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