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NCPIE *enews*

National Council on Patient Information and Education

NCPIE E-News

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Quick Links...

Our Websites:

www.talkaboutrx.org

www.talkbeforeyoutake.org

www.bemedicinesmart.org

www.mustforseniors.org

www.bemedwise.org

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NCPIE Member News Corner



The Acetaminophen
Awareness Coalition
Celebrates 5th Anniversary of
Know Your Dose Campaign

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 interested 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 professionals.

2016, NCPIE's 34th year, is shaping up to be another fulfilling one as we work to achieve our shared 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."

Be sure to bookmark and visit frequently the "[Latest News.](#)" From the 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

As a proud member of the Acetaminophen Awareness Coalition (AAC),

we're excited to highlight research showing that progress is being made to increase awareness of the safe use of acetaminophen-one of the most common drug ingredients in the United States.

According to a nationwide survey of 2,000 U.S. adult pain medicine users conducted by the Consumer Healthcare Products Association, consumer knowledge about how to use acetaminophen safely and awareness of its risks are at record highs. In addition, data collected from the National Poison Data System show a steady decline in unintentional exposures of acetaminophen, including dosing errors and accidental misuse, since a peak in 2009.

It's encouraging to see these results, but we know more work is needed to help ensure people take their medicines safely. There are still thousands of calls made every year regarding unintentional acetaminophen overdose.

Fortunately, this year marks the 5th anniversary of the Know Your Dose campaign, which the AAC founded to educate consumers about this very issue-acetaminophen safe use.

We hope you'll join the effort by helping to disseminate the following



New On-Line Resources:

NCPIE's *Talk Before You Take* Campaign

NCPIE's public education program Talk Before You Take Campaign (TBYT) launched in January 2015, continues to reach consumers, patients and healthcare professionals with important messaging to enhance communication about safe medicine use through discussion of prescription medicine benefits and potential risks. See below for some highlights:

- **Web based articles:** NCPIE has disseminated two campaign-related articles through NewsUSA. The initial article, "Talk Before You Take When Dealing With Medicine," appeared in May 2015 in over 1,130 online publications, reaching over 31 million unique monthly visitors, with the equivalent ad value for these placements totaling \$373,000. The second article, "10 Questions to Ask About the Medicines You Take" was disseminated in May 2016, garnering over 1,000 placements and reaching over 46.6 million unique monthly visitors, with an equivalent ad value for placements of \$560,000. **This article is also a handy download on the TBYT website.**
- **TBYT Power Point Presentation for Community Outreach**
Power Point slide set about the research-based campaign has been developed and resides on TalkBeforeYouTake.org. The slide set is designed for use by healthcare providers or community leaders to help share information about the importance of discussing and understanding the benefits and potential risks of prescription medicines.
- **Talk Before You Take Exhibit Outreach:** NCPIE's Deborah Davidson has been sharing information about the campaign and available educational resources. By the end of July, NCPIE will have participated as an exhibitor at three healthcare professional conferences:

campaign message to your consumer audiences which highlights the four essential steps to using acetaminophen safely:

1. Always read and follow the label.
2. Know if your medicines contain acetaminophen.
3. Take only one medicine at a time that contains acetaminophen.
4. Ask your healthcare provider or a pharmacist if you have questions about dosing instructions or medicines that contain acetaminophen.

For more information and resources including free materials for healthcare provider offices, visit KnowYourDose.org and follow [@KnowYourDose](https://twitter.com/KnowYourDose) on Twitter.

Men's Health Network features [Father's Day blog post](#) by NCPIE's Ray Bullman about the importance of acetaminophen safe use

Know Your Dose partnered with [Men's Health Network](#) (NCPIE Board Member) to publish a Father's Day blog post on June 19 about the importance of acetaminophen safe use. The blog: [This Father's Day, Give Your Kids the Gift of Your Health](#) was also part of June's Men's Health Month.

- **American Pharmacists Association (APhA)** Annual Meeting March 4-7, 2016 in Baltimore, MD.
- **American Association of Nurse Practitioner's (AANP)** National Conference, June 21-26, 2016, in San Antonio Texas.
- **American Association of Colleges of Pharmacy (AACP)**, July 23-27, 2016 in Anaheim, California.
- **New TBYT Video: [A 25-second video describing / promoting the TBYT Pocket Guide](#)** has been produced and posted on the campaign web site. Using an origami-style, video demonstrates how to create your own free Pocket Guide from a free download available on the TBYT campaign site.
- **TBYT Research Dissemination:** Debra Roter, Dr.PH., MPH, Johns Hopkins University, will be participating in the 14th International Conference on Communication in Healthcare (ICCH) organized by the European Association for Communication in Healthcare (EACH), September 2016 in Heidelberg, Germany. Dr. Roter's presentation, based on research conducted by NCPIE, Ipsos Health and the Center for Drug Safety and Effectiveness, Bloomberg School of Public Health, Johns Hopkins University, is entitled: "The Role Of Family Caregivers In Facilitating Safe And Effective Prescription Drug Use."

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



NCPIE teams up with the Alliance for Aging Research on Safe Medication Disposal pocket film

Have you seen the [pocket film on Safe Medication Disposal](#)? If not, please take a

few minutes to review the **Alliance for Aging Research's** video and consider how your organization can publicize this informative guide for consumers 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. The video describes what medications can be disposed of at home and how, as well as how to find community and Drug Enforcement Agency take-back programs.

NCPIE served in an advisory role in the development of the film. 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.



Deborah Davidson at the NCPIE Exhibit Booth, AANP National Conference, San Antonio, TX

[* 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 5U18FD004653-03. The content is solely the responsibility of NCPIE and does not necessarily represent the official views of the Food and Drug Administration.]



3 Videos Featured on TalkBeforeYouTake.org

[Click here](#) to view the newest video on the TalkBeforeYouTake.org homepage.

The new video demonstrates how to create your own free Pocket Guide

which enables the patient to keep a list of their medications and know what questions to ask their healthcare provider.

NCPIE has created three videos for the **Talk Before You Take** campaign, all of which reside on the TBYT website and on the [NCPIE YouTube Channel](#). The first TBYT Video, gets to the heart of the campaign as it describes the common experience of patients who have questions about their medicines after leaving their HCPs' offices and encourages them to talk to and call their healthcare providers. The second TBYT Video describes the 4 important tips the

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patient can use to guide the conversation with their healthcare professional.

On the Drawing Board: Two New NCPIE Projects Underway

Self-Care Project: NCPIE will be convening a facilitated project advisory team (PAT) meeting in Washington, DC this fall to provide input into development of a consensus-driven Action Plan for Self-Care Across the Ages & Stages of Life. This project is a logical extension of the [self-care research and dissemination project](#) NCPIE conducted in 2015 in partnership with **Pfizer Consumer Health**, whom NCPIE wishes to recognize for its continuing support.

Adherence Action Agenda: As a continuation of the work NCPIE undertook in 2015 with the Liaison Committee on Medical Education (LCME) of the American Association of Medical Colleges and the AMA to include adherence as a re-accreditation requirement for medical schools, and the development of an online learning module on adherence counseling and communication as a component of the AMA's Introduction to the Practice of Medicine training program for medical residents and their institutions, NCPIE will focus its efforts in adherence improvement in 2016 on engaging with key pharmacist/pharmacy, nurse practitioner and physician assistant stakeholder groups to identify opportunities to integrate medication adherence into profession-specific and collaborative educational development opportunities. NCPIE wishes to recognize **Merck & Co., Inc.** for its continued support for this project.



SAMHSA CAMPUS DIALOGUES Update: Arranging a Telecon with Pacific Island Students about Rx Drug Abuse

The April/May 2016 issue of the *NCPIE E-News*, mentioned that NCPIE was exploring holding a "virtual" dialogue" with Pacific Island students to delve into how geography, family history, culture and tradition influence attitudes and decision-making about prescription drug misuse and

abuse. This dialogue was being considered to provide additional insights from indigenous Pacific Island students beyond learnings obtained from an April 2016 campus dialogue with Asian American and Pacific Islander students at the University of California-Berkeley.

NCPIE staff is pleased to report that an "on the ground" contact at the University of Guam, Laura Biggs, Ph.D., Assistant Professor of Biology, has volunteered to help coordinate - and facilitate - a dialogue with up to 20 students in July. It has been an interesting "back-to-the-future" type experience communicating with Dr. Biggs on several planning teleconferences as regularly scheduled NCPIE-initiated calls on Tuesdays at 6:15 PM from the east coast are answered by Dr. Biggs at 8:15 AM the following morning (Wednesday) in Guam. Look for details about the University of Guam student dialogue in the July/August issue of the **NCPIE E-News**.

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



**Support SAMHSA
Sponsored
NATIONAL
RECOVERY MONTH!**

NCPIE encourages all NCPIE Members to support [National Recovery Month](#) - a national observance held every September to educate Americans that substance use treatment and mental health services can enable those with a mental and/or substance use disorder to live a healthy and rewarding life. Recovery Month celebrates the gains made by those in recovery, just as we celebrate health improvements made by those who are managing other health conditions such as hypertension, diabetes, asthma, and heart disease. The observance reinforces the positive message that behavioral health is essential to overall health, prevention works, treatment is effective, and people can and do recover. NCPIE is a long-standing member of the [National Recovery Month Planning Partnership](#).

There are many ways NCPIE members can support and promote Recovery Month:

- Use the [2016 Recovery Month Toolkit](#) to increase awareness of the power of recovery and find tools and resources for your program.
- Spread the word about your Recovery Month event by posting it to the [Recovery Month Events Calendar](#).
- Link to the [Recovery Month website](#) from your website, and bookmark the site on computers in your organization, school, or library so that more people can access reliable mental and/or substance use treatment information.
- Download graphics such as [banners, logos, and flyers](#) that you can use on your website or for your events to help spread the message that prevention works, treatment is effective, and recovery is possible.
- Repurpose [public service announcements](#) to generate media interest for recovery efforts and to alter public attitudes surrounding mental and/or substance use disorders and their impact on affected family members.
- [Encourage your local government officials to sign a proclamation](#) that designates September as National Recovery Month.

For related NCPIE educational resources, see: [Prescription Drug Abuse Prevention Programs](#).

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

NCPIE continues 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:

May 1, 2016

[Planes, trains, and automobiles: Tips for traveling with medications](#)

June 1, 2016

Assist ambivalent patients with motivational interviewing



BeMedWise About OTCs - Boy Scouts of America Collaboration

On October 19, 2015, In collaboration with NCPIE, the Boy Scouts of America (BSA) launched the SCOUTStrong Be MedWise Award, providing the opportunity for the nation's nearly 2.4 million Scouts to earn a patch for learning about the safe and appropriate use of medicines and bolster their commitment to healthy living. The award's educational curriculum was developed in collaboration with NCPIE.

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



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 NCPIE 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.

NCPIE Staff -- In, Out & About

June 23, 2016 - Deborah Davidson and Lee Rucker participated in the National Coordinating Council on Medication Error Reporting and Prevention (NCC MERP) WEBEX Meeting.

June 7, 2016 - Ray Bullman and 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) and members of his staff. During the meeting, the Coalition presented and received feedback on a draft concept paper/proposal for behavioral research which will address in an effort to help reduce unintentional acetaminophen overdoses. Once finalized, the Coalition plans to submit the proposal to the FDA Safe Use Initiative for possible funding. During a meeting in January, 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.

May 24, 2016 - Deborah Davidson participated in the National Consumers League **2016 Health Advisory Council Meeting** in Washington, DC.

May 20, 2016 - Ray Bullman participated in a continuing education program entitled, "**Polypharmacy and Drug Utilization Review Trends: A Provider Education Forum,**" jointly sponsored by Howard University College of Medicine, Howard University College of Pharmacy, the District of Columbia Drug Utilization Review Board and Clinical Pharmacy Associates, Inc. Ray's presentation was part of a

panel session on perspectives on Polypharmacy and Practice/Healthcare.

Welcome to NCPIE! A Red Carpet Awaits:

NCPIE extends a warm welcome to a returning member:

[AstraZeneca Pharmaceuticals, LP](#)

AstraZeneca Pharmaceuticals, LP is a global, science-led biopharmaceutical company.

Click on the link above to learn more.



Become a 2016 NCPIE Supporter!

Please 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 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 and look for the "[Support NCPIE](#)" [button](#) to make your contribution today!