



## How We Will Measure the Project's Success

1. Percentage of Utahns who recognize prescription drugs have a definite potential for abuse or addiction (*November 2013 = 80%*)
2. Percentage of Utahns who report media messages had a great deal of impact on making them aware of the risks of prescription drug misuse (*November 2013 = 38%*)
3. Percentage of Utahns who report they have recently seen or heard ads that provide tips on how to store or dispose of prescription drugs (*November 2013 = 37%*)
4. Percentage of Utahns who report they definitely know how to properly dispose of unused and/or expired prescription drugs (*November 2013 = 40%*)
5. Percentage of Utahns who report they correctly disposed of their unused and/or expired prescription drugs (*November 2013 = 20% collection box, 7% collection event*)
6. Percentage of Utahns who report they have recently seen or heard ads about the dangers of prescription drugs (*November 2013 = 62%*)
7. Percentage of Utahns who report they definitely have leftover prescription pain medication in their home (*November 2013 = 24%*)
8. Pounds of prescription drugs collected at statewide take-back events
9. The number of community outreach events related to prescription drugs
10. The number of media releases related to prescription drugs
11. The number of website hits at [www.useonlyasdirected.org](http://www.useonlyasdirected.org)