

NEW

AN INTRODUCTION TO THE NEW AND IMPROVED DETERRA HOUSEHOLD MAILING CAMPAIGN



A COMPLETE GUIDE TO THE HOUSEHOLD MAILING CAMPAIGN WITH THE NEW DETERRA DIRECT MAIL POUCH



Communities battling drug misuse are feeling the strain of tight budgets and staff shortages coupled with an increased demand for prevention and behavioral health services.

To be effective, organizations must find new ways to connect with people and get resources into the right hands. A simple, cost-effective solution is a household mailing campaign with the new Deterra® Direct Mail Pouch (DMP). This education and prevention campaign is designed to send evidence-based resources directly to those who need them most. The DMP features

the same active ingredients and award-winning plant-based packaging as other Deterra products – it's simply designed for efficient mailing and is USPS-approved for delivery to all 50 states for less than the cost of a first-class postage stamp plus the cost of the pouch. A household mailing campaign with the Deterra Direct Mail Pouch helps extend the reach of your prevention efforts and save on the administrative costs associated with managing take-back events or collection sites.

Our team takes care of everything – from design to mailing coordination – so you can quickly and easily implement a household mailing campaign with minimal staff time.

In this guide, we'll cover everything you need to know about household mailing campaigns, including:

- What is a Deterra Household Mailing Campaign?
- Benefits of a community-wide at-home drug disposal campaign
- Real examples of successful household mailing campaigns – including visuals and case studies
- Funding sources: opioid settlement funds, grants & budgets
- How to measure campaign ROI

What types of organizations should consider a household mailing campaign?

Local Government & Community-Based Organizations

Implement a county- or city-wide campaign to increase access to proper drug disposal, especially for rural and underserved communities.

Healthcare Providers & Pharmacy Benefit Managers

Encourage patients and prescription drug recipients to promptly dispose of unneeded drugs to prevent misuse, accidental ingestion and overdoses.

Private Companies & Employer Groups

Initiate a campaign to educate employees about the risks of medication misuse and provide a discreet, at-home drug deactivation and disposal option.

WHAT IS A DETERRA HOUSEHOLD MAILING CAMPAIGN?



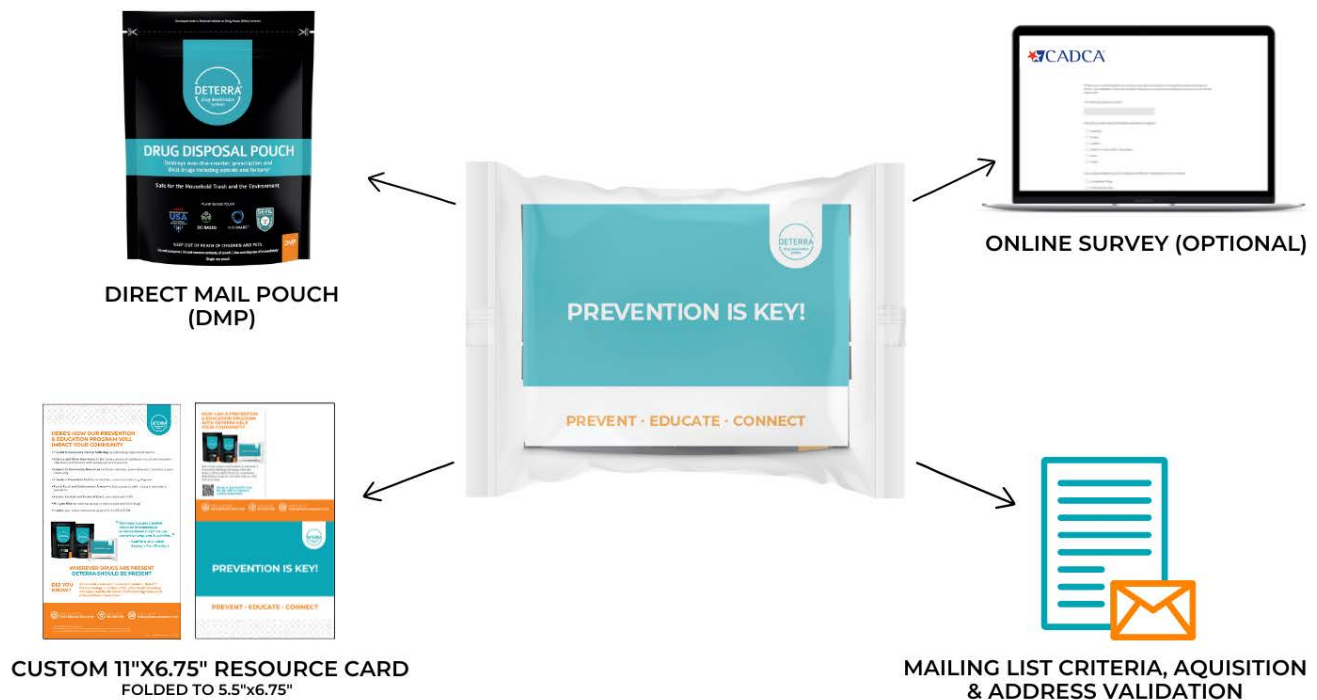
The Detera® Household Mailing Campaign is a primary prevention and education campaign that delivers proper drug disposal resources and educational materials into the hands of those who need them most. The campaign helps raise awareness about the importance of proper drug disposal and empower everyone to safely dispose of unwanted drugs as soon as they are no longer needed to prevent misuse and environmental harm.

FAQ: WHAT'S INCLUDED IN A HOUSEHOLD MAILING CAMPAIGN?

Through a household mailing campaign, Detera Direct Mail Pouches are mailed directly to households you choose via the United States Postal Service (USPS). Each pouch is accompanied by a custom postcard. A Detera Household Mailing Campaign includes:

- USPS-approved flat rate plant-based drug disposal pouches safe for the environment
- Custom [11"x6.75" postcards](#)
- Option for QR code link to [online survey](#) for data tracking
- Overwrap to keep materials together
- Mailing coordination (list criteria, aquisition and address validation)

THE DETERRA HOUSEHOLD MAILING CAMPAIGN



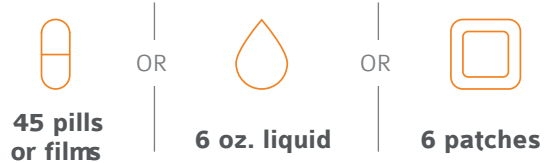
The Detera Household Mailing Campaign includes the Detera Direct Mail Pouch and custom postcard (with or without a survey) secured in an overwrap and mailed directly to chosen households.

THE NEW HOUSEHOLD MAILING CAMPAIGN WITH THE DETERRA DIRECT MAIL POUCH



The new Detera Direct Mail Pouch (DMP) is a safe drug deactivation and disposal pouch designed for efficient mailing that features the same award-winning technology as all other Detera products. The DMP is USPS approved for automated flat rate postage, so it can be delivered to all 50 states for less than the cost of a first-class postage stamp plus the cost of the pouch. The DMP offers the most immediate, cost-effective way to distribute Detera and implement a household mailing campaign that empowers everyone to properly dispose of unwanted drugs.

ONE DETERRA DIRECT MAIL POUCH DEACTIVATES:



FEATURES AND BENEFITS:

- Approved by the United States Postal Service (USPS) for automated flat rate postage
- Delivery to all 50 states for less than the cost of a first-class postage stamp plus the cost of the pouch
- Ensures every household has access to safe, permanent drug disposal 24/7
- 11" x 6.75" postcard that provides plentiful space for your messaging & callouts
- Saves costs of staff time, storage fees and event management.
- Address verification to maximize your budget & minimize environmental impact
- Household mailing campaign is produced in a HIPAA-compliant print & mail facility
- One-time use
- Safe for disposal in the normal household trash.
- Destroys over the counter, prescription and illicit drugs including opioids and fentanyl*
- Powered by proprietary activated carbon
- Award-winning plant-based packaging
- Manufactured in the USA with Globally Sourced Materials
- Manufactured in a factory built to LEED® Silver sustainable building guidelines on equipment powered by 100% wind-generated electrical energy
- Printed using expanded color gamut process printing to reduce ink consumption and waste production
- Detera Pouches & Containers do not expire

HOUSEHOLD MAILING FAQs



Are there different size options?

- The direct mail pouch comes in one standard size.

How long does it take for the DMP to reach designated addresses?

- The estimated delivery of the DMP is 5-15 business days and dependent on the USPS.

Can I mail to P.O. boxes?

- Yes! The DMP is flat rate mail, so it can be delivered to P.O. boxes. Additionally, P.O. boxes may be removed from the mailing list if needed.

Does efficient postage include Hawaii and Alaska?

- Yes! The DMP can be delivered to all 50 states for less than the cost of a first-class postage stamp plus the cost of a the pouch. If interested in mailing the DMP to U.S. territories, contact Deterra for details.

Can I mail internationally?

- No, the DMP cannot be mailed internationally at this time.

How much does the Deterra Direct Mail Pouch cost?

- Price per pouch varies based on order quantity. There is an order minimum of 10,000 units. Bulk discounts may be available.

Can I purchase the DMP without a household mailing campaign?

- The Deterra Direct Mail Pouch is only available as part of a household mailing campaign. You can complement a household mailing campaign with community distribution of Deterra Pouches to reach as many people as possible.

Does Deterra Expire?

- Deterra Pouches and Containers do not expire.

WHY IMPLEMENT A HOUSEHOLD MAILING OF DETERRA



Unused prescription drugs continue to fuel the opioid epidemic nationwide. Proper drug disposal helps decrease the supply of unwanted medications available for misuse.

A household mailing campaign is ideal for quickly reducing the risk of drug misuse by getting prevention tools and educational resources into a large population and for reaching rural or underserved communities who lack easy access to other disposal methods.

A household mailing campaign can help:

- Increase access to proper drug disposal
- Connect your organization with the community
- Engage local media to help spread the word about prevention
- Save on administrative costs and staff time
- Protect water and sewer systems
- Collect survey responses to measure and report on your impact

Tip: Garner local media attention by creating rallying moments with your household mailing campaign launch around key milestones like National Prescription Drug Take Back Day (Oct. & April), International Overdose Awareness Day (August 31) or Youth Substance Use Prevention Month (Oct.). See our [Outreach Toolkit](#) for media outreach templates, social content and more.

FAQ: WHAT'S THE PROCESS FOR LAUNCHING A HOUSEHOLD MAILING CAMPAIGN? HOW DOES IT WORK?

The first step is to contact us for a [free custom assessment](#) to determine the impact a household mailing campaign can have on your population. A Deterra team member will connect with you to discuss your needs, pouch quantities, postcard requirements, and timing. **The best part? We do the work for you.**

Deterra takes care of the postcard design and printing, online survey setup (if applicable) and mailing coordination. We partner with you throughout the process and incorporate multiple review opportunities along the way.

When it's time to launch your household mailing campaign, we'll take care of adhering postcards to the pouches, securing them in individual overwraps, and mailing them out. We can use a mailing list that you provide, or we can secure the mailing list for you.

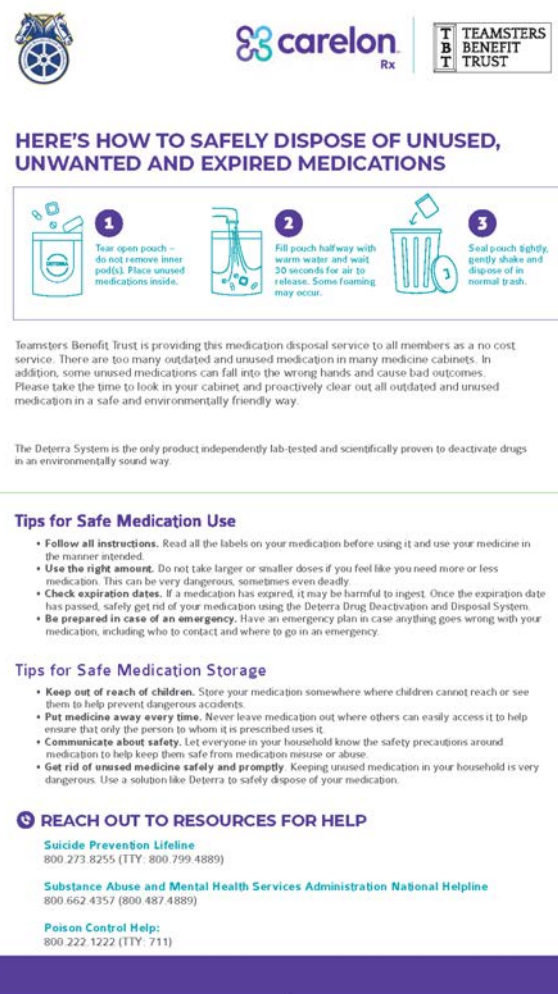
AT-HOME DRUG DISPOSAL CAMPAIGN SUCCESS STORIES



- **Douglas County, Wis.** To help prevent opioid misuse and overdoses, the Douglas County Department of Health and Human Services launched a [prevention initiative](#) to mail 22,000 Detera Pouches and educational postcards directly to local households.
- **Whitley County, Ky.** The Whitley County Health Department mailed drug deactivation and disposal pouches to [every household in Whitley County](#) to help reduce and prevent overdose incidents in the community.



- **CarelonRx & Teamsters Benefit Trust.** In partnership with pharmacy benefit manager CarelonRx, the Teamsters Benefit Trust mail Deterra Pouches and educational postcards to union members twice per year to encourage proper disposal of unneeded medication.



- **Nationwide Pharmacy Benefit Manager.** One of the largest U.S. pharmacy benefit managers (PBM) mails at-home medication disposal pouches directly to the homes of members who've received an opioid prescription. To date, over 1.35 million Deterra Pouches have been distributed and clients have seen a 57% reduction in average day supply per claim for first-time opioid users.

See more [drug disposal case studies](#)

Tip: A household mailing campaign can be combined with other community distribution models and disposal programs to reach as many people as possible. See the [Top 10 Ways to Distribute Deterra](#).

FUNDING FOR A HOUSEHOLD MAILING CAMPAIGN



Grant Funding

- Deterra is an evidence-based primary prevention solution that's an eligible expense for many [state and federal grant opportunities](#).

Opioid Settlement Funds

- Increasing access to proper drug disposal is an [approved use](#) of [opioid settlement funds](#). We can help you develop a prevention strategy that includes a Deterra Household Mailing Campaign as part of your local opioid abatement plan.

American Rescue Plan Act

- Counties with American Rescue Plan Act (ARPA) funds can invest them in long-term prevention initiatives. Public health and community aid projects account for over a quarter of [budgeted ARPA funds](#), according to a new report from the National Association of Counties ([NACo](#)).

Budgetary Funding & Foundations

- Healthcare organizations can allocate funding within organizational operating budgets. Organizations with corporate health and wellness programs could include a household mailing campaign within their budget. Additional funding sources include corporate foundations and giving programs.

Tip: Use our [Grant Guide](#) for expert grant-writing tips, sample language and more to help you secure funds for a household mailing campaign.

WHAT'S THE ROI OF A HOUSEHOLD MAILING CAMPAIGN?

An investment in primary prevention can help save lives and reduce the societal costs associated with drug misuse. To see the impact an at-home drug disposal mailing campaign can have, [request a free custom assessment](#). We'll generate a custom report based on your population size to demonstrate how a household mailing campaign with the Deterra Direct Mail Pouch could help:

- Decrease healthcare costs
- Reduce criminal justice expenses
- Lower the incidence of opioid use disorder (OUD)

You can also [view an example model](#) and learn the [4 steps to measure the ROI of a primary prevention campaign](#).

REQUEST ASSESSMENT