSI is the national organization representing Canadian pharmacy students and interns, and the event brought together students from pharmacy faculties across Canada, including those from provinces where HPSA operates, such as New Brunswick. The survey assessed students' awareness and understanding of medication and medical sharps stewardship programs based on their pharmacy internship experiences. Overall, 52% of respondents were aware of take-back programs, while 78% strongly agreed that these programs are important for protecting health and safety. Although the survey was conducted at a national event, its findings are relevant to New Brunswick as they reflect the perspectives of future pharmacists who may practise within the province.

4.3 Educational Guides

HPSA enhanced its educational assets to ensure users can easily access vital resources and information. The updated guides now offer a more streamlined and informative layout, featuring direct links to educational videos, collection location maps, and other materials available on the HPSA website. These resources are designed to provide clear, step-by-step guidance on the safe disposal of medications and medical sharps, as well as other critical topics. The updates aim to improve consumer knowledge and foster greater participation in safe disposal practices.

Collection Locations Guides:

- Medications Return program guide
- Medical Sharps Return program guide

Consumer Guide

- Consumers Medications return guide
- Consumers Medical Sharps return guide

National Videos

- How to Assemble a Sharps Container
- How to Return Medications
- A Guide for Consumers Using Medical Sharps
- HPSA 25 Year Anniversary Video

See appendix 6

Section III: Financial Reporting

Regulatory requirements: section 45(1)(i) – Audited financial statements

The annual financial statements, as prepared by an independent auditor, of the revenues received and the expenditures incurred in connection with the stewardship plan is attached in appendix 4.

Section IV: Environmental Commitments and R&D

Regulatory requirements: section 45(1)(f) description of the efforts to redesign to improve opportunities for reuse and recycling, by category of material.

1. Environmental Commitments

The description of greenhouse gas emissions resulting from the implementation of the stewardship plan in 2025 are estimated as follows (calculation details in Appendix 5):

- Supplies: 26.36 tonnes CO2eq
- Transportation: 33.33 tonnes CO2eq
- Disposal: 23.39 tonnes CO2eq
- Microsoft carbon emissions from HPSA's Microsoft 365 cloud usage: 0.005 tonnes CO2eq (scope 3).

As an opportunity to reduce environmental impact, HPSA aims to assess the feasibility of the recovery of energy produced by the disposal of designated material (pharmaceuticals) method by mapping the sites (closer than the site currently used) and performing an environmental impact comparison analysis (full greenhouse gas assessment) in 2027.

2. R&D

HPSA has contracted the Centre de Transfert technologique en Écologie Industrielle (CTTEI), in the province of Quebec, for a study on inhalers recycling solutions and key stakeholders mapping.

HPSA aims to perform a pilot on inhalers recycling in the province of Quebec, in 2027.

3. Product Redesign

In 2025, HPSA reviewed publicly available information from member organizations regarding product and packaging redesign.

This includes documented examples of drug development eco-design (Boehringer Ingelheim 'Eco-design Playbook and the innovation Green Aspiration Level 2.0 (iGAL) for green chemistry adoption in R&D[2]), redesign initiatives that facilitate easier disassembly (Sanofi redesigning its injection pen for a concentrated insulin so it can be reused (designed with a dedicated replaceable cartridge system.)[3]). These types of changes align with regulatory expectations by improving the ability of materials to be managed through preferred methods within the waste management hierarchy.

While such initiatives are emerging in certain product categories, HPSA notes that opportunities for redesign are limited for many pharmaceuticals and medical sharps managed under the program. These products are subject to strict health, safety, and regulatory requirements, including sterility, single-use design, and contamination risk mitigation. As a result, redesign for reuse or recyclability is not always feasible without compromising patient safety or regulatory compliance.

HPSA will continue to monitor advancements in product design and engage with producers to support innovation where possible.

[2] https://www.boehringer-ingelheim.com/science-innovation/human-health-innovation/science-stories/making-sustainable-medicines-through-eco-design
[3] https://www.sanofi.com/assets/dotcom/pages/docs/our-company/social-impact/responsible-business-values/esg-index/environment/eco-design.pdf

Section V: Stewardship Plan Effectiveness Assessment

Regulatory requirements: Section 45(1)(h): assessment of the effectiveness of its stewardship plan against the performance measures and the targets that were approved or imposed by the stewardship board

No performance measures & targets were approved for 2025.

No emergency, as per Recycle NB emergency reporting clause, was reported in 2025.

Appendix 1: HPSA Membership on December 31, 2025

3M Healthcare Canada Company Limited
A&D Instruments Canada Inc.
AA Pharma Inc.
Abbott Diabetes Care
AbbVie Corporation
Accel Pharma Inc
Accord Healthcare
Advanced Orthomolecular Research (AOR)
Advantage Solutions
Alcon Canada Inc.
ALK-Abello Pharmaceuticals Inc.
Amazon.com.ca, ULC
Amgen Canada Inc.
Amway Canada Corporation
Analog Pharma Canada Inc.
Apotex Inc.
Aralez Pharmaceuticals Canada Inc.
Arcutis Biotherapeutics Inc.
Ascensia Diabetes Care Canada Inc.
Aspen Pharmacare Canada Inc
Assured Natural Distribution
Astellas Pharma Canada Inc.
AstraZeneca Canada Inc.
Auro Pharma Inc
Aventix Animal Health
Avir Pharma
Bausch + Lomb Corporation
Bausch Health, Canada Inc.
Baxter Canada
Bayer Inc.
BGP Pharma (Mylan)
Bimeda-MTC Animal Health Inc.
Biocon Biologics Canada, Inc.
BioCryst Canada
Bioforce Canada Inc.
BioGaia Probiotics Canada Inc.
Biogen Canada Inc
Biomed Pharma
BioSyent Pharma Inc.
Blistex Corporation
Boehringer Ingelheim Canada - Animal Health Canada Inc.
Boehringer Ingelheim Canada Ltd.
Boiron Canada
Bristol-Myers Squibb
Canadian Custom Packaging Company
Can-Vet Animal Health Supplies Ltd.
Cardinal Health Canada
Celex Laboratories Inc.
Celltrion Healthcare Canada Ltd
Ceva Animal Health Inc.
Champion Alstoe Animal Health Inc.
Church & Dwight Canada
Cipher Pharmaceuticals Inc.
Costco Wholesale Canada
D Drops Company
Dechra Veterinary Products Inc.
Dermtek Pharma Inc.
Dexcom Canada
Domrex Pharma Inc.
Dr. Reddy's Laboratories
Duchesnay
Eisai
Elanco Canada Limited
Eli Lilly Canada Inc.
Elimedical
Embecta Canada Co.
EMD-Serono Canada Inc.
EXZELL PHARMA IN
Familiprix Inc.
Ferring Inc.
Fresenius Kabi Canada Ltd.
Galderma Canada Inc.
Galenova Inc.

Generic Medical Partners Inc.
Giant Tiger
Gilead Sciences Canada Inc.
GlaxoSmithKline Inc.
Glenmark Pharmaceuticals Canada Inc.
GNC Holdings, LLC
Grey Wolf Animal Health Inc.
Grindeks Kalceks Canada Ltd
Groupe Jean Coutu (PJC) Inc.
Haleon
Health First Network Association Inc.
Herbalife of Canada
Hill Dermaceuticals
HLS Therapeutics
HPI Health Products/Lakota
HTL-Strefa Inc.
Imperial Tobacco Canada Limited
Incyte Biosciences Canada
Indivior Canada
Insulet Canada Corp
Intervet Canada Corp Merck Animal Health
Ipsen Biopharmaceuticals Canada Inc
Jamieson Laboratories
Jamp Pharma Corporation
Janssen Inc.
Juno Pharma Canada Inc
Kenvue Canada Inc.
Knight Therapeutics Inc.
Laboratoire Riva
Laboratoire Trianon
Laboratoires Atlas Inc.
Laboratoires Confab Inc.
Leadiant Biosciences Inc.
Leo Pharma Inc.
Les Laboratoires Nicar Inc.
Life Science Nutritionals Inc.
LifeScan Canada ULC
Loblaws Inc.
Lundbeck Canada Inc.
Lupin Pharma Canada Ltd.
Mannatech Incorporated
Mantra Pharma Inc.
Marcan Pharmaceuticals Inc.
McCaughey Consumer Products Management Inc.
McKesson Canada
Mead Johnson Nutrition (Canada) Co.
Medexus Pharmaceuticals Inc.
Medisca Pharmaceutique Inc.
Medtronic Canada ULC
Medunik Canada Inc.
Merck Canada Inc.
Mint Pharmaceuticals Inc
Montmed Inc
Mylan Pharmaceuticals ULC
Natco Pharma Canada Inc.
Natural Factors Nutritional Products Ltd.
Nature's Sunshine Products of Canada Ltd.
Nestle Canada Inc
Nestle Purina PetCare Canada
New Chapter Canada Inc.
New Nordic Inc.
Nora Pharma
Nordic Pharma Canada Inc.
Novartis Pharmaceutical Canada Inc.
Novo Nordisk
Nutratology
Odan Laboratories Ltd.
Omega Alpha Pharmaceuticals Inc.
Organika Health Products Inc.
Organon Canada Inc
Otsuka Canada Pharmaceuticals Inc.
Partnar Animal Health
Pascoe Canada Inc
Pfizer Canada Inc.
Pharmasave Drugs Ltd
Pharmascience Inc.
Platinum Naturals Ltd
Procter & Gamble Inc.
Puresource Corp
RB Health Canada Inc.

Rexall Pharmacy Group Ltd.
Roche Canada Ltd. - Hoffmann
Roche Diabetes Care - a division of Hoffman-La Roche Ltd
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
Smith & Nephew Inc
Sobeys National (Mississauga)
SOBI Canada (Swedish Orphan Biovitrum)
St. Francis Herb Farm
Stella Pharmaceutical Canada Inc.
Stericycle
Sterimax Inc.
Sumitomo Pharma Canada Inc.
Sun Global Industries Inc.
Sun Pharma Canada Inc.
Takeda Canada Inc.
Tanta Pharmaceuticals Inc.
Teva Canada / Novopharm
The Clorox Company of Canada Ltd.
UCB Canada Inc.
Unilever Canada Inc.
USANA Health Sciences
Vertex Pharmaceuticals Incorporated
Vetoquinol N.-A. Inc.
Virbac Corporation
Vita Health Products Inc.
Wal-Mart Canada Corp
WellSpring Pharmaceutical Canada Corp.
Wholesale Medical Network Inc
WN Pharmaceuticals Ltd.
Xediton Pharmaceuticals Inc.
Ypsomed Canada Inc.
Zoetis Canada

Appendix 2: Detailed List of Collection Data Locations

Pharmacy Name	Street Address 1	City	Postal Code	License Number	RSC
Pharmacie Jean Coutu #109	101 Water Street	Campbellton	E3N 1B2	P6	Restigouche
Grand Bay Pharmacy	114 Rivervalley	Grand Bay-Westfield	E5K 1A2	P160	Fundy
The Medicine Shoppe Pharmacy #347	317 River Valley Drive	Grand Bay-Westfield	E5K 1A8	P291	Fundy
Bouctouche Guardian 556626	30 Irving Blvd	Bouctouche	E4S 3L2	P3	Kent
Shoppers Drug Mart #591	193 Irving Blvd	Bouctouche	E4S 3K4	P65	Kent
Plaster Rock Guardian	282 Main Street	Plaster Rock	E7G 4G9	P43	12
Loblaw Pharmacy #262	25 Savoie Avenue	Atholville	E3N 4A8	P186	Restigouche
Walmart Pharmacy #3737	4 Jagoe Street	Atholville	E3N 5C3	P220	Restigouche
Baie Pharmacy	5447 Route 117	Baie-Sainte-Anne	E9A 1E5	P157	Kent
Shoppers Drug Mart #163	939 St-Peter Avenue	Bathurst	E2A 2Z3	P7	Chaleur
Jean Coutu Pharmacy #69	1047 St. Peter Avenue	Bathurst	E2A 2Z6	P25	Chaleur
Walmart Pharmacy #3003	900 St. Anne Street	Bathurst	E2A 6X2	P31	Chaleur
Sobeys Pharmacy #892	1125 St. Peters Avenue	Bathurst	E2A 3A1	P222	Chaleur
Pharmasave Bathurst	325 Vanier Boulevard	Bathurst	E2A 3N1	P302	Chaleur
Harbourview Pharmacy	275 Main Street	Bathurst	E2A 1A9	P323	Chaleur
Restigouche Pharmacy	53 Mack St.	Belledune	E8G 2R3	P102	Chaleur
Jean Coutu Pharmacy #398	271 Rue Centre	Beresford	E8K 1R1	P301	Chaleur

Blackville Pharmasave #554	175 Main Street	Blackville	E9B 1S3	P57	11
Pharmacie de Cap-Pele Ltee	2680 Ch. Acadie	Cap-Pelé	E4N 1E5	P83	Southeast
Pharmacie Jean Coutu #408	2562 Acadie Rd.	Cap-Pelé	E4N 1E3	P310	Southeast
Pharmacie Sobeys Pharmacy 2701	10 Boul. St-Pierre Esr	Caraquet	E1W 1B6	P289	Acadian Peninsula
Eric Lee Pharmacie	809 Rue Principale	Clair	E7A 2H7	P145	Northwest
Pharmacie Cocagne Pharmacy	4813 Route 134	Cocagne	E4R 2Y2	P273	Kent
Pharmacie Jean Coutu #391	396 William Street	Dalhousie	E8C 2X2	P77	Restigouche
Familiprix Dalhousie	562 Darlington Drive	Dalhousie	E8C 1N1	P104	Restigouche
Walmart Pharmacy #3056	477 Paul Street	Dieppe	E1A 1B2	P137	Southeast
Jean Coutu Pharmacy #129	123 Champlain Street	Dieppe	E1A 1N5	P146	Southeast
Sobeys Pharmacy #602	477 Paul Street	Dieppe	E1A 4X5	P216	Southeast
Dieppe Guardian 556615	185 Acadie Avenue	Dieppe	E1A 1G6	P237	Southeast
Shoppers Drug Mart #2005	18 Champlain St	Dieppe	E1A 1N3	P238	Southeast
Jean Coutu Pharmacy #337	600 Blvd Dieppe	Dieppe	E1A 9J8	P290	Southeast
Familiprix Dieppe	318 rue Amirault	Dieppe	E1A 1G3	P299	Southeast
Shoppers Drug Mart #5386	570 Dieppe Blvd	Dieppe	E1A 0E7	P325	Southeast
Doaktown Pharmasave #559	314 Main Street	Doaktown	E9C 1E2	P55	Greater Miramichi
Walmart Pharmacy #1033	805 Victoria Street	Edmundston	E3V 3T3	P234	Northwest

Pharmacie Smyth Edmundston	131 Rue De L'Eglise	Edmundston	E3V 1J9	P288	Northwest
Pharmasave Elsipogtog	35 Big Cove Road	Elsipogtog First Nations	E4W 2S1	P305	Kent
SRx Pharmacy	290 Main Street	Moncton	E1C 1B9	P320	Southeast
Smith Drugs	8818 Main St.	Florenceville-Bristol	E7L 3G2	P161	12
Shoppers Drug Mart #174	234 Main Street	Minto	E4B 3R3	P16	11
Shoppers Drug Mart #172	1040 Prospect Street	Fredericton	E3B 3C1	P17	11
Walmart Pharmacy #3032	1399 Regent Street	Fredericton	E3C 1A3	P21	11
Ross Drug - Smythe St.	1128 Smythe Street	Fredericton	E3B 3H5	P22	11
Ross Drug - Rookwood Ave.	206 Rookwood Avenue	Fredericton	E3B 2M2	P23	11
Ross Drug - Queen St	402 Queen Street	Fredericton	E3B 1B6	P24	11
Lawtons Drugs #117	435 Brookside Dr	Fredericton	E3A 8V4	P36	11
Shoppers Drug Mart #169	440 Kings Place	Fredericton	E3B 5H8	P42	11
Jean Coutu Briggs Drugs #154	598 Union Street	Fredericton	E3A 3N2	P44	11
Shoppers Drug Mart #173	269 Main Street	Fredericton	E3A 1E1	P47	11
Shoppers Drug Mart #176	1015 Regent Street	Fredericton	E3B 3Y9	P108	11
Northside PharmaChoice	231 Canada Street	Fredericton	E3A 4A1	P151	11
Southside PharmaChoice	640 Prospect Street	Fredericton	E3B 9M7	P179	11
Sobeys Pharmacy #349	463 Brookside Drive	Fredericton	E3A 8V4	P201	11

The Medicine Shoppe Pharmacy #192	170 Doak Road	Fredericton	E3B 5A6	P219	11
Sobeys Pharmacy #849	407 Regent Street	Fredericton	E3B 3X6	P226	11
Walmart Pharmacy #1067	125 Two Nations Crossing	Fredericton	E3A 0T3	P243	11
The Medicine Shoppe Pharmacy #273	127 Main St.	Fredericton	E3A 1C6	P256	11
St. Mary's Pharmacy	150 Cliffe Street	Fredericton	E3A 0A1	P277	11
Campus Pharmacy	29 Dineen Drive	Fredericton	E3B 5A3	P304	11
Lawtons Drugs #2575	1381 Regent Street	Fredericton	E3C 1A2	P308	11
Bowman's Pharmasave	1111 Regent Street	Fredericton	E3B 3Z2	P309	11
The Medicine Shoppe Pharmacy #400	348 King Street	Fredericton	E3B 1E3	P313	11
Sobeys Pharmacy #375	1180 Prospect Street	Fredericton	E3B 5C7	P315	11
Tri-County Healthcare Inc.	157 Sunbury Drive	Fredericton Junction	E5L 1R5	P300	11
Shoppers Drug Mart #177	180 Madawaska Road	Grand Falls	E3Y 1A7	P114	Northwest
Jean Coutu Pharmacy #95	276 Broadway Street	Grand Falls	E3Z 2K2	P149	Northwest
Loblaw Pharmacy #396	240 Madawaska Road	Grand Falls	E3Y 1A5	P195	Northwest
Walmart Pharmacy #1013	494 Rue Madawaska Street	Grand Falls	E3Y 1A3	P233	Northwest

Grand Isle Drug Store Ltd.	163 Route 776	Grand Manan	E5G 1A4	P62	Southwest NB
Hampton Pharmasave	599 Main St	Hampton	E5N 6C2	P10	Fundy
Hampton Guardian	361 William Bell Drive	Hampton	E5N 6B4	P276	Fundy
The Medicine Shoppe Pharmacy #401	2049 Route 640 Hwy	Hanwell	E3C 1V3	P314	11
Ford's Pharmacy Ltd.	2848 Main Street	Hillsborough	E4H 2Y7	P59	Southeast
La Pharmacie Kedgwick	116 Rue Notre-Dame	Kedgwick	E8B 1H8	P129	Restigouche
Keswick Pharmacy	10 Yerxa Lane	Keswick	E6L 0A1	P188	11
The Medicine Shoppe Pharmacy #205	68 Rue Principale	Lamèque	E8T 1M6	P228	Acadian Peninsula
McAdam Pharmacy Inc.	153 Harvey Road	McAdam	E6J 1A1	P94	Southwest NB
Pharmacie Memramcook Inc.	150 Route La Vallee	Memramcook	E4K 2A6	P280	Southeast
Shoppers Drug Mart #187	397 King George Hwy	Miramichi	E1V 1L5	P11	Greater Miramichi
Jean Coutu Pharmacy #218	250 Pleasant Street	Miramichi	E1V 1Y5	P12	Greater Miramichi
Dickison's Pharmasave #553	135 Henry Street	Miramichi	E1V 2N5	P49	Greater Miramichi
Shoppers Drug Mart #165	2540 King George Hwy	Miramichi	E1V 6W2	P99	Greater Miramichi
Jean Coutu Pharmacy #219	4 Johnson Ave	Miramichi	E1N 3B7	P136	Greater Miramichi
Scott's Pharmasave	1781 Water Street	Miramichi	E1N 1B2	P144	Greater Miramichi
The Drugstore Pharmacy #332	408 King George Highway	Miramichi	E1V 2T3	P215	Greater Miramichi
Sobeys Pharmacy #680	2485 King George Highway	Miramichi	E1V 6W6	P223	Greater Miramichi

Walmart Pharmacy #5833	200 Douglastown Boulevard	Miramichi	E1V 7T9	P236	Greater Miramichi
The Medicine Shoppe Pharmacy #282	106 Newcastle Boulevard	Miramichi	E1V 2L7	P260	Greater Miramichi
Shoppers Drug Mart #588	350 St. George Street	Moncton	E1C 1X1	P18	Southeast
Lawtons Drugs #2572	565 Elmwood Drive	Moncton	E1A 2X4	P33	Southeast
Jean Coutu Pharmacy #209	404 St. George Stre	Moncton	E1C 1X6	P68	Southeast
Shoppers Drug Mart #590	320 Elmwood Drive	Moncton	E1A 6S1	P70	Southeast
Shoppers Drug Mart #182	45 Vaughan Harvey Blvd.M	Moncton	E1C 0N7	P141	Southeast
Loblaw Pharmacy #4350	165 Main Street	Moncton	E1C 1B8	P163	Southeast
Ford's Family Pharmacy & Wellness Centre	544 St. George Bl	Moncton	E1E 2B5	P164	Southeast
Loblaw Pharmacy #326	89 Trinity Drive	Moncton	E1G 2J7	P168	Southeast
Shoppers Drug Mart #593	1633 Mountain Road	Moncton	E1G 1A5	P187	Southeast
Sobeys Pharmacy #348	1380 Mountain Road	Moncton	E1C 2T6	P202	Southeast
The Medicine Shoppe Pharmacy #174	90 Mapleton Road	Moncton	E1C 7W8	P212	Southeast
Walmart Pharmacy #3659	25 Plaza Boulevard	Moncton	E1C 0E8	P218	Southeast
Costco Pharmacy	140 Granite Drive	Moncton	E1H 0K6	P224	Southeast

Jean Coutu Pharmacy #287	1789 Mountain Road North	Moncton	E1E 1E7	P227	Southeast
Shoppers Drug Mart #2011	681 Mountain Road	Moncton	E1C 2P4	P232	Southeast
The Medicine Shoppe Pharmacy #219	960 St. George Blv	Moncton	E1E 3Y3	P241	Southeast
Sobeys Pharmacy #756	55 Vaughan Harvey Boulevard	Moncton	E1C 0N3	P250	Southeast
Lawtons Drugs #147	40 Mapleton Road	Moncton	E1C 7W8	P253	Southeast
Mapleton Pharmacy	210 Price Street	Moncton	E1A 2L2	P267	Southeast
The Medicine Shoppe Pharmacy #294	1685 Main Street	Moncton	E1E 1G8	P269	Southeast
McKesson SPS Pharmacy (NB)	284 Frenette Avenue	Moncton	E1H 0E2	P272	Southeast
Sobeys Pharmacy By Mail	565 Elmwood Drive	Moncton	E1A 2X4	P278	Southeast
Sobeys Pharmacy #783	77 Filles De Jesus Avenue	Moncton	E1A 9G6	P282	Southeast
Bioscript Pharmacy	300 Price Street	Moncton	E1A 2L2	P287	Southeast
Innomar Pharmacy	100 Arden Street	Moncton	E1C 4B7	P303	Southeast
Guardian	1966 Mountain Road	Moncton	E1G 1A9	P321	Southeast
Riverside Guardian	225 Mitchell Street	Oromocto	E2V 0H3	P61	11
Shoppers Drug Mart #175	1198 Onondaga Street	Oromocto	E2V 1B8	P142	11

Loblaw Pharmacy #315	1150 Onondaga Street	Oromocto	E2V 1B8	P214	11
Sobeys Pharmacy #860	375 Miramichi Road	Oromocto	E2V 4T4	P235	11
Familiprix Paquetville	1351 Rue Des Fondateurs	Paquetville	E8R 1A3	P198	Acadian Peninsula
Johnson Guardian	16 F Tribe Road	Perth-Andover	E7H 3R6	P67	12
Lewis Pharmacy	14F Tribe Rd	Perth-Andover	E7H 3R6	P76	12
Petitcodiac Drug Mart Inc.	37 Main Street	Petitcodiac	E4Z 4L9	P90	Southeast
Jean Coutu Pharmacy #379	63 Rue Rochette	Petit-Rocher	E8J 1J5	P103	Chaleur
Village Pharmacy	13 East Main Street	Port Elgin	E4M 2X8	P15	Southeast
Shoppers Drug Mart #193	175 Old Hampton Road	Quispamsis	E2E 4Y7	P101	Fundy
Valley Pharmacy	10 Millennium Drive	Quispamsis	E2E 4B1	P307	Fundy
The Medicine Shoppe Pharmacy #176	3360 Boulevard Dr. Victor LeBlanc	Tracadie-Sheila	E1X 0E1	P213	Acadian Peninsula
Superstore Pharmacy #316	3455 Principale Avenue	Tracadie	E1X 1C8	P229	Acadian Peninsula
Rexton Pharmacy	114 Main Street	Rexton	E4W 2B3	P262	Kent
Kent Guardian # 556604	9385 Main Street	Richibucto	E4W 4B6	P4	Kent
Shoppers Drug Mart #592	25 Cartier Boul.	Richibucto	E4W 3W7	P140	Kent
Sobeys Pharmacy #736	1160 Findlay Boulevard	Riverview	E1B 0J6	P34	Southeast

Jean Coutu Pharmacy/ Ford's Pharmacy	438 Coverdale Road	Riverview	E1B 4R9	P60	Southeast
Riverview Guardian Pharmacy	645 Pinewood Road	Riverview	E1B 5R6	P259	Southeast
Pharmacie Rogersville (Oulton)	11085 Rue Principale	Rogersville	E4Y 2L9	P87	Kent
Kennebecasis Drugs	1 Marr Road	Rothesay	E2E 3L4	P156	Fundy
Sobeys Pharmacy #495	140 Hampton Road	Rothesay	E2E 2R1	P209	Fundy
The Drugstore Pharmacy # 364	115 Campbell Drive	Rothesay	E2E 6E4	P230	Fundy
Rothesay PharmaChoice	122 HAMPTON RD	Rothesay	E2E 2N5	P316	Fundy
Jean Coutu Pharmacy #203	97 Main Street	Sackville	E4L 4A9	P109	Southeast
Corner Drug Store	106 Main Street	Sackville	E4L 4A7	P264	Southeast
St Andrews Pharmacy	192 Water Street	Saint Andrews	E5B 1B2	P13	Southwest
St. George Pharmacy Inc.	127 Brunswick Street	Saint George	E5C 1A8	P5	Southwest
PharmaChoice #313	292 Main Street	Saint George	E5C 3V1	P247	Southwest
Shoppers Drug Mart #191	57 Lansdowne Avenue	Saint John	E2K 2Z9	P19	Fundy
Walmart Pharmacy #3091	450 Westmorland Road	Saint John	E2J 4Z2	P20	Fundy
Shoppers Drug Mart #195	667 Fairville Blvd	Saint John	E2M 3W2	P29	Fundy
Lawtons Drugs #2748	519 Westmorland Road	Saint John	E2J 3W9	P35	Fundy

Lawtons Drugs #115	39 King Street	Saint John	E2L 4W3	P37	Fundy
Lawtons Drugs #2564	107 Catherwood Street	Saint John	E2M 5J7	P39	Fundy
Shoppers Drug Mart #194	407 Westmorland Road	Saint John	E2J 3S9	P54	Fundy
Shoppers Drug Mart #580	110 Crown Street	Saint John	E2L 2X7	P63	Fundy
Loblaw Pharmacy #353	168 Rothesay Ave	Saint John	E2J 2B5	P162	Fundy
Steeves' Pharmasave #818	212 Mcallister Drive	Saint John	E2J 2S7	P183	Fundy
Walmart Pharmacy # 1175	651 Fairville Blvd	Saint John	E2M 3W3	P193	Fundy
Loblaw Pharmacy #311	680 Somerset Street	Saint John	E2K 2Y7	P196	Fundy
Sobeys Pharmacy #233	149 Lansdowne Avenue	Saint John	E2K 2Z9	P197	Fundy
Sobeys Pharmacy #548	44 East Point Way	Saint John	E2J 0H5	P221	Fundy
Lakewood Guardian	2075 Loch Lomond Road	Saint John	E2N 1A1	P225	Fundy
Sobeys Pharmacy #778	1 Plaza Avenue	Saint John	E2M 0C2	P258	Fundy
Lawtons Drugs #2552	107 Catherwood Street	Saint John	E2M 5J7	P270	Fundy
Bayshore Pharmacy	600 Main Street	Saint John	E2K 1J5	P295	Fundy
River Stone Pharmacy	70 Crown Street	Saint John	E2L 2X6	P322	Fundy
Milledgeville PharmaChoice	703 Milledge Ave.	Saint John	E2K 2N7	P324	Fundy

Pharmacie Kevin Smyth	138 Rue Principale	Sainte-Anne-De-Madawaska	E7E 1B8	P41	Northwest
Salisbury Pharmacy Ltd.	3154 Main Street	Salisbury	E4J 2L8	P84	Southeast
Shoppers Drug Mart #180	387 Main Street	Shediac	E4P 2B5	P66	Southeast
Loblaw Pharmacy #6800	307 Main Street	Shediac	E4P 2A8	P210	Southeast
The Medicine Shoppe Pharmacy #252	120 Shediac Road	Moncton	E1A 2R9	P244	Southeast
The Medicine Shoppe Pharmacy #261	335 Rue Main	Shediac	E4P 2B1	P252	Southeast
Sobeys Pharmacy #738	183 Main Street	Shediac	E4P 2A5	P266	Southeast
Harrisville Pharmacy	1121 Shediac Road	Moncton	E1A 7B6	P318	Southeast
Shoppers Drug Mart #594	229 Boulevard J.D. Gauthier	Shippagan	E8S 1N2	P72	Acadian Peninsula
St. Stephen Prescription Centre	101 King Street	St. Stephen	E3L 2C6	P79	Southwest
Drugstore Pharmacy #366	195 King St	St. Stephen	E3L 2E4	P205	Southwest
Johnstone's PharmaChoice	17 Centennial Street	Stanley	E6B 1A9	P82	11
Sharp's Corner Drug Store Ltd.	3 Broad Street	Sussex	E4E 2J7	P69	8
Shoppers Drug Mart #188	201 Main Street	Sussex	E4E 1R4	P100	8
Lawtons Drugs # 137	138 Main St.	Sussex	E4E 3E1	P154	8
Loblaw Pharmacy #389	44 Lower Cove Road	Sussex	E4E 5L2	P172	8
Walmart Pharmacy #1052	80 Main Street	Sussex	E4E 1Y6	P242	8

Sussex PharmaChoice	10 Park St.	Sussex	E4E 1T8	P248	8
Shoppers Drug Mart #198	370 Connell St	Woodstock	E7M 5G9	P159	12
Walmart Pharmacy #1043	430 Connell Street	Woodstock	E7M 5R5	P240	12
The Medicine Shoppe Pharmacy #323	100 Jones Street	Woodstock	E7M 0H6	P281	12
Shoppers Drug Mart #171	312 Val D'Amour Road	Atholville	E3N 4E2	P143	Restigouche
Shoppers Drug Mart #599	3528 Rue Principale	Tracadie-Sheila	E1X 1G5	P14	Acadian Peninsula
La Pharmacie de St-Antoine Inc.	1 Avenue de L'Eglise	Saint-Antoine	E4V 1L6	P26	Kent
Shoppers Drug Mart #178	263 Main St	Chipman	E4A 2H2	P28	11
Familiprix Beresford	879 Rue Principale Unite 2	Beresford	E8K 1R3	P45	Chaleur
Evam Pharmacy Ltd.	210 King Street	St. Stephen	E3L 2E3	P56	Soutwest
Northern Carleton Pharmacy	15 Mccain Street	Florenceville-Bristol	E7L 3H5	P71	12
Shoppers Drug Mart #167	160 Hebert Blvd	Edmundston	E3V 2S7	P88	Northwest
Harvey Pharmacy	1955 Route 3	Harvey	E6K 1K3	P96	11
Pharmacie Jean Coutu #0130	338 Main St	Shediac	E4P 2E5	P106	Southeast
Albert County Pharmacy	5883 King Street	Riverside-Albert	E4H 4B5	P107	Southeast
Shoppers Drug Mart #595	5138 Route 113	Lamèque	E8T 3L4	P110	Acadian Peninsula
Shoppers Drug Mart #596	25 Blvd. St. Pierre Ouest	Caraquet	E1W 1B8	P111	Acadian Peninsula
Nevers Pharmacy Ltd	370 Main Street	Hartland	E7P 3N2	P112	12
Oromocto Pharmacy	66 Broad Road	Oromocto	E2V 1C2	P150	11

Newnham & Slipp Pharmacy	604 Main Street	Woodstock	E7M 2C4	P152	12
Jean Coutu Pharmacy #360	10525 Rue Principale	Saint-Louis de Kent	E4X 1E7	P166	Kent
Loblaw Pharmacy #357	700 St. Peter Ave	Bathurst	E2A 3Y8	P169	Chaleur
Loblaw Pharmacy #6803	621 Fairville Blvd	Saint John	E2M 4X5	P170	Fundy
Loblaw #341	471 Smythe Street	Fredericton	E3B 3E3	P174	11
Superstore pharmacy	577 rue Victoria	Edmundston	E3V 3M9	P176	Northwest
Loblaw pharmacy #361	425 Coverdale Rd	Riverview	E1B 3K3	P191	Southeast
LOBLAW PHARMACY – 329	116 Main Street	Fredericton	E3A 1R7	P199	11
Pharmacie Neguac Ltée	759 Rue Principale	Neguac	E9G 1S2	P207	Acadian Peninsula
Loblaw Pharmacy	350 Connell Rd	Woodstock	E7M 5G8	P208	12
Jared MacTavish Pharmacy Ltd	35 UNIVERSITY AVE	Saint John	E2K1Z2	P254	Fundy
Costco Pharmacy #1055	300 Retail Dr	Saint John	E2J 2R2	P274	Fundy
Create Compounding Pharmacy	10 Desbrisay Avenue, Unit 2	Moncton	E1E 0G8	P275	Southeast
Costco Pharmacy # 1090	25 Wayne Squibb Blvd	Fredericton	E3C 0G8	P279	11
Express Scripts Canada Pharmacy Atlantic	115-1040 Champlain St.	Dieppe	E1A 8L8	P285	Southeast
Port City Pharmacy	333 Main Street	Saint John	E2K 1J1	P294	Fundy
Pharmacy For Life	554 Main Street	Hartland	E7P 2N5	P306	12
Sentrex Pharmacy Moncton	240 COMMERCE ST	Moncton	E1H 2G2	P319	Southeast

Shoppers Drug Mart #5848	200 Two Nations Crossing	Fredericton	E3A 0W8	P328	11
Shoppers Drug Mart # 597	344 Rue Canada, Unit B	Saint-Quentin	E8A 1H7	P139	Restigouche

Appendix 3: Accessibility Study

Kristen Romilly
Director, Stewardship Programs (West)
Health Products Stewardship Association
kromilly@healthsteward.ca

December 16th, 2025

Dear Kristen Romilly,

Licker Geospatial (hereinafter referred to as LGeo) is pleased to present the results of our accessibility study for the Health Products Stewardship Association's (hereinafter referred to as HPSA) 2024 recycling network in New Brunswick. This access study used 2021 population at the dissemination block level and the provided accessibility standard:

- *Urban Areas (within CMA): Access within a 30-minute drive time*
- *Rural Areas (outside of a CMA): Access within a 45-minute drive time*

CMA stands for Census Metropolitan Area, and is a Canadian census geography that represents urban cores and surrounding areas with a high degree of integration with the core. There are three CMAs in New Brunswick (Moncton, Saint John and Fredericton) that comprise the urban area for this study. In order to assess if the resident population had sufficient access under the standard, LGeo used specialized ESRI ArcGIS Pro processes to calculate drive times. Using the centroid of dissemination blocks intersected with 300m buffers of roads, drive times were calculated to the nearest facility. Provincially, the following percentage of the population was found to have access to an HPSA facility:

- *Urban Areas: 99.4% with access*
- *Rural Areas: 99.4% with access*

HPSA Site Location

A spreadsheet containing addresses for all pharmacies in HPSA's collection network in New Brunswick was provided to LGeo at the project outset. These addresses were geocoded using Geocodio[1], a service which processes street addresses to x,y coordinate data. The x,y coordinate data was imported into mapping software and was reviewed to ensure the facilities were located correctly. This quality assurance included ensuring that the geocoded location's nearest road name and city name matched with the provided address, and referencing google maps in cases where additional context was needed to confirm a location had been located correctly. In total, 220 facilities were located and comprised the facility network for the analysis. These locations are illustrated in the figure below.

[1] https://www.geocod.io/

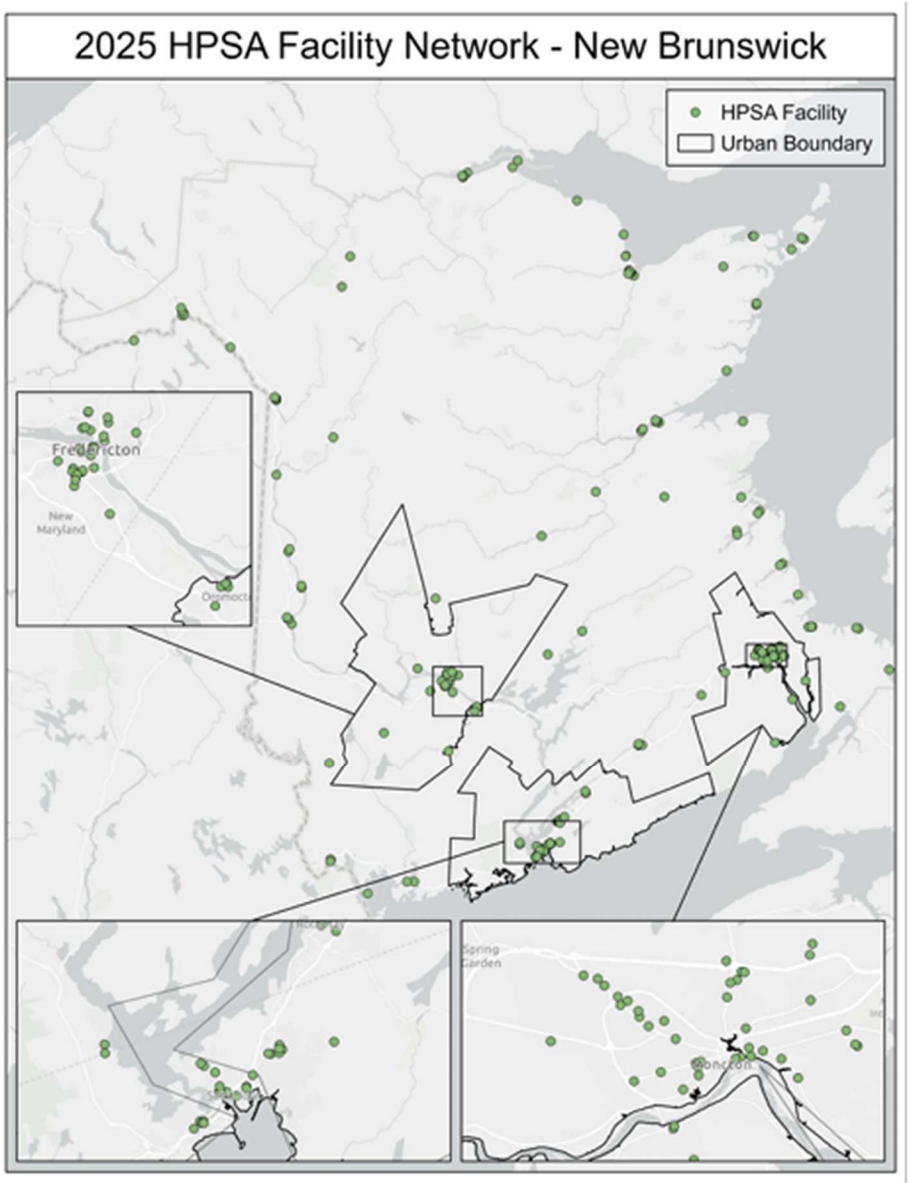


Figure 1. Map of 2025 HPSA Facilities in New Brunswick

Results

Table 2: Population Access to HPSA Facilities in New Brunswick

Provincial Access	Population with Access	% of Population with Access
Urban Areas	394,574	99.4%
Rural Areas	376,363	99.4%
Provincial Access	770,938	99.4%

Overall, 99.4% of New Brunswick's population has access to an HPSA facility within the drive-time standard for their community type. As the population is quite evenly distributed between urban (51%) and rural (49%), rural access is an important consideration, though there is not a significant difference in access between the two - access is only 0.01% better in the urban centers (99.396% in urban areas versus 99.404% in rural areas), a difference so minor it is not captured in the rounded access values.

Assumptions and Limitations

While drive times are more reflective of real-world travel patterns than distance buffer measures, they are still conceptual values. Drive times on the network are calculated using conceptual maximum road speeds. While these generally match maximum speeds posted provincially, there is slight variation across municipalities. Additionally, the conceptual drive times do not take into account environmental and personal factors such as traffic, vehicle quality, or driver behavior.

Moreover, the calculation of drive times through this process is limited on islands where there is no bridge connectivity to the mainland network or in situations where access is seasonal, such as with ice roads. If ice roads are part of the road facility network, they are attributed with a road speed consistent with provincial standards and would be considered to have access if drive times are within the standard. In cases of islands where no roads are present and ferries are not part of the road network, no additional adjustments to the network was made as it is assumed that the ferry and wait times would exceed the drive time limitations.

Closure

We trust that the information contained in this memo meets your present requirements. Please contact us with any further inquiries you may have.

Regards,

RENÉE PROULX

GIS ANALYST, ASSOCIATE

LICKER GEOSPATIAL CONSULTING CO
604.354.1108 | RENEE@LGEO.CO

BEATRIZ FANTINI

GIS ANALYST

LICKER GEOSPATIAL CONSULTING CO
BEATRIZ@LGEO.CO

Appendix A - Access Results and Discussion

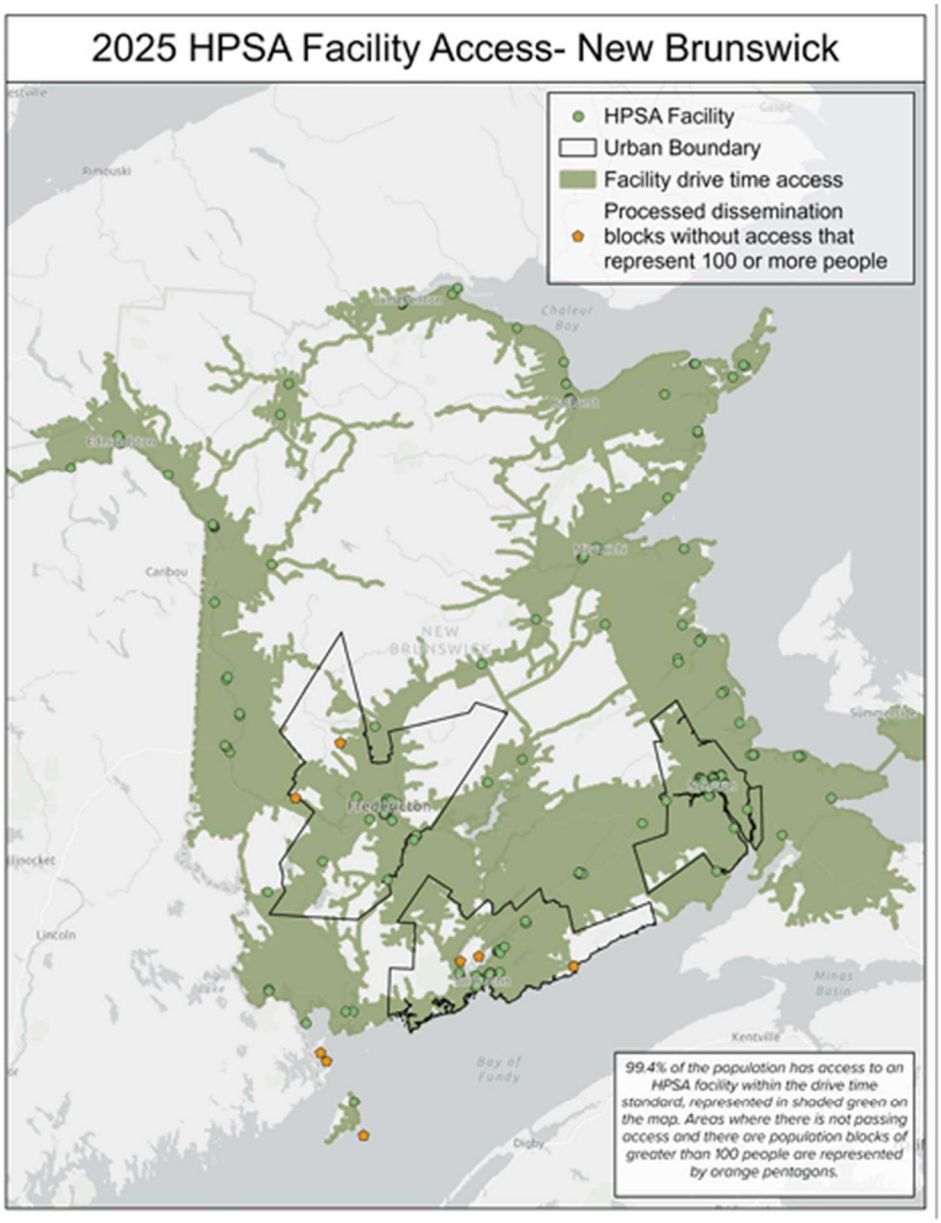


Figure 2. Map of Access to 2025 HPSA Facilities in New Brunswick

As the population is quite evenly distributed between urban (51%) and rural (49%), rural access is an important consideration, though there is not a significant difference in access between the two - access is only 0.01% better in the urban centers.

The most significant gaps in urban access to the network occur in Saint John's Kingston Peninsula. The area without access has a population of approximately 1,150 residents (0.29% of urban population[2]). However, we note that there is a ferry that connects this area to downtown Saint John. Ferries are not included in the road network, but we recommend consulting with locals to better understand how this ferry connection could relate to access considerations. A general desktop assessment of this area using google maps suggests that even with areas most proximate to the ferry to the nearest pharmacy location, the drive-times would still exceed the 30 minute cut-off.

Clusters of rural coverage gaps occur on islands such as Deer Island and Campobello Island. A location on Campobello Island would reach approximately 950 residents, representing an improvement of 0.25% in rural access (see footnote).

[2] All population estimations provided are approximate, as it would vary based on the exact location of the facility, and this was desktop exercise that did not take into account that a facility would likely need to be located a reasonable distance from the main town area. We would recommend further investigation and analysis if there was interest in placing an additional facility.

Appendix 4: Annual Financial Statements

HEALTH PRODUCTS STEWARDSHIP ASSOCIATION

SCHEDULE C - STATEMENT OF OPERATIONS AND CHANGE IN FUND BALANCES - NEW BRUNSWICK

DECEMBER 31, 2025 13

	Medication Programs	Sharps Programs	2025 Total	2024 Total
REVENUES				
Member fees	$ 513,471	$ 577,803	$ 1,091,274	$ 1,224,590
Indirect revenues	12,362	12,362	24,724	41,434
	525,833	590,165	1,115,998	1,266,024
EXPENSES				
Supplies	51,490	46,472	97,962	41,914
Transportation (Delivery & Collection)	23,810	22,667	46,477	30,757
Disposal	25,583	21,827	47,410	33,299
Marketing and communication	55,982	55,982	111,964	150,454
Program administration	149,874	149,747	299,621	378,357
Government Oversight Fees	20,000	20,000	40,000	19,100
IT infrastructure	15,540	15,540	31,080	369
Professional services (Legal, Audit)	45,443	41,251	86,694	5,790
	387,722	373,486	761,208	660,040
EXCESS OF REVENUES OVER EXPENSES	138,111	216,679	354,790	605,984
FUND BALANCE, BEGINNING OF YEAR	182,486	180,610	363,096	(242,888)
FUND BALANCE, END OF YEAR	$ 320,597	$ 397,289	$ 717,886	$ 363,096

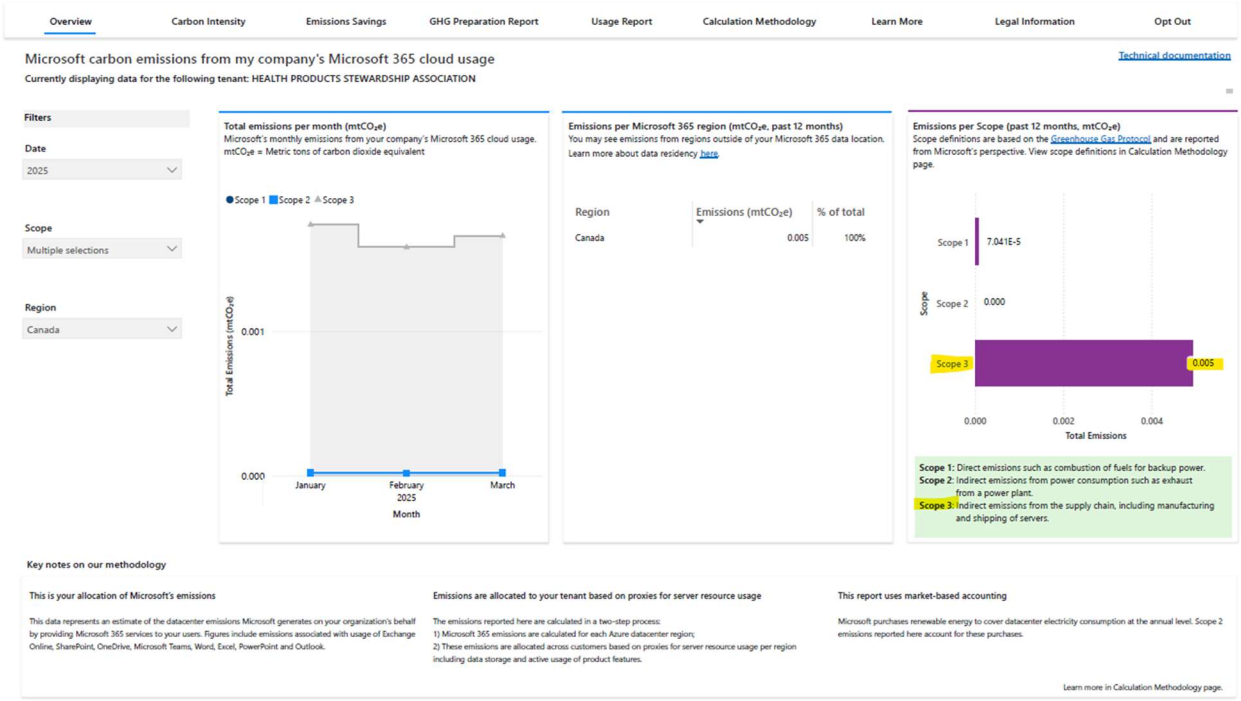
Appendix 5: GHG Emissions Estimates supporting calculations

	Item 1	Item 2	Total	Emissions factor	GHG emissions (tonnes CO2eq)	% of total
a.Supplies	Quantity (units)	Unit weight (kg)	Total weight (t)	t CO2eq/t		
i. Sharps containers (1.8L and 5L) (Polypropylene 72% recycled + molding)	54,027	0.18	10.48	2.01	21	25%
ii.Medications containers (Polypropylene 64,7% recycled + molding)	919	2.68	2.46	2.15	5.30	6%
				TOTAL supplies	***26.36***	32%
b.Transportation	km	Weight transported (t)	t*km	t CO2eq/(t*km)		
i.Upstream transportation (NB pharmacies to Stericycle Moncton warehouse)	11,341	36.8586	418,009.70	0.00007392	30.90	37%
ii.Downstream transportation						
Cytotoxic sharps waste	2,084	1.3405	2,793.86	0.00007392	0.21	0%
Non-cytotoxic sharps waste	335	20.7818	6,961.90	0.00007392	0.51	1%
Pharmaceuticals waste	1,570	14.7353	23,134.42	0.00007392	1.71	2%
				TOTAL transport	***33.33***	40%
c.Disposal			Total weight (t)	t CO2eq/t		
Cytotoxic sharps waste (incineration)			1.3405	1.19	1.60	2%
Non-cytotoxic sharps waste (autoclaving then landfilling)			20.7818	0.46	9.56	12%
Pharmaceuticals waste (incineration with waste-to-energy)			14.7353	0.83	12.23	15%
			36.8576	***TOTAL disposal***	***23.39***	28%
				GRAND TOTAL	**83.08**	**100%**

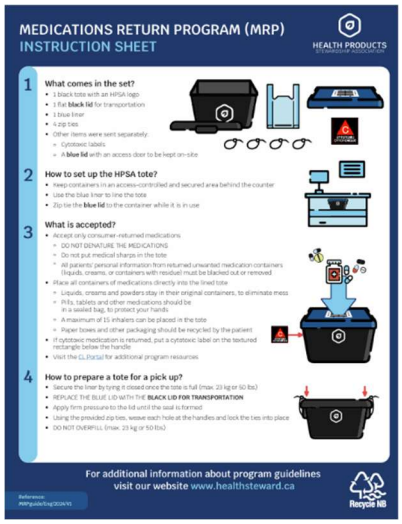
Supplies: Sharps containers distributed number is for 2025 (unit weight is an averaged figure), while Medications containers distributed number is 2024 (reused).

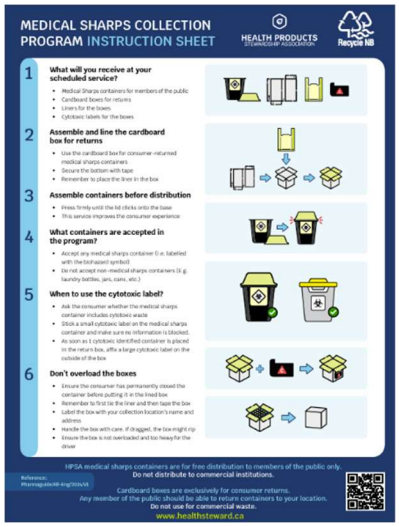
Transportation: Upstream transportation kms is the average distance in km from collection locations to Stericycle Moncton site. Downstream transportation kms are for the distance from Stericycle Moncton site to processing sites.

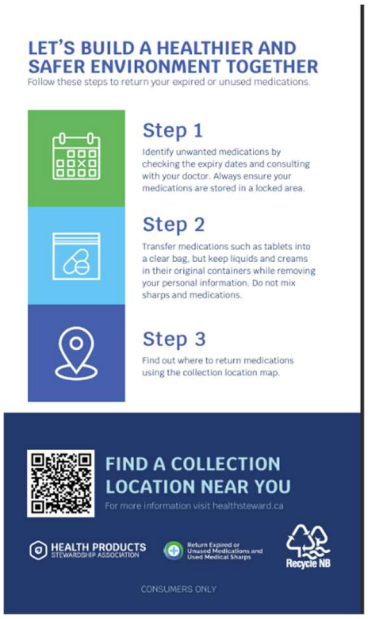
Disposal emission factors are from literature.


Overview
Carbon Intensity
Emissions Savings
GHG Preparation Report
Usage Report
Calculation Methodology
Learn More
Legal Information
Opt Out
Microsoft carbon emissions from my company's Microsoft 365 cloud usage
Currently displaying data for the following tenant: HEALTH PRODUCTS STEWARDSHIP ASSOCIATION
Technical documentation
Filters
Date
2025
Scope
Multiple selections
Region
Canada
Total emissions per month (mtCO2e)
Microsoft's monthly emissions from your company's Microsoft 365 cloud usage.
mtCO2e = Metric tons of carbon dioxide equivalent
Scope 1
Scope 2
Scope 3
Total Emissions (mtCO2e)
0.001
0.000
January
February
2025
March
Month
Emissions per Microsoft 365 region (mtCO2e, past 12 months)
You may see emissions from regions outside of your Microsoft 365 data location.
Learn more about data residency here.
Region
Emissions (mtCO2e)
% of total
Canada
0.005
100%
Emissions per Scope (past 12 months, mtCO2e)
Scope definitions are based on the Greenhouse Gas Protocol and are reported from Microsoft's perspective. View scope definitions in Calculation Methodology page.
Scope 1
7.041E-5
Scope 2
0.000
Scope 3
0.005
Scope
0.000
0.002
0.004
Total Emissions
Scope 1: Direct emissions such as combustion of fuels for backup power.
Scope 2: Indirect emissions from power consumption such as exhaust from a power plant.
Scope 3: Indirect emissions from the supply chain, including manufacturing and shipping of servers.
Key notes on our methodology
This is your allocation of Microsoft's emissions
This data represents an estimate of the datacenter emissions Microsoft generates on your organization's behalf by providing Microsoft 365 services to your users. Figures include emissions associated with usage of Exchange Online, SharePoint, OneDrive, Microsoft Teams, Word, Excel, PowerPoint and Outlook.
Emissions are allocated to your tenant based on proxies for server resource usage
The emissions reported here are calculated in a two-step process:
1) Microsoft 365 emissions are calculated for each Azure datacenter region;
2) These emissions are allocated across customers based on proxies for server resource usage per region including data storage and active usage of product features.
This report uses market-based accounting
Microsoft purchases renewable energy to cover datacenter electricity consumption at the annual level. Scope 2 emissions reported here account for these purchases.
Learn more in Calculation Methodology page.

Appendix 6: Educational Guides







Appendix 7: HPSA Campaign Report

New Brunswick

Radio

Overview

K94.5 (CKCW-FM)

- **Duration:** October 27–December 1, 2025
- **Budget:** $5,000
- **Location:** Moncton and Sussex
- **Target audience:** Vigilant Vic and Rural Ray personas
- **Details:** Two stations in Moncton: 8 x: 30-sec/ day, Mon–Sun for five weeks to promote the safe disposal of medical sharps
- English ads: **103.9 MAX FM**
- French ads: **Choix 99.9 FM**

click me

30,000
Weekly listeners

2,000,000+
Monthly online listeners

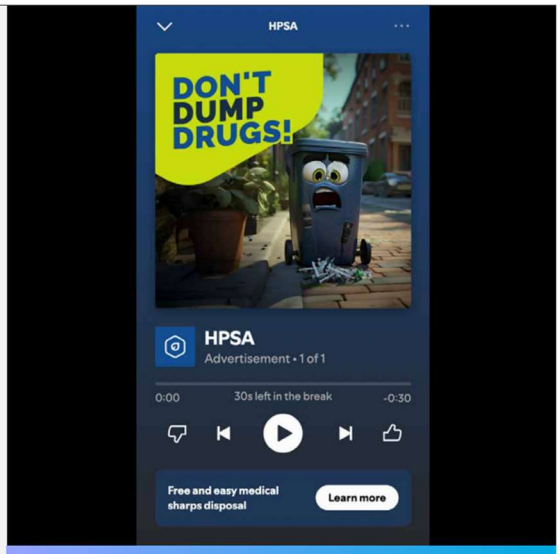
New Brunswick

Spotify

Overview

English ad

- **Duration:** November 5–December 31, 2025
- **Budget:** $5,000
- **Location:** Province-wide
- **Target audience:** Molly Mom, Techie Tao, and Conscientious Chloe personas
- **Details:** English audio ad promoting the safe disposal of used medical sharps.



542,803 Impressions	**65,700** Reach
96% Completion Rate	**212** Clicks

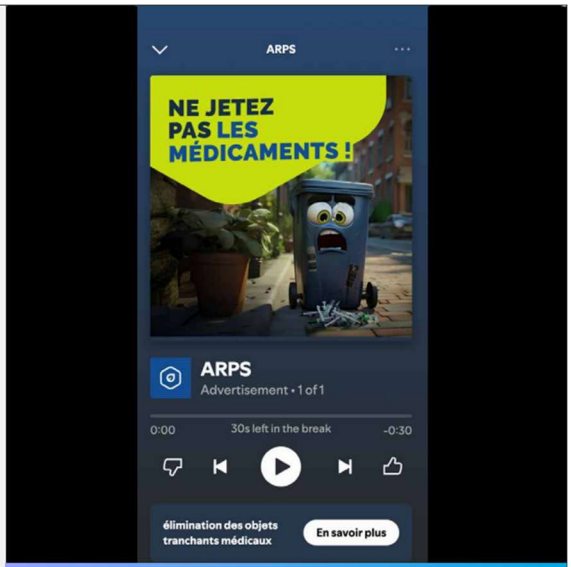
New Brunswick

Spotify (cont.)

Overview

French ad

- **Duration:** November 5–December 31, 2025
- **Budget:** $5,000
- **Location:** Province-wide
- **Target audience:** Molly Mom, Techie Tao, and Conscientious Chloe personas
- **Details:** French audio ad promoting the safe disposal of used medical sharps.



101,769 Impressions	**8,613** Reach
97% Completion rate	**64** Clicks

New Brunswick

OOH

Overview

Digital & Print Out-of-home—English and French ads

- **Duration:** September 29–October 26, 2025
- **Budget:** $10,000
- **Location:** High-traffic areas in NB
- **Target audience:** Molly Mom and Rural Ray personas
- **Details:** Digital and print OOH superboards and billboards in NB areas, with transit shelters in Fredericton

~3,600,000
Impressions

New Brunswick

Breakdown

OOH captured attention of commuters and pedestrians

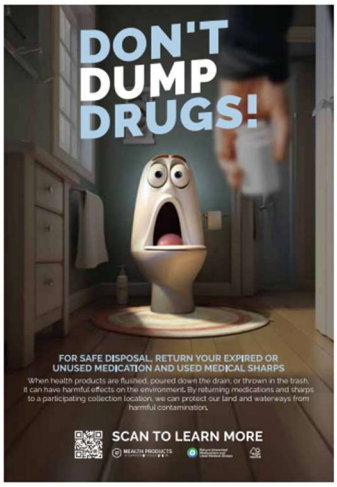
Digital Posters

- **Locations:** Edmudston, Moncton/Dieppe, Miramichi, and Saint John

Transit Shelters

- **Locations:** Fredericton

Note: *The metrics presented are high-level and reflect aggregated data from a more detailed campaign performance summary.*



LOCATION	*TOTAL IMPRESSIONS
MONCTON	1,040,907
SAINT JOHN	125,504
MIRAMICHI	57,411
EDMUNDSTON	70,107
FREDERICTON	2,321,582

**Also includes non-guaranteed impressions.*

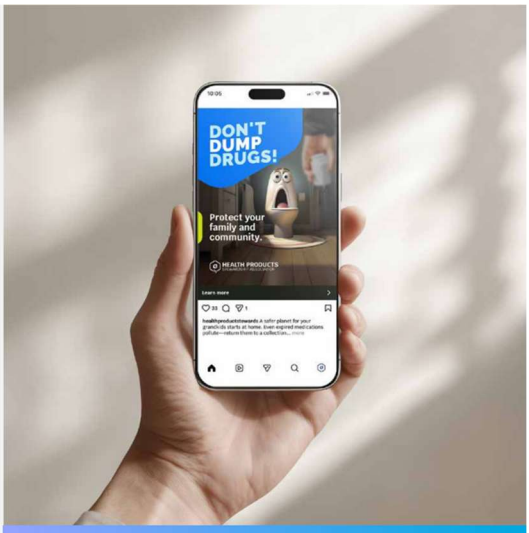
New Brunswick

Paid Digital

Overview

Meta

- **Duration:** October 14–December 15, 2025
- **Budget:** $13,000
- **Location:** Province-wide
- **Target audience:** (Vigilant Vic, Holistic Helen, Molly Mom, Techie Tao, and Conscientious Chloe personas
- **Details:** 4:5 static ads in English and French



910,035 Impressions

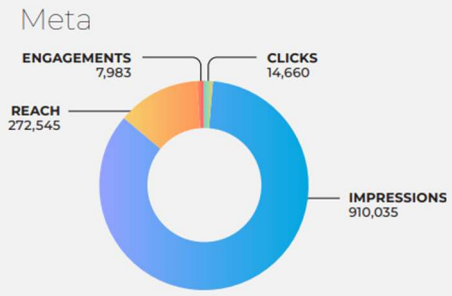
14,660 Clicks

272,545 Reach

7,983 Engagements

Breakdown

The figure below represents the data breakdown for all ads in New Brunswick.



Meta Ads

All personas—English

Clicks: 12,180
CTR: 6.19%
Impressions: 736,524
Reach: 243,979
Engagements: 6,467

All personas—French

Clicks: 2,480
CTR: 6.22%
Impressions: 173,511
Reach: 28,566
Engagements: 1,516