

EDUCATE *before*  
YOU MEDICATE



NCPIE *enews*

National Council on Patient Information and Education

## NCPIE E-News

January/February 2016

### E-mail addresses at NCPIE:

General Information: [ncpie@ncpie.info](mailto:ncpie@ncpie.info)

W. Ray Bullman: [bullman@ncpie.info](mailto:bullman@ncpie.info)

Deborah E. Davidson: [ddavidson@ncpie.info](mailto:ddavidson@ncpie.info)

Tiguidanke Bangoura: [tbangoura@ncpie.info](mailto:tbangoura@ncpie.info)

### Quick Links...

#### Our Websites:

[www.talkaboutrx.org](http://www.talkaboutrx.org)

[www.talkbeforeyoutake.org](http://www.talkbeforeyoutake.org)

[www.bemedicinesmart.org](http://www.bemedicinesmart.org)

[www.mustforseniors.org](http://www.mustforseniors.org)

[www.bemedwise.org](http://www.bemedwise.org)

[www.recoveryopensdoors.org](http://www.recoveryopensdoors.org)

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### NCPIE Member News Corner

#### Reminder: NCPIE 2016 MEMBERSHIP DUES Renewal

Have you paid your 2016 membership dues? Your membership dues will allow you to continue to maintain active membership benefits, a logo and direct link to your

### Dear NCPIE Member:

Welcome to the latest issue of the bimonthly NCPIE E-News. We aim to keep you connected with information about our on-going programs and activities. We are always interest in your feedback, so keep in touch and send me an email with you would like to share relative to the NCPIE mission - which is to stimulate and improve communication of information on the appropriate use of medicines to consumers and healthcare professional.

2016 promises to be another fulfilling year dedicated to the 34th year of the NCPIE Mission to:

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."

Be sure to bookmark and visit frequently the "Latest News." From the [www.talkaboutrx.org](http://www.talkaboutrx.org) link at the very bottom of this newsletter--you can add up to 5 email addresses.home page, click on "Newsroom."

Warm regards,

Deborah

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](mailto:ddavidson@ncpie.info) if you have any questions or need another copy of the 2016 membership dues invoice.

Join Our Mailing List!

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Medication Safety 101: Usage, Storage, and Disposal

March 23 1:00 PM

Join us for a Twitter chat on Medication Safety

#SafeMedi-Chat

Brought to you in partnership with:

- Alliance for Aging Research
- Acetaminophen Awareness Coalition
- CHPA EDUCATIONAL FOUNDATION
- EDUCATE. Inform. YOU MEDICATE!

**SAVE THE DATE: March 23**  
**Twitter Chat on**  
**Medication Safety 101:**  
**Usage, Storage, and**  
**Disposal**

The Alliance for Aging Research (NCPIE member), in partnership with the Acetaminophen Awareness Coalition, the American Association of Poison Control Centers, the CHPA Educational Foundation and NCPIE, will host a [Twitter Chat](#)



## Happening Now: NCPIE's *Talk Before You Take* Campaign

Building on the success of the Talk Before You Take Campaign (TBYT) launched in early 2015, NCPIE is continuing to craft research-based educational messaging to stimulate effective patient engagement about the benefits and potential risks of prescription medicines. Current projects include:

- A newsletter article has been developed and will be circulated to NCPIE members and key stakeholders for placement in their respective organization communication channels, newsletters and magazines. The article specifically reminds pharmacists and healthcare providers about the importance of having clear conversations with their patients about use, benefits and potential risks of prescribed medicines.
- NCPIE will exhibit at the American Pharmacists Association (APhA) Annual Meeting in Baltimore, MD March 4-7, 2016.
- Development of 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 at community education events or health fairs. Plans are to also make it available as an online resource on the TBYT website.

For more background information about the TBYT Campaign Research please [click here](#) to read the January 2015 media release.

[\* 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](http://TalkBeforeYouTake.org)

[Click here](#) to view the new video which resides on the [TalkBeforeYouTake.org](http://TalkBeforeYouTake.org) homepage and promotes the handy TBYT Pocket Guide.

on [March 23](#) on how to safely choose, take, store, and dispose of OTC medications. Topics will include:

- Tips on how and when to take (and not take) medications
- Guidance on safely storing medications to keep them out of the hands of young children and those who might want to abuse medications
- Info on how to safely dispose of unwanted medications

The Twitter chat will also include information on the participating partners' resources. You can follow the chat [@aging\\_research](#) and [@TweetNcpie](#) and use [#SafeMedsChat](#). Please check [back here](#) for additional information in the coming weeks. Please let Deborah Davidson know if your organization plans to participate at [ddavidson@ncpie.info](mailto:ddavidson@ncpie.info).



**NCPIE teams up with the Alliance for Aging Research**



NCPIE Chair, Elizabeth Keyes, R.Ph., APhA, and Bill Hurst, BSA Health & Safety Support Committee, receive letter of Commendation for the SCOUTStrong Be MedWise Award program from Rear Admiral, Assistant Surgeon General, Pamela Schweitzer. (Also featured is LCDR Ben Bishop, Pharmacy Officer, U.S. Public Health Service and Scouts from across the nation.)

## Recognition for Boy Scouts of America/NCPIE Be MedWise OTC Safety Program

Ten scouting delegates from across the nation, including one Cub Scout, six Boy Scouts, one Sea Scout, one Venturer and one Explorer, recently met with President Obama, who as U.S. president also serves as the Boy Scouts of

America's (BSA) honorary president, and senior government leaders in Washington, DC to present the 2015 BSA Annual Report to the Nation. During the Scouts' meeting with the U.S. Surgeon General, Vivek Murthy, NCPIE, represented by NCPIE Chair, Elizabeth Keyes, R.Ph., American Pharmacists Association (APhA) and Ray Bullman, Executive Vice President, and the BSA were presented with a **Be MedWise Award letter of commendation** from Rear Admiral Pamela Schweitzer, Assistant Surgeon General and Chief Professional Officer, Pharmacy. BSA and NCPIE collaborated on development of the online SCOUTStrong Be MedWise Award introduced in October 2015 during NCPIE's annual "Talk About Your Medicines" Month.



The **Be MedWise Award** is designed to complement existing Boy Scouting and Venturing programming. This award's curriculum consists of four online lessons. The program is self-paced, which allows the unit leader to determine how quickly it is completed. Upon completion of the

SCOUTStrong Be MedWise curriculum, youth will be able to do the following:

- Understand what prescription and OTC medicines are, and the ways they are the same and different.
- Learn how to use medicines safely.
- Know what's on the Drug Facts label.

The Be MedWise Award is part of the Boy Scouts of America **SCOUTStrong Healthy Living Initiative**. This Initiative integrates active lifestyles, healthy eating and emotional fitness

## on Safe Medication Disposal Pocket Film

NCPIE served in an advisory role in the development of one of the Alliance for Aging Research's newest pocket film release on **Safe Medication Disposal**.

Please [click here](#) to view the film which gives a simple step-by-step guide on how to dispose of over-the-counter (OTC) and prescription medications in a way that keeps them out of the hands of young children, prevents abuse, and is safe for the environment. Learn what medications can be disposed of at home and how, as well as how to find community and Drug Enforcement Agency take-back programs.

The Alliance for Aging Research encourages organizations, such as the NCPIE members to help disseminate to consumer audiences these easy to understand guides on safe use, storage and disposal of medications. Be sure to visit the Alliance's [Safe Meds](#) page to see two other pocket films and educational resources about safely selecting and taking OTC pain medications, and disposing of unwanted medications.

into everything that the Boy Scouts of America does through alliances, campaigns, and updated programs.



## NCPIE Campus Dialogues on Prescription Drug Abuse Prevention Continue During 2016

NCPIE, with support from the Substance Abuse and Mental Health Services Administration (SAMHSA) will conduct two Campus Dialogues on prescription drug abuse prevention, treatment and recovery in April. On **April 5**, a dialogue is planned for the University of California- Berkeley. On **April 12**, the second dialogue will occur on the campus of Haskell Indian Nations University in Lawrence, KS. Although the format for both Dialogues is similar, including an opportunity for faculty and staff to engage in discussion, the student target audiences for the upcoming Dialogues are unique. The University of California-Berkeley Dialogue, being organized in collaboration with the campus health promotion center and the National Asian American Pacific Islander Mental Health Association (NAAPIMHA), located in Denver, CO, is targeting Asian American and Pacific Islander (AA/PI) students. The Dialogue at Haskell University is being planned with on-the-ground support from a faculty and student planning group and is targeting Native American / Alaskan Native students.

Advanced planning to support agenda development for each of the distinct Dialogues has included **Listen & Learn sessions** with target student groups, including:

- **February 10, 2016** - NCPIE convened an informal Listen & Learn discussion with a dozen students representing seven Tribal Colleges and Universities, in conjunction with the American Indian Higher Education Consortium (AIHEC) Winter 2016 Meeting and Capitol Hill Days, Washington, DC. Haskell University student Christopher (Chris) Sindone, a junior, facilitated the session, which included students from Little Priest Tribal College, Little Big Horn College, Haskell Indian Nations University, Sitting Bull College, Navajo Technical University, Santee Sioux Nation and Sisseton Wahpeton College. Chris is the President of the AIHEC Student Congress and Haskell University Student Senate President.
- **February 27, 2016** - NCPIE convened a Listen & Learn session with 18 students in conjunction with the East Coast Asian American Student Union (ECAASU) national

conference, held on the campus of Rutgers University, New Brunswick, NJ.

The goal for the Listen & Learn sessions was to obtain students' insights and opinions about: 1) activities and beliefs that help keep students safe from prescription drug abuse; 2) stressors that influence decisions to abuse prescription medications; 3) the influence and impact of culture, history, tribe and family on substance use and abuse; and available services / resources both on- and off-campus to support abuse prevention, treatment and recovery.

On **February 12**, at the invitation of the Office of Tribal Affairs and Policy (OTAP), SAMHSA, NCIPE organized and presented an hour-long workshop entitled [Prescription Drug Abuse in Indian Country \(PPT presentation\)](#) at the February 11-12 Tribal Colleges and Universities (TCU) Behavioral Health Summit, convened by SAMHSA. Co-presenting with Ray Bullman, NCIPE Executive Director, was Melissa Holder, Ph.D., (Winnebago), a faculty member in the Social Work Program, Haskell Indian Nations University, Lawrence, KS.

The objectives for the session included:

1. Present known facts and influencers about prescription drug abuse in Indian Country; and
2. Seek participants' insights and vision - as campus leaders and leaders in their communities - about prescription drug abuse prevention, treatment, campus- and community-based recovery supports.

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 Collaborates to Develop Recommendations of Implementable Changes to Improve Medication Adherence**

NCPIE is participating in the first Care Coordination Workgroup of the [Louis W. Sullivan Institute for Healthcare Innovation](#). The Workgroup is focused on improving real-time access to a

comprehensive patient medication list for patients and healthcare systems by developing a structural framework and data exchange protocols. Ray Bullman, NCPIE Executive Vice President, is representing NCPIE in the project.

Under the leadership of the Sullivan Institute's Patient Experience Council, the workgroup, co-chaired by Helen Figge, CPHIMS, FHIMSS, SVP Global Strategic Development, Lumira,USA, Inc. and Charles Lee, MD, founder and president of Polyglot Systems, Inc., will build on the work being done in the industry to improve clinical management of medications across transitions of care; articulate the patient's perspective on breakdowns in communication and expectations of roles and services; identify methods to address those breakdowns - including responsibilities of care when multiple provider systems are involved. The Workgroup's overall objective is to reduce medication-related errors, provide for timely notification of medication changes, and empower individuals and caregivers to take greater control of their health under the supervision of their healthcare providers.

The Sullivan Institute is a multi-stakeholder network of private institutions at the executive level that serve to quickly identify and spread innovative technologies across the U.S. healthcare system. The goal of the Sullivan Institute is to accelerate the pace of health IT adoption, to realize efficiencies in healthcare information exchange, and to improve healthcare delivery and outcomes.

## **NCC MERP 20th 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 NCPIE) is proud to enter its second decade and recently published its 20th 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 20th Anniversary Report](#).

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

During 2016, NCPPIE will continue to serve (third year) as co-editor for a monthly column in *Pharmacy Today* (American Pharmacists Association -APhA). 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:

January 1, 2016

[SCOUTStrong: Education youth to "Be MedWise"](#)

February 1, 2016

[ADHD drugs: Perceptions and reality on college campuses](#)



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

Click Here to see the comprehensive NCPPIE 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**

**March 1, 2016** - Deborah Davidson and Lee Rucker participated in the National Coordinating Council on Medication Error Reporting and Prevention (NCC MERP) WEBEX Meeting.

**February 12, 2016** - Ray Bullman co-presented the breakout session, "Prescription Drug Abuse in Indian Country," at SAMHSA's Tribal Colleges and Universities Behavioral Health Summit, Washington, DC.

**February 10, 2016** - Ray Bullman co-led the Native American student Listen & Learn session about prescription drug abuse at the American Indian Higher Education Consortium 2016 Winter Meeting and Capitol Hill Days, Washington, DC.

**January 27, 2016** - Deborah Davidson participated in the Acetaminophen Awareness Coalition quarterly meeting at the Consumer Healthcare Products Association (CHPA) in Washington, DC.

**January 19, 2016** - Deborah Davidson participated in the **Protecting Access to Pain Relief Coalition (PAPR)** meeting with Dr. John Whyte, Director of the Office of Stakeholder Engagement at the Food and Drug Administration (FDA). This meeting was a follow up to a previous meeting in September 2015 and a subsequent letter from the PAPR Coalition to Dr. Woodcock in November 2015. During the January 19 meeting, the FDA encouraged the PAPR Coalition to consider possible a collaboration with the Agency to achieve a mutual goal of reducing any acetaminophen overdoses while educating consumers about appropriate use of OTC acetaminophen.

**January 8, 2016** - Ray Bullman participated in the White House Dialogue on Men's Health, co-sponsored by NCPIE board member, The Men's Health Network.



**Become a 2016 NCPIE Supporter!**

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

**Donation levels begin at \$50.00.**

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



NCPIE donors will be recognized on a dedicated page of [www.talkaboutrx.org](http://www.talkaboutrx.org) and in a future issue of the *NCPIE E-news*. Your contribution will help ensure that NCPIE 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 NCPIE to continue to develop award winning national consumer education outreach campaigns and messages. Visit [www.talkaboutrx.org](http://www.talkaboutrx.org) and look for the "[Support NCPIE](#)" [button](#) to make your contribution today!