

FDA CDER / PSA Script
“Medicine Cabinet”
:60 second / English version



Inside a medicine cabinet. The door opens to reveal a 40-year-old mother looking for something. She moves a prescription pill bottle out of the way and grabs a nondescript bottle of aspirin.

[MUSIC: INTRUIGING PIANO OR KEYBOARD]

NARRATOR: Some things in your medicine cabinet are more dangerous than others.



Medicine cabinet door closes (screen goes black for a split second).



Medicine cabinet door opens again. This time it's a 5-year old girl. She is wearing a fancy dress-up hat. She moves a few prescription pill bottles out of the way and grabs a tube of her mom's red lipstick.

NARRATOR: When it comes to prescription drugs, opioid pain medicines can be addictive and even deadly.



Medicine cabinet door closes (screen goes black for a split second).



Medicine cabinet door opens again. This time it's a 70-year-old grandfather. He moves a prescription pill bottle and syrup bottle out of the way and grabs a tub of muscle rub.

NARRATOR: Keeping unused opioid medicines in your home is risky.



Medicine cabinet door closes (screen goes black for a split second).



Medicine cabinet door opens again. This time it's a teenage boy. He looks at a prescription pill bottle, then moves it out of the way and grabs a box of Band Aids. Then he picks up the prescription bottle again for a closer look.

FADE TO NEXT SCENE

NARRATOR: Half of the people who misuse prescription pain medicines get them from a friend or family member.



Cut to woman going through the medicine cabinet and pulling out pill bottles and putting them in a plastic bag.

NARRATOR: Over 100 Americans die every day from an opioid overdose, and millions are addicted to opioids.



She is pulling a box and a pill bottle from her nightstand drawer and putting them in the plastic bag.

NARRATOR: But you can be part of the solution to the opioid crisis.



She is pulling a syrup bottle and some pills from the kitchen cupboard and putting them in the plastic bag. She is pulling a prescription bottle from a handbag.

NARRATOR: Go through your medicine cabinets, drawers – anywhere you keep unused opioid pills, patches, or syrups.



Woman is on her laptop on the FDA.gov/DrugDisposal web page. Superimposed over the bottom of the whole scene is the URL.

NARRATOR: And, find out how to dispose of them safely. Visit [FDA.gov/DrugDisposal](https://www.fda.gov/DrugDisposal) for details.



Woman with two kids walking out the front door with the plastic bag.

NARRATOR: And Remove the Risk of opioids in your home.



Remove
the
RISK

[FDA.gov/DrugDisposal](https://www.fda.gov/DrugDisposal)

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Cut to woman going through the medicine cabinet and pulling out pill bottles and putting them in a plastic bag.

NARRATOR: 44 Americans die every day from overdose of prescription pain medicines, and millions are addicted to opioids.