



HEALTH PRODUCTS
STEWARDSHIP ASSOCIATION

January 1, 2022 – December 31, 2022

Annual Report

Island Medications Return Program
Island Sharps Collection Program

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Acronyms and Definitions

Collection Locations

Community pharmacies registered in the HPSA programs to collect unused and/or expired pharmaceuticals and used medical sharps returned by the public.

IMRP

Island Medications Return Program

ISCP

Island Sharps Collection Program

Medical Sharp

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.

Pharmaceutical Product

“Pharmaceutical product” means a drug within the meaning of section 2 of the *Food and Drugs Act (Canada)* and includes a natural health product within the meaning of the *Natural Health Products Regulations* made under that Act, but does not include:

- i. a substance or mixture of substances manufactured, sold or represented for use in disinfection in premises in which food within the meaning of section 2 of the *Food and Drugs Act (Canada)* is manufactured, prepared or kept,

- ii. a food within the meaning of section 2 of the *Food and Drugs Act (Canada)*,
- iii. a cosmetic within the meaning of section 2 of the *Food and Drugs Act (Canada)*, or
- iv. items in any of the following classes:
 - a. contact lens disinfectants,
 - b. anti-dandruff products, including shampoos,
 - c. anti-perspirants,
 - d. sunburn protectants,
 - e. mouthwash,
 - f. fluoridated toothpaste,
 - g. topical substances not containing antibiotics or anti-fungal agents,
 - h. radio pharmaceuticals,
 - i. antiseptic or medicated skin-care products,
 - j. veterinary medications and products.

Regulation

The Material Stewardship and Recycling Regulations.

Steward

A brand-owner who is a HPSA member.

Executive Summary

For more than 20 years, the Health Products Stewardship Association (HPSA) has worked with participating pharmacies and stewards across Canada to preserve our environment and protect communities.

Established in 1999 as a federal not-for-profit corporation, HPSA is governed by a board of industry professionals representing stewards working in the prescription drug, nonprescription drug, natural health products, and medical sharps industries.

These programs improve the likelihood that unwanted pharmaceuticals and used medical sharps returned by the public are properly collected, packaged, handled, transported, and disposed of in a safe, compliant, and environmentally responsible manner.

The programs are free-of-charge for the public, and collection locations are located across Prince Edward Island. The IMRP and ISCP operate under the principles defined by the Materials Stewardship and Recycling Regulations, pursuant to Section 25 of the Environmental Protection Act (EPA).

This annual report reviews the collection numbers per region, program performance, collection systems, and public education and outreach campaigns in detail.

2022 Programs Performance: By the Numbers

- **3,833.9 kilograms** of unwanted pharmaceuticals collected and diverted from water sources or landfill through the IMRP.
- **8,433.5 kilograms** of used medical sharps collected and safely disposed of through the ISCP.

Our Stewardship Programs in Prince Edward Island

Since 2015, HPSA has been administering two stewardship programs in PEI:

IMRP

The Island Medications Return Program

This program collects and disposes of prescription drugs, nonprescription drugs, and natural health products that are sold in the province through the consumer/residential waste stream.

ISCP

The Island Medical Sharps Collection Program

This program collects and disposes of medical sharps that are sold in the province through the consumer/residential waste stream.

HPSA manages the extended producer responsibility medications and sharps collection programs in four Canadian provinces. It leverages its experience as a national producer responsibility organization to collect hazardous medical waste, oversee end-of-life material management, and bring regulatory expertise to the IMRP and ISCP. HPSA also educates the public on the safe disposal of medical waste. In bridging industry stakeholders and everyday consumers, HPSA is committed to strengthening ties across communities and the industry.

Each year, HSPA submits an annual report on behalf of brand owners of pharmaceuticals and medical sharps who are members of the Association (“the stewards”). HPSA members are responsible for the full cost of the IMRP and the ISCP. HSPA is accountable to its members for the collection and responsible disposal of medical waste from the public, as returned at provincial collection locations.

HPSA acknowledges the tremendous support of the pharmacy community in the IMRP and ISCP. Pharmacies play a critical role in protecting the environment and the health of Islanders.



I. Programs Performance

HPSA stewardship programs had a tremendous impact in 2022. Below is a summary of the key performance measures.

Tonnage Collected

- **3,833.9 kilograms** of unwanted pharmaceuticals returned by the public for safe disposal as part of the IMRP.
- **8,433.5 kilograms** of used medical sharps returned by the public for safe disposal through the ISCP.

Tables 1 and 2 provide collection locations by region.

Accessibility of Collection Locations

In 2022, HSPA partnered with 50 collection locations—100% of all registered community pharmacies in Prince Edward Island. Appendix 3 provides a full list of these collection locations.

Pharmacy Education

HPSA publishes and provides community pharmacies with information to educate pharmacists and members of the public about the IMRP and the ISCP. These materials include:

- Website: www.healthsteward.ca
- Pharmacy direct messaging
- HPSA branded collection containers affixed with the IMRP and ISCP logos
- Educational assets about the IMRP and ISCP

HPSA also sponsored the 2022 PEI Pharmacists Association AGM & Continuing Education Conference, held virtually between May 7-12.

Education and Outreach Campaigns

Education and outreach are central to HPSA's approach. To support greater consumer awareness, we created:

- Updated FAQ and easy-to-navigate website sections to help consumers and pharmacists find relevant information.
- An interactive map where people can find their closest collection location for their unused medications or medical sharps.
- Earned media and social media campaigns to promote consumer awareness.

II. Program Outline

The IMPR and ISCP address extended producer responsibility's requirement 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 Environmental Protection Act's 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

Community pharmacies are the collection locations for the IMRP and ISCP. These locations are logical and safe places for the public to return unused or expired pharmaceuticals and used medical sharps. Many have extended hours and are convenient locations for year-round consumer disposal.

Specific information is provided to ensure pharmacy managers and staff are knowledgeable about the objectives of HSPA stewardship programs and familiar with the collection process. Participating community pharmacies also receive guidelines and educational materials to distribute to the public.

Available for all participating community pharmacies:

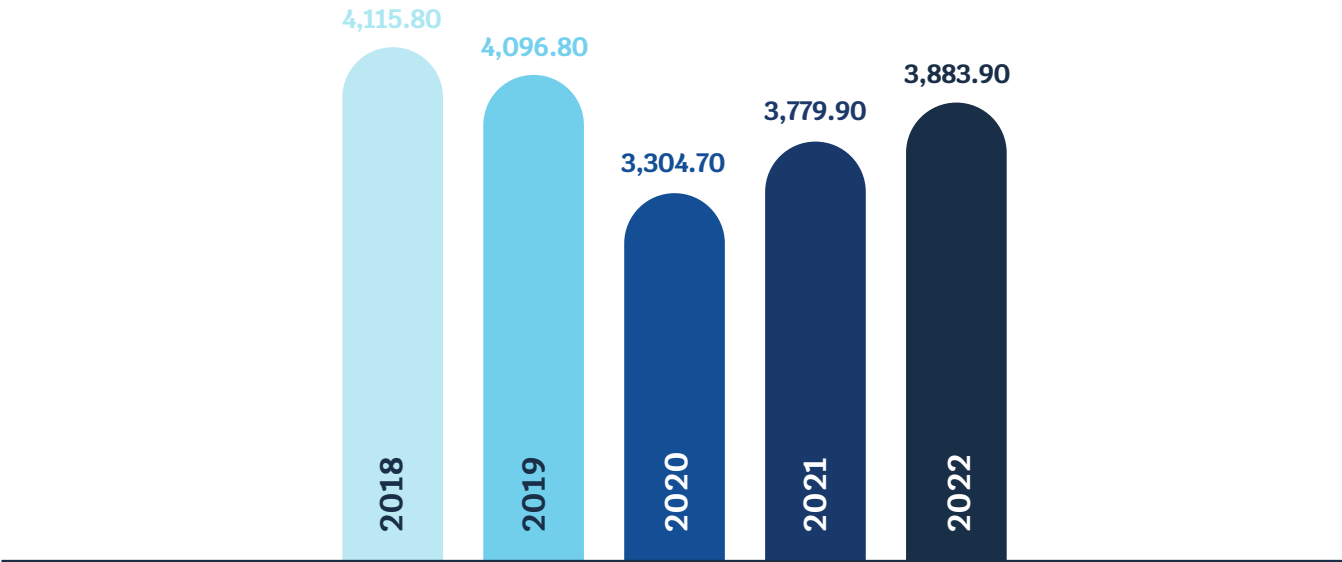
- **HPSA-branded medication collection containers** can be ordered by pharmacies to aid in the collection and safe storage of unwanted pharmaceuticals returned by the public. These are ordered through a service and supply request form and include clear instructions on what can and cannot be placed in the containers.
- **HPSA sharps containers** can be ordered by pharmacies for the collection of used medical sharps. These are ordered through a service and supply request form and the containers are to be distributed for free to patients.

HPSA containers are clearly marked for domestic use only.

IV. Program Collection

In 2022, the IMRP collected 3,883.9 kilograms of unwanted pharmaceuticals and the ISCP collected 8,433.5 kilograms of used medical sharps. The charts in this section summarize the program collection quantities over the last five years and the volumes returned from the five regions on Prince Edward Island.

IMRP Collection



ISCP Collection

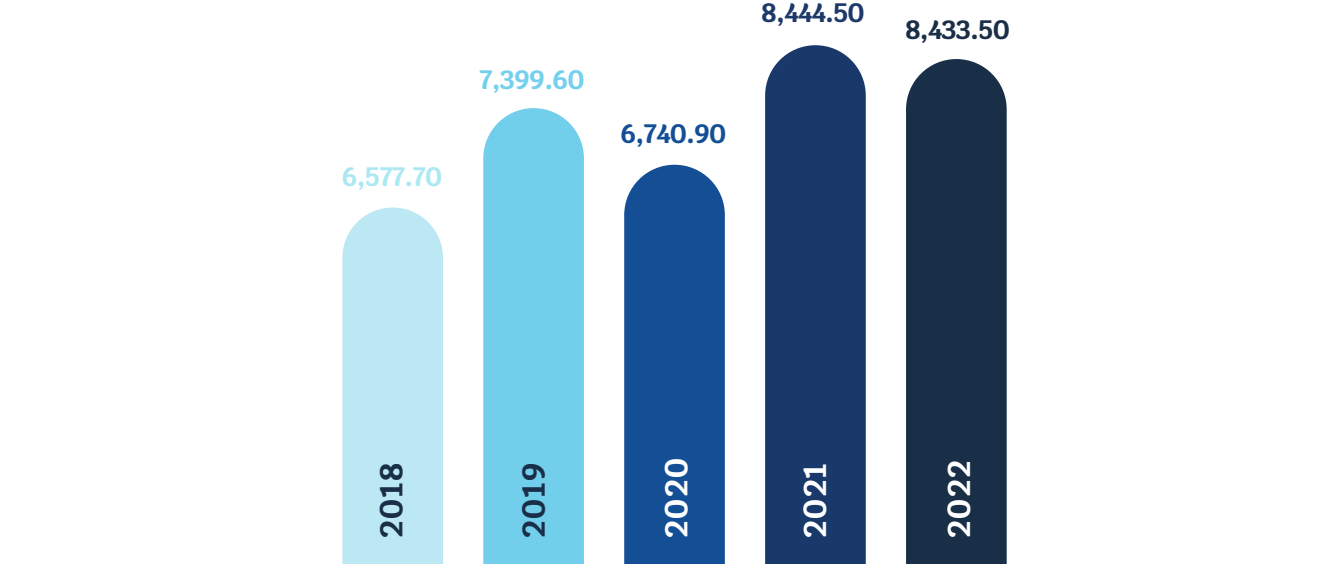


Table 1: Unwanted Pharmaceuticals Collected in 2022 by Region

*Quantity refers to number of medication containers returned by collection locations.

| Regions | Collection Locations | Σ Quantity | Σ Gross Weight |
|---------------------------|----------------------|-------------------|-----------------------|
| Charlottetown | 17 | 133 | 1,274.5 |
| Green Gables Shore | 3 | 29 | 284.2 |
| North Cape Coastal Region | 15 | 91 | 1,017.0 |
| Points East Coastal Drive | 10 | 67 | 684.2 |
| Red Sands Shore | 3 | 30 | 331.1 |
| Western | 2 | 39 | 242.9 |
| Grand Total | 50 | 389 | 3,833.9 |

Table 2: Used Medical Sharps Collected in 2022 by Region

*Quantity refers to number of sharps kits returned by collection locations (12 container per kit).

| Regions | Collection Locations | Σ Quantity | Σ Gross Weight |
|---------------------------|----------------------|-------------------|-----------------------|
| Charlottetown | 17 | 244 | 3,276.4 |
| Green Gables Shore | 3 | 31 | 496.0 |
| North Cape Coastal Region | 15 | 181 | 2,562.1 |
| Points East Coastal Drive | 10 | 95 | 1,366.3 |
| Red Sands Shore | 3 | 32 | 406.1 |
| Western | 2 | 22 | 326.6 |
| Grand Total | 50 | 605 | 8,433.5 |

V. Public Education and Outreach Campaigns

HPSA's provincial and national campaigns are aimed at educating consumers through various communication channels.

This section details the key 2022 campaigns.



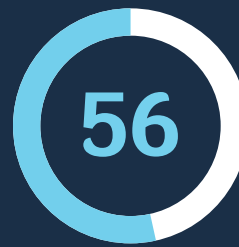
National Drug Drop Off Month

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, Agnostic. The survey revealed a gap in understanding among our target audience, Canadian parents when it came to the safest way to dispose of unwanted medication. These insights were localized to markets across the country and shaped campaign messaging.



70% of Canadian parents admit to leaving their medications in a place that is accessible by their children.



56% 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 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. Regional-specific data gathered in different markets helped to secure local stories across provinces.

- **75 media hits**, including top-tier media outlets like *Global News* and *CityNews*
- **8.6 million** media impressions
- **2,772 impressions** across social media platforms (Facebook, LinkedIn, Twitter, and Instagram)

“Medication is the leading cause of poisoning in children and poisoning is the third leading cause of unintentional hospitalization of children aged 14 and under. Medications at home should be properly stored and safely disposed.”

– **Chantal Vallerand**
Executive Director of DFK Canada

[From Canadian publication Healthing.ca](#)

Spring Cleaning Campaign

For eight weeks in April and May 2022, HPSA ran an audio news release campaign to raise awareness and educate Canadians about the importance of safe disposal of medications and medical sharps during spring cleaning season.

Campaign Performance

- Broadcast on **30 radio stations** and websites across Canada
- **1.27 million** total reach (+1.7% above the 1.2 million guarantee)



Public Education in Collection Locations

“How to Dispose” Informational Assets for Pharmacists

HSPA developed a series of how-to materials to display in pharmacies and distribute to patients. By using clear, accessible language and information, the goal was to further educate patients on the proper disposal of unwanted medications and used medical sharps.

To be as effective as possible, HSPA engaged a pharmacist advisory group to offer insights on the type of content and display method that could be most helpful in their locations.

In addition to these informational assets, all HPSA collection locations receive various materials upon registration. These include:

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

Pharmacists may also order promotional materials from HPSA at no additional cost.



“How to Dispose” 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.

To promote the videos, we created 15-second teaser clips for Instagram. These posts directed people to watch the full video on the HPSA website or YouTube channel.

Conferences and Higher Education Institutions

Panel Discussion - OECD Panel & Report

HPSA was invited to join a virtual panel in May 2022, hosted by the Organisation for Economic Co-operation and Development (OECD). The Organisation had just [released a report](#) examining the management of pharmaceutical household waste and the effects of improper disposal of expired and unwanted medications on aquatic environments

HPSA presented its Canadian perspective of managing take-back programs for pharmaceuticals and shared best practices with the audience.

Speaker - Conference on Canadian Stewardship

HPSA was a speaker at this in-person event that took place in Toronto in September 2022. The topic of discussion was “the future of pharmaceutical take-back programs.”

Panel Discussion - University of Toronto

HPSA participated in a virtual panel discussion hosted in December 2022 by the University of Toronto. The focus of the conversation was “environmental sustainability at pharmacies.”



HPSA Website



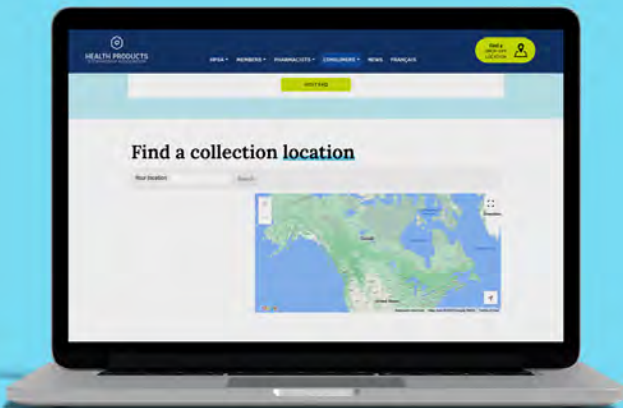
60,000+

HPSA website visitors

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

The HPSA website hosts 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 input their postal code to display nearby drop-off collection locations and return guidelines.



Social Media Engagement

In 2022, HPSA’s social media strategy continued to focus on delivering consistent, high-quality content to various audiences. Social media engagement took advantage of dynamic formats, such as video and audio. HPSA also designed content pillars to build the reputation of the organization.

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 earned higher levels of engagement on Instagram.
- “FAQ” and “Did You Know?” style content yielded slightly higher engagement on Instagram and LinkedIn.
- Posts promoting an upcoming panel or speaking engagement earned the highest level of engagement on LinkedIn.
- Content featuring HPSA executives generated the highest engagement on Facebook.

Social Channel Performance

1.2 million

total impressions across Instagram

5,000

total clicks and likes

1,500

engagements



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 the HPSA audience and strategically target people based on their geography, demographic, or other qualifiers, such as whether they are parents.

Paid Campaigns Included:

- **National Dry Drop Off Month, Earth Day:**
Two week-long campaigns where curated content was shared on social media. Paid promotion focused on increasing profile views to boost awareness and add new followers. Earth Day was amplified only on Instagram.
- **Medications video launch:**
We shared a 15-second teaser clip across all social platforms and urged viewers to watch the full video on our website. The teaser clip was promoted on Instagram for five days in July and targeted audiences in Prince Edward Island.

Paid Social Media Performance

- 29 boosted posts
- 23,500+ engagements
- 298,981 total paid impressions



Appendix 1

IMRP Stewards

| | | |
|---|---------------------------------------|---|
| AA Pharma Inc. | Costco Wholesale Canada | McKesson Canada |
| AbbVie Corporation | D Drops Company | McNeil Consumer Healthcare – A Division of Johnson & Johnson |
| Accord Healthcare | Dr. Reddy's Laboratories | Mead Johnson Nutrition (Canada) Co. |
| Advanced Orthomolecular Research (AOR) | Duchesnay | Medexus Inc. |
| Advantage Solutions | Eisai | Merck Canada Inc. |
| Alcon Canada Inc. | Eli Lilly Canada Inc. | Metro Brands G.P. |
| Allergan Inc. | Exzell Pharma | Mint Pharmaceuticals Inc |
| Amgen Canada Inc. | Ferring Inc. | Miravo |
| Amway Canada Corporation | Fresenius Kabi Canada Ltd. | Mylan Pharmaceuticals ULC |
| Apotex Inc. | Galderma Canada Inc. | Natural Factors Nutritional Products Ltd. |
| Astellas Pharma Canada Inc. | General Nutrition Centres Canada | Nature's Sunshine Products of Canada Ltd. |
| AstraZeneca Canada Inc. | Generic Medical Partners Inc. | Nestle Canada Inc |
| Atrium Innovations Inc | Gilead Sciences Canada Inc. | New Chapter Canada Inc. |
| Auro Pharma Inc | GlaxoSmithKline Inc. | Novartis Pharmaceutical Canada Inc. |
| Bausch Health, Canada Inc. | Haleon | Novo Nordisk |
| Baxter Canada | Health First Network Association Inc. | Omega Alpha Pharmaceuticals Inc. |
| Bayer Inc. | Herbalife of Canada | Organika Health Products Inc. |
| BGP Pharma (Mylan) | HLS Therapeutics | Otsuka Canada Pharmaceuticals Inc. |
| Bioforce Canada Inc. | Hospira Healthcare Corporation | Paladin Labs Inc. |
| Biogen Canada Inc | HPI Health Products/Lakota | Pascoe Canada Inc |
| BioSyent Pharma Inc. | Indivior UK Ltd. | Pattison Food Group Ltd. |
| Blistex Corporation | Jamieson Laboratories | Pfizer Canada Inc. |
| Body Plus Nutritional Products Inc. | Jamp Pharma Corporation | PharmaChoice Inc. |
| Boehringer Ingelheim Canada Ltd. | Janssen Inc. | Pharmasave Drugs Ltd |
| Boiron Canada | Laboratoires Atlas Inc. | Pharmascience Inc. |
| Bristol-Myers Squibb | Leadiant Biosciences Inc. | Platinum Naturals Ltd |
| Canadian Custom Packaging Company | Leo Pharma Inc. | Procter & Gamble Inc. |
| Celex Laboratories Inc. | Les Laboratoires Nicar Inc. | Purdue Pharma |
| Church & Dwight Canada | Loblaw Companies Ltd. | Puresource Corp |
| Cipher Pharmaceuticals Inc. | Lundbeck Canada Inc. | RB Health Canada Inc. |
| Clorox Company of Canada Ltd. | Mannatech Incorporated | |
| | Marcan Pharmaceuticals Inc. | |

Rexall Pharmacy Group Ltd.
Roche Canada Ltd. - Hoffmann
Sandoz Canada
Sanis Health Inc.
Sanofi Consumer Health Canada
Sanofi-Aventis Canada Inc.
Seaford Pharmaceuticals
Servier Canada Inc.
Shaklee Canada Inc.
Shoppers Drug Mart Inc.

Sisu Inc.
Sivem Pharmaceuticals ULC
Sobeys National (Mississauga)
St Francis Herb Farm Inc.
Sterimax Inc.
Sunovion Pharmaceuticals Inc.
Takeda Canada Inc.
Tanta Pharmaceuticals Inc.
Taro Pharmaceuticals Inc.
Teva Canada / Novopharm

Trillium Health Care Products
UCB Canada Inc.
UniPHARM Wholesale Drugs
USANA Health Sciences
Vertex Pharmaceuticals Incorporated
Vita Health Products Inc.
Wal-Mart Canada Corp
WellSpring Pharmaceutical
Canada Corp.
WN Pharmaceuticals Ltd.

Appendix 2

ISCP Stewards

Abbott Diabetes Care

AbbVie Corporation

Accord Healthcare

Amgen Canada Inc.

Apotex Inc.

Ascensia Diabetes Care Canada Inc.

AstraZeneca Canada Inc.

Auto Control Medical

Bausch Health, Canada Inc.

BGP Pharma (Mylan)

Biogen Canada Inc

Bristol-Myers Squibb

Cardinal Health Canada

Domrex Pharma Inc.

Eli Lilly Canada Inc.

Embecta Nova Scotia Company

EMD-Serono Canada Inc.

Ferring Inc.

GlaxoSmithKline Inc.

Intervet Canada Corp -

Merck Animal Health

Janssen Inc.

Leo Pharma Inc.

LifeScan Canada ULC

Medexus Inc.

Novartis Pharmaceutical Canada Inc.

Novo Nordisk

Paladin Labs Inc.

Pfizer Canada Inc.

Roche Canada Ltd. - Hoffmann

Roche Diabetes Care -

A division of Hoffmann-La Roche Ltd

Sandoz Canada

Sanofi-Aventis Canada Inc.

SOBI Canada

(Swedish Orphan Biovitrum)

Stericycle

Sterimax Inc.

Takeda Canada Inc.

Teva Canada / Novopharm

UCB Canada Inc.

Wholesale Medical Network Inc.

Appendix 3

Registered Collection Locations

Alberton Pharmacy

Bioscript Pharmacy

Bob's Pharmacy (Guardian)

Hunter River Pharmacy

Lawtons #2557

Lawtons #372

Lawtons #826

Lawtons #880

Lawtons #882

Loblaw Pharmacy #314

Loblaw Pharmacy #376

Loblaw Pharmacy #386

Loblaw Pharmacy #388

Main Street Pharmasave

McKenna's Pharmachoice

Montague Pharmasave

Murphy's Central Street Pharmacy

Murphy's Cornwall

Murphy's East Royalty Pharmacy

Murphy's Kensington Pharmacy

Murphy's Kinlock Pharmacy

Murphy's Morell Pharmacy

Murphy's Parkdale Pharmacy

Murphy's Pharmacy Summerside

Murphy's Queen Street Pharmacy

Murphy's Rustico Pharmacy

Murphy's Stratford Pharmacy

Murphy's Tyne Valley Pharmacy

Murphy's Wellington Pharmacy

Murphy's West Royalty Pharmacy

O'Leary Pharmacy

Pharmasave #823

Sherwood Drug Mart

Shoppers Drug Mart #100

Shoppers Drug Mart #101

Shoppers Drug Mart #102

Shoppers Drug Mart #105

Shoppers Drug Mart #2029

Sobeys #621

Sobeys #628

Sobeys #721

Sobeys #868

Sobeys #870

Souris Remedy's Rx

South Shore Pharmacy

The Medicine Shoppe #187

The Medicine Shoppe #232

The Medicine Shoppe #327

Walmart #3162

Walmart #3644