

EDUCATE *before*
YOU MEDICATE



NCPIE *enews*

National Council on Patient Information and Education

NCPIE E-News

November/December 2015

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Quick Links...

Our Websites:

www.talkaboutrx.org

www.talkbeforeyoutake.org

www.bemedicinesmart.org

www.mustforseniors.org

www.bemedwise.org

www.recoveryopensdoors.org

Products

[More About Us](#)

Dear NCPIE Member:

On behalf of the NCPIE staff, Ray Bullman, Tigui Bangoura and myself, we would like to take this opportunity to wish our members, the Board of Directors, consultants and friends a **Happy and Healthy 2016!**

It is with much pride and joy that NCPIE can look back on the many accomplishments during 2015 thanks to the support and commitment of the NCPIE members and many stakeholders involved in our programs and activities. 2016 promises to be another fulfilling year dedicated to the **34rd year of the NCPIE Mission:**

To promote the wise use of medicines through trusted communication for better health

Don't forget to share the *NCPIE E-news* with your colleagues-- just use the "Forward email" link at the very bottom of this newsletter--you can add up to 5 email addresses.

Be sure to bookmark and visit frequently the "Latest News." From the www.talkaboutrx.org home page, click on "Newsroom."

Warm regards,

Deborah

NCPIE E-News Sponsor



[Purdue Pharma L.P.](http://www.purduepharma.com)



NCPIE Member News Corner

Reminder: NCPIE 2016
MEMBERSHIP DUES Renewal

Have you paid your 2016 membership dues mailed in November and due on January 11? Your membership dues will allow you to continue to maintain active membership benefits, a logo and link to your organization/company website and continuation of the bi-monthly **NCPIE E-News** delivered to your in-box.

Please Contact Deborah Davidson, Membership Director, at ddavidson@ncpie.info if you have any questions or need another copy of the membership dues invoice.

NCPIE MEMBER SPOTLIGHT

First Databank, Inc. Publishes Issue Brief on Medication Adherence

NCPIE Board member **First Databank, Inc. (FDB)** has recently published an **Issue Brief on Medication Adherence**. The Issue Brief covers the state of the medication adherence challenge (both clinical, financial and socioeconomic); how addressing medication adherence creates positive opportunities for patient engagement; what is currently being done and what should be done to address the issue; what novel solutions are working (for example: Medication) and describes the work the **National Council on Patient Information**



What's Planned for 2016: NCPIE *Talk Before You Take* Campaign

Since January 2015, NCPIE has successfully implemented and promoted [Talk Before You Take](#), (TBYT) the research-based public education campaign designed to encourage and improve communications about prescription medicine benefits and potential risks between healthcare providers (HCPs) and patients. NCPIE recently outlined next steps for **Talk Before You Take** for 2016:

- Continue dissemination of project survey research findings and core target audience messaging through ongoing NCPIE and member organizations' communication channels (traditional and social media).
- Develop and implement an Experts Chat in collaboration with the American Heart Association| American Stroke Association Support Network, on the importance of discussing the benefits and potential risks of medications. Currently, over 10,000 people are members of the online community. NCPIE's **Talk Before You Take** pocket guide and two campaign videos will be promoted to the online community on the Support Network's web site.
- Prepare and disseminate tailored, target-audience relevant articles summarizing key project research findings, core messaging and availability of educational resources for placement in key organization's magazines and newsletters. Target audiences include pharmacists and prescribers: Primary Care Physicians (Internists, GPs, Family Practitioners), Physician Assistants Nurse Practitioners.
- Create a TBYT Power Point "walking deck," describing the campaign goals, objectives, survey research findings, key messages, resources available, how to effectively use the slide set in your organization.
- Exhibit/participate in four professional meetings corresponding to the healthcare provider campaign target audiences identified above (physician, PA, NP, pharmacist)
- Develop/disseminate a matt article for dissemination by NewsUSA.

BACKGROUND:

The **Talk Before You Take** Campaign builds on the research that was developed by NCPIE through a grant provided by the Food and Drug

and Education (NCPIE) has done to address the challenge.

The **Issue Brief** can be accessed on the First Databank, Inc. website: fdbhealth.com under the tabs: Insights > Resources and Downloads > White Papers and Issue Briefs.

NCPIE MEMBER SPOTLIGHT

The National Consumers League releases 2015 survey results for the Script Your Future campaign.

NCPIE Board Member the National Consumers League released the 2015 survey results for the Script Your Future campaign. The survey findings highlight the connection between increased communication and better adherence. Click here for the [Survey Brief](#) and the [Survey Report](#).

Administration (FDA) Center for Drug Evaluation and Research's (CDER) Office of Communications.

The research was conducted in 2014 by Ipsos Health, a global independent market research company, with input from the Center for Drug Safety and Effectiveness (CDSE), Bloomberg School of Public Health and Johns Hopkins University. Approximately 2,800 consumers and healthcare professionals were reached via surveys, representing pharmacists in community-based retail settings, and prescribers, including primary care physicians, nurse practitioners, and physician assistants.

[* NCPIE wishes to acknowledge that this work was supported by the U.S. Food and Drug Administration, Center for Drug Evaluation and Research under grant number 5U18FD004653. The content is solely the responsibility of NCPIE and does not necessarily represent the official views of the Food and Drug Administration.]



NEW VIDEO Posted on TalkBeforeYouTake.org

In December, NCPIE posted a second video on TalkBeforeYouTake.org homepage.

[Click here](#) to view the new video which promotes the handy TBYT Pocket Guide.

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NEW SAMHSA Project - NCPIE to Convene College Campus Dialogues with Native American and Asian/Pacific Islander Students

Plans are underway to organize and convene a series of college campus student dialogues and listening sessions in late winter/early spring on prescription drug abuse prevention, treatment and recovery. These dialogues will continue NCPIE's engagement with SAMHSA* for a third year with culturally diverse college students, faculty and staff to broaden

understanding of perceptions, attitudes, cultural norms and beliefs and family-and life-experiences that influence students' beliefs and decision-making about prescription drug use, misuse and abuse. Native American Indians/Alaska Natives (AI/AN) and Asian American Pacific Islander (AAPI) students will be invited to engage in the 2016 Dialogues. With support from the Substance Abuse and Mental Health Services Administration (SAMHSA),* NCPIE will:

- Engage selected college campuses in dialogues to listen, learn and identify additional strategies and policies about the misuse of prescription drugs among college students, that can further the provision of behavioral health services and intervention for youth and young adults as needed.
- Educate campus dialogue participants about the breadth of materials that specifically target young adults to combat prescription misuse/abuse and mental and/or substance use disorders.
- Address SAMHSA's Opioid Overdose Reduction Strategy, including how prescription opioid relievers (OPRs) and illicit opioids such as heroin contribute to significant morbidity and mortality in the U.S., the use of buprenorphine/naloxone, methadone and naltrexone as a method of curtailing overdose deaths from opioid abuse, including its use, availability and distributions.
- Share key findings and proposed recommendations for action with SAMHSA and Campus Dialogue participants.

NCPIE is collaborating with numerous public and private stakeholder organizations including: the National Asian American Pacific Islander Mental Health Association (NAAPIMHA), the Department of Education Asian American and Native American Pacific Islander-Serving Institutions Program (AANAPISI) and the American Indian Health Education Center (AIHEC) to identify college campuses that serve these culturally diverse communities; opportunities at upcoming conferences; and facilitators to lead these dialogues who have expertise in prescription drug abuse prevention and behavioral health issues.

Prior Dialogues have engaged Hispanic, Latino/a students and students from Historically Black Colleges and Universities (HBCUs) in the DC-VA-MD region.

[*Support: This project is supported by a Task Order from the Substance Abuse and Mental Health Services Administration (SAMHSA), HHSP233201500297A.]



NCPiE Partners with the CHPA Educational Foundation during "Talk About Your Medicines" Month (TAYMM)!

NCPiE collaborated with NCPiE Board Member, the CHPA Educational Foundation on additional consumer outreach messaging on safe disposal, including social media and a co-branded safe disposal page at www.knowyourotcs.org. The co-branded toolkit was distributed to NCPiE members and other stakeholders in early November.

TAYMM is an annual opportunity to focus attention on the value that better medicine communication can play in promoting better medicine use and better health outcomes.

Our milestone anniversary theme "Talk About Your Medicines: Safe use. Safe storage. Safe disposal," captured the core purpose of NCPiE's mission, outreach, education and collaboration with stakeholders and health advocates: to promote the wise use of medicines through trusted communication for better health.

Meet the NCPiE Team!

We would like to express our gratitude to the consultants that have teamed with the NCPiE staff during the year on a wide variety of projects. We are fortunate to be able to benefit from the expertise of this talented group of individuals during 2015.



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NCC MERP 15th Anniversary Report Released

[The National Coordinating Council on Medication Error Reporting and Prevention \(NCC MERP\)](#) an independent body composed of 27 national member organizations (including NCPIC) is proud to enter its second decade and recently

published its 15th Anniversary Report. In 1995, the United States Pharmacopeial Convention (USP) spearheaded the formation of the National Coordinating Council for Medication Error Reporting and Prevention. Leading national health care organizations meet regularly and collaborate to address the interdisciplinary causes of errors and to promote the safe use of medications.

Click here to learn more and read: [NCC MERP's 15th Anniversary Report](#).

APhA *Pharmacy Today* - One-to-One Column

NCPIE serves as co-editor for a monthly column in *Pharmacy Today* (American Pharmacists Association). The column is entitled "One-to-One" and is intended to help develop pharmacists' medication communication and counseling skills to promote safe and appropriate medicine use. **Click on the links below to read the most recent columns:**

December 1, 2015

[Gluten in medications: A dangerous prescription for patients with celiac disease](#)

November 1, 2015

[Pharmacist guide to medication-assisted treatment of substance abuse](#)



[Online Guide](#) - Prescription Drug Abuse Prevention: Resources for Community Action

Click Here to see the comprehensive NCPIE online guide, [Prescription Drug Abuse Prevention: Resources for Community Action](#). The guide organizes resources into four categories: prescription drug abuse awareness, prevention,

treatment, and recovery, and provides links to information appropriate for individuals, healthcare professionals, and communities in need. The guide includes a directory to leading advocacy/nonprofit organizations and federal agencies, including several NCPPIE members, with current science-based resources on drug abuse and addiction.

Please share the link:<http://www.talkaboutrx.org/prescription/> to this new easy to use online guide with your constituents.

The on-line guide was produced with support from Purdue Pharma L.P.

NCPPIE Staff -- In, Out & About

December 3, 2015 - NCPPIE Board of Directors teleconference meeting.

November 19, 2015 - NCPPIE participated in the [**National Night of Conversation \(NNOC\)**](#) as a Supporting Organization. In an effort to address the national problem of addiction, the Dr. Oz Show organized the National Night Of Conversation (NNOC) to encourage every family in the country to sit down to dinner and talk to their children about drugs and to have an open and honest discourse about addiction. The NNOC was conducted in partnership with Facing Addiction and Drugs Over Dinner and their many affiliated organizations. Several NCPPIE educational resources are featured in the [**National Night of Conversation Addiction and Recovery Resources**](#) section of the Dr. Oz Show website.

Welcome! A Red Carpet Awaits: NCPPIE extends a warm welcome to 2 new members

Alliance for Aging Research, Washington, DC.

The Alliance for Aging Research is dedicated to accelerating the pace of scientific discoveries and their application to vastly improve the universal human experience of aging and health.

Convenient Care Association, Philadelphia, PA

The Convenient Care Association (CCA) is the national trade

association of companies and healthcare systems that provide consumers with accessible, affordable, quality healthcare in retail-based locations. CCA works primarily to enhance and sustain the growth of the Convenient Care industry through sharing resources, best practices and common standards of operation.

Click on the links above to learn more.



It's never too late to be a NCPIC Supporter!

We hope you will consider making a donation in your organizations' name or your own name to support the important work of NCPIC.

Donation levels begin at \$50.00.

Please pass this issue of the NCPIC E-News forward to up to five friends/colleagues and invite them to support NCPIC.

NCPIC donors will be recognized on a dedicated page of www.talkaboutrx.org and in a future issue of the ***NCPIC E-news***. Your contribution will help ensure that NCPIC can continue its mission to stimulate and improve communication of information on safe and appropriate medicine use to consumers of all ages and healthcare professionals. Your support will enable NCPIC to continue to develop award winning national consumer education outreach campaigns and messages. Visit www.talkaboutrx.org and look for the "**Support NCPIC**" **button** to make your contribution today!