

Why YOU need to support the *I don't flush* campaign



\$300 million

per year is what it costs Canadians to manage health problems related to water pollution

 **3,500+**

species of plants and animals inhabit the Great Lakes basin, including **170+** species of fish



18%
of the world supply of fresh water is in the Great Lakes

25%

of Canadian households have unwanted or expired medications. Half of these households have also disposed of their medications in uncontrolled manners, such as flushing them down toilets or dumping them in garbage bins



THE REALITY

There are more than **3,400** collection sites in Ontario, and **331 tonnes (331,327kg)** of pharmaceuticals that have been diverted from improper disposal in 2013.

Despite promising collection numbers, only **54%** of Ontarians polled said they would return unwanted medication to a pharmacy.

WE NEED TO PROTECT OUR DRINKING WATER

What goes down the drain will eventually end up in our lakes and rivers.

From Pharmaceuticals to baby wipes, some things just shouldn't be flushed. Lets work together to keep our water clean and healthy.



Visit idontflush.ca and download the Public Service Announcements (PSAs) featuring notable Canadians and support the *I don't flush* campaign

The Ontario Clean Water Agency (OCWA) and the Clean Water Foundation in conjunction with York Region, the Region of Peel and the Health Product Stewardship Association launched the I don't flush campaign to encourage the public to return their unused/unwanted medications back to the pharmacy as opposed to flushing them down the toilet or drain, or throwing them in the garbage.

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