

#DONTBEAPRICK

Talking Points for the 'Don't Be a Prick' Campaign

- The campaign was created by the Waste Resource Association of Nova Scotia (WRANS).
- The purpose of the campaign is to shine a light on the dangers of improperly disposing of needles as it directly impacts the safety of workers in the waste management industry. The campaign is all about raising awareness and changing a dangerous behavior.
- Is this language offensive? We are being deliberately provocative to create a memorable message. We want you to remember it next time you are disposing of a sharp. The title of the campaign is to grab your attention, the videos are meant to connect you with the workers who deal with these hazards on a daily basis.
- We are not calling people who have medical conditions that require needles “pricks”.
- We are not targeting intravenous drug users (they use needle exchanges or just throw the needles on the ground).
- We are trying to educate the public and sharps users – we don't think people are intentionally trying to hurt our workers – sometimes they don't know about the programs and safe disposal options available.
- You can get a sharps container for free for residential sharps from any pharmacy. It is easy to properly dispose of residential sharps.
- There are options for businesses and institutions to properly dispose of sharps. Please contact your local municipality for this information in your area.
- Approximately 1500 recycling plant workers in the US suffer needle injuries every year. Testing can take up to a year.
- Near misses are more common than you would think.
- We do not have information on how many sharps are returned to pharmacies vs how many are handed out.
- WRANS hold copyright to all videos but is willing to share videos with other organizations, including those outside of Nova Scotia.
- The videos are available on www.dontbeaprick.org, www.facebook.com/dontbeaprickcampaign
- All inquires can be sent to dontbeaprickcampaign@gmail.com