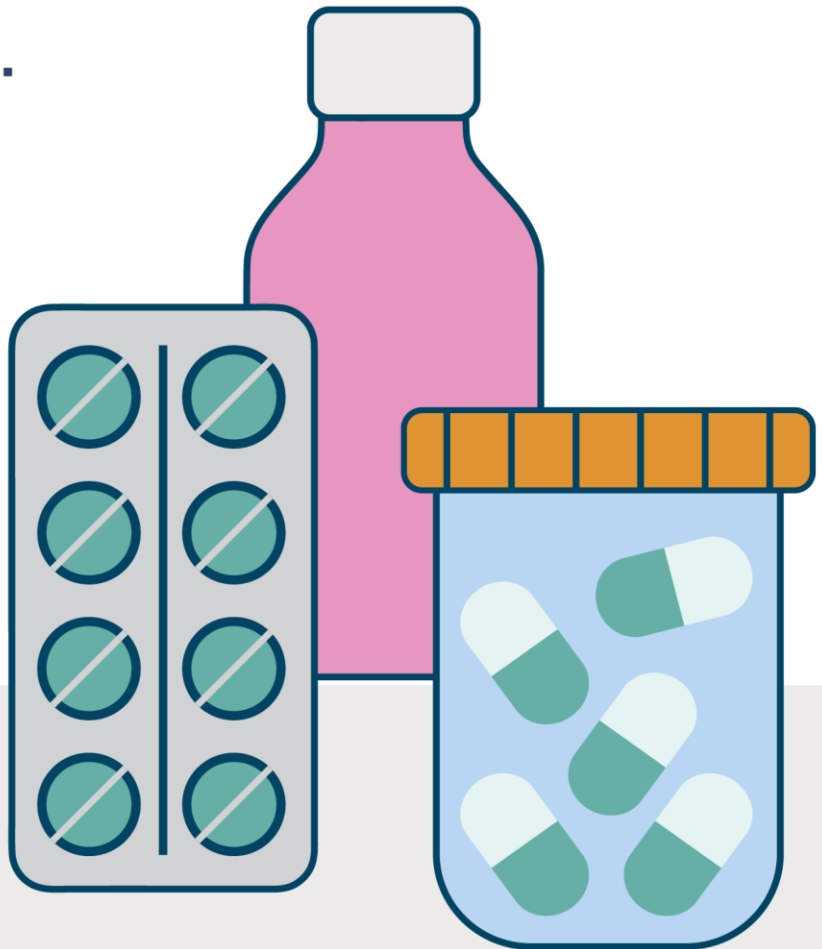


Together for Safer Homes.

Partner Toolkit.



Together for Safer Homes

Partner Toolkit

About the Toolkit

This September, Substance Canada, Rexall, and the Health Products Stewardship Association are asking families across Canada to make medication safety part of their everyday home safety routine.

We teach kids to buckle their seatbelts. We make sure they wear a helmet. We put cleaning products out of reach. But there's another safety habit that can be easy to overlook: storing medications securely at home.

The message is simple:

Store medications securely. Return what you no longer need to a pharmacy.

This toolkit contains approved messaging, social media content, and ready-to-use graphics to help you share the campaign through your own channels. Feel free to adjust the copy to match your voice.

How Your Organization Can Help

You can help promote Together for Safer Homes by:

- Engaging with content on Substance Canada's channels or sharing the provided social media posts and graphics through your organization's channels
- Including the campaign banner and copy in your newsletters, bulletins, or digital communications
- Talking with your staff, clients, or community members about medication safety; and
- Helping raise awareness of the September 29 events in your community

Your voice helps more parents and caregivers understand a simple step they can take to keep their children and teens safe.

Below, you'll find suggested content for social media, newsletters, and emails. Feel free to adjust to match your voice.

Social Media Toolkit

This section includes ready-to-use social media copy and guidance for sharing Together for Safer Homes content.

Posting Instructions

When sharing these posts:

1. Download the approved graphics from the toolkit folder. Copy the post text as written or make small edits to fit your organization's voice while keeping the core message intact.
2. Include the call to action: return unused medication to your local pharmacy and visit talksubstance.org/together-for-safer-homes to learn more.
3. Tag Substance Canada, Rexall, and the Health Products Stewardship Association where appropriate.

Official Accounts:

Substance Canada:

[LinkedIn](#)

[Instagram \(ENG\)](#)

[Instagram \(FR\)](#)

[Facebook \(ENG\)](#)

[Facebook \(FR\)](#)

[YouTube](#)

Rexall:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

Health Products Stewardship Association:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

Suggested Social Media Post

(Copy for Instagram, LinkedIn, and Facebook)

This September, families across Canada are encouraged to add one more habit to their home safety routine: medication safety.

Just as we our kids buckle their seatbelts and wear bike helmets, we need to take action to store medication safely at home, too.

Keep medications stored securely and return those you no longer need to a participating pharmacy for safe disposal.

These simple steps can help keep kids and families safe.

Learn more about Together for Safer Homes at togetherforsaferhomes.org.

Graphics (please download):

English: [Here](#)

French: [Here](#)

Newsletter and Email

The campaign banner can be included in your newsletters, bulletins, and email communications, paired with the copy below.

Suggested Copy**Make medication safety part of your home safety routine**

From wearing bike helmets to buckling seatbelts, small safety habits are everyday routines that help keep kids safe. How medications are stored at home deserves the same attention.

Prescription and over-the-counter medications are often kept in bathroom cabinets, kitchen cupboards, and bedside tables, where children and teens may be able to access them. According to Health Canada's Canadian Student Alcohol and Drugs Survey (2023-24), 1 in 12 students in grades 7 to 12 reported using a prescribed medication for non-prescribed reasons at least once.

This September, Together for Safer Homes is encouraging families across Canada to take two simple steps: store medications securely and return medications you no longer need to a participating pharmacy for safe disposal.

Medication can be returned to participating pharmacies at any time of year.

Learn more about Together for Safer Homes and how you can help keep your home safer at talksubstance.org/together-for-safer-homes.

Banners:

English: [Here](#)

French: [Here](#)

What is Together for Safer Homes?

Together for Safer Homes is a campaign from Substance Canada, in partnership with Rexall and the Health Products Stewardship Association. Medication can be returned to a participating pharmacy at any time of year. This September, the campaign is bringing that message to communities across Canada.

Prescription and over-the-counter medications are often stored in bathroom cabinets, kitchen cupboards, and bedside tables, where children and teens can access them. Storing medications securely and returning those that are no longer needed to a pharmacy can help reduce the risk of accidental use or misuse and keep medications out of landfills and water systems.

According to [Health Canada's Canadian Student Alcohol and Drugs Survey \(2023–24\)](#), 1 in 12 students in grades 7 to 12 reported using a prescribed medication for non-prescribed reasons at least once. That rate has doubled since 2015.

On Tuesday, September 29, Rexall pharmacies will host informational events at select locations across the country, with representatives from Substance Canada, Rexall, the Health Products Stewardship Association, and community partners on hand to share resources with families.

Contact Information

Primary contacts:

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