

NCPIE Celebrates 36th Anniversary 1982 - 2018

NCPIE Staff/Email Addresses

Spring 2018

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Quick Links...

Our Websites:

www.BeMedWise.org

www.talkbeforeyoutake.org

www.recoveryopensdoors.org

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Member Corner



Please update your mailing records.



Dear NCPIE Member:

Welcome to the latest issue of the **NCPIE E-News**. We aim to keep you connected and invite your participation in our on-going programs and activities. We are always interest in your feedback, so keep in touch and send me an **email** if you have news you would like to share in an upcoming issue of the **NCPIE E-News** relative to the NCPIE mission which is 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 [News You Can Use](#) from the BeMedWise.org home page.

Warm regards,

Deborah

NCPIE moved at the end of January.
New mailing address:

2710 Traville Gateway Drive, Box 272
Rockville, MD 20850

Phone:
301-340-3940 (unchanged)

Member Updates

NPC kicks off new initiative on Health Spending: Tackling the Big Issues

The National Pharmaceutical Council (NPC), a NCPIE Board member, has launched [Going Below the Surface](#) - a new research-first initiative intended to engage stakeholders across the health care ecosystem in conversation about what's driving health care spending in the United States and how we can spend more effectively. Going Below the Surface comes at a time of intensifying national debate around health care costs that has yet to translate into sustainable solutions. On February 1, NPC and *Health Affairs* hosted a Forum to kick off the broader, research-driven discussion around health care spending in the United States.

Is Your Organization/Company Logo Up-to-Date?

Please visit the [NCPIE Members](#) page and look at your organization link and logo. If the logo needs to be added or updated - please email your updated logo in **EPS** format to [Deborah Davidson](#).

Please contact [Deborah](#) if you need an updated **BeMedWise.org logo** for your organization or company website.

Partner News



Acetaminophen Awareness Coalition [Know Your Dose](#)

A new social media toolkit focused on pediatric dosing is now available to share with your members and

EMPOWERING AMERICANS
TO TAKE GREATER
RESPONSIBILITY
FOR THEIR HEALTH



New NCPIE Report Outlines National Strategy to Prioritize Self-Care

On March 20, 2018, NCPIE released a new report that highlights the advantages of advancing self-care in the United States and introduces an agenda to achieve greater awareness of self-care. The report, entitled [Empowering Americans to Take Greater Responsibility for Their Health: A Roadmap for Building a National Self-Care Movement in the U.S.](#) Click here to read the [Press Release](#).

The report calls attention to a rapidly aging population as well as the increasing burden of both minor and chronic illnesses in the U.S. With the nation spending over \$3 trillion annually on healthcare and with 80% of Americans expected to have at least one chronic condition by 2030, costing society more than \$42 trillion in medical expenditures and losses in productivity, the U.S. health system is in a state of disrepair. This report sheds light on how self-care has the potential to help improve individual health and reduce medical costs. In late 2016, NCPIE convened an invitational project advisory team (PAT) meeting comprised of diverse stakeholders to seek their input and guidance on the development of a comprehensive National Self-Care Action Plan which helped provide the framework for the report.

NCPIE staff sent all members a Communications Toolkit to share with your own members, audiences and stakeholders, whether they are consumer, patient advocacy, healthcare professional, public health organization or allied business stakeholders. The Toolkit includes: Newsletter Article and Facebook & Twitter posts for consumer and healthcare professional audiences.

NCPIE co-authored a One-to-One counseling tips article about the Self-Care Report which will appear in the May issue of APhA's Pharmacy Today. The report includes a wide range of informational resources for pharmacists and pharmacy students who care for children, teens, older adults and caregivers

We are interested in and welcome your feedback about the

stakeholders.

[Click here](#) to download the Twitter and Facebook posts and graphics. These posts have been tailored for different audiences (consumers, caregivers, HCPs). Feel free to customize the language for your specific audience and use throughout the year. NCPIE is a member of the Acetaminophen - Know Your Dose Coalition.

Safe Kids Worldwide releases new findings on medicine safety

Safe Kids Worldwide has released a new [report](#) and [infographic](#) about storing medication safely. Unintentional medicine poisoning is preventable, especially by parents and caregivers. While people know the importance of keeping medicine up and away and out of sight, not everyone is storing their medication safely. Every 12 days, a child under age six dies of unintentional medicine poisoning in the US.



News - You Can Use

March 29, 2018

[Opioids Kill. Here's how an overdose shuts down your body](#)

Powerful opioids affect many parts of the body, but the drugs' most deadly effects are on breathing.

March 13, 2018

[More is Not Better with Medical Tests & Meds Say Older Adults](#)

Few older Americans believe ordering more tests and drugs is the way to better health care, a new survey finds. Of the more than 2,000 respondents aged 50 to 80, just 14 percent thought that "more is better," according to the National Poll on Healthy Aging. In fact, 54 percent said they believe that health care providers often recommend tests, medications or procedures that patients don't really need.

February 9, 2018

[AMA Launches "Share Your Story" Campaign To Document Barriers To Care](#)

The American Medical Association (AMA) is launching a new digital tool kit as part of

report and we are actively exploring opportunities to engage and partner with you. Please contact either Ray Bullman or me if you would like to discuss or have ideas for furthering the reach of the report findings.

NCPIE appreciates the participation of all NCPIE member organizations/companies in this effort to help publicize the report.

Support for development of the Self-Care Action Plan and Report was provided by Pfizer Consumer Health.



NCPIE Joins Allied Against Opioid Abuse

NCPIE has joined a new collaborative program, Allied Against Opioid Abuse (AAOA) with several stakeholder partners. Allied Against Opioid Abuse (AAOA) is a national education and awareness initiative to help prevent the abuse and misuse of prescription opioids. The goal is to contribute to solving the opioid crisis in a meaningful way by educating patients about the rights, risks and responsibilities associated with prescription opioids. The initiative is a collaborative effort with diverse partners across the pharmaceutical supply chain, as well as organizations that are experts in public health and healthcare. To learn more about this initiative and view educational tools and resources, including a national poll from Morning Consult and commissioned by AAOA that looks at gaps in education and awareness regarding safe and appropriate use of prescription pain medicines, visit: www.AgainstOpioidAbuse.org

NCPIE co-authored a One-to-One counseling tips article which will appear in the April issue of APhA's Pharmacy Today to bring awareness to pharmacists about this new effort.

We will share more updates with you as the coalition continues its work and urge you to reach out if you'd like to be involved with the initiative.

APhA Pharmacy Today - One-to-One Column

its ongoing efforts to improve access to high-quality treatment for patients seeking multidisciplinary pain care and for a substance use disorder. The tool kit will be used by the AMA and the nation's medical societies to urge physicians to upload stories about their patients who encounter obstacles when seeking care for pain and/or a substance use disorder and is designed to highlight physician efforts as well as urge payers and policymakers to improve access to treatment.

January 12, 2018

[FDA Limits Opioid Cough/Cold Meds to Protect Kids](#)

FDA announced safety labeling changes to limit the use of prescription opioid cough and cold medicines containing codeine or hydrocodone in children younger than age 18 years, saying the risks of the medicines outweigh their potential benefits. Per FDA, After safety labeling changes are made, these products will no longer be indicated for use to treat cough in any pediatric population and will be labeled for use only in adults aged 18 years and older.

January 5, 2018

[The Public and the Opioid-Abuse Epidemic](#)

Public uncertainty about opioid abuse treatment At a time when public- and private-sector leaders are seeking a substantial increase in government funding for opioid-addiction treatment programs and legislation requiring insurers to offer coverage for these treatments, polls show a large share of the public uncertain about the long-term effectiveness of treatment. Over the next few years, this impression could affect family referrals to treatment programs, as well as public support for them and for a government requirement that insurance cover their cost. There is a clear need for the medical and scientific communities to educate the public about the issues surrounding the potential effectiveness of treatment.

December 15, 2017

[Accidental Ingestion of Opioid Pain Relievers by Children Aged 1 to 5](#)

As soon as infants learn to crawl and especially once they learn to walk, their mobility, curiosity, and tendency to put things in their mouths make many substances in the home a potential danger. The effects of the increased availability of opioid pain relievers are widely known and well-publicized. Recently, light is being shed on this increased availability and its effects on the youngest members of society.

According to DAWN, the number of ED visits involving accidental ingestion of opioid pain relievers among children aged 1 to 5 tripled between 2004 and 2011.

December 12, 2017

[Older Americans -- Too Many Unneeded Meds?](#)

For decades, experts have warned that older Americans are taking too many

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:

March 1, 2018

[FDA to revise labeling on kids' prescription opioid cold meds](#)

February 1, 2018

[National survey finds most people don't misuse prescription drugs to get high](#)

January 1, 2018

[Wake up, America: Educating patients on the risks of poor sleep habits](#)

December 1, 2017

[Talk to patients about how alcohol and medications #DONTMIX](#)

November 1, 2017

[FDA promotes talking about generics in new public education campaign](#)

NCPIE Staff -- In, Out & About

March 1, 2018 - NCPIE Board of Directors Meeting held at the Consumer Healthcare Products Association (CHPA), Washington, DC.

March 28, 2017 - Deborah Davidson participated in the National Coordinating Council on Medication Error Reporting and Prevention (NCC MERP) Webex Meeting.

February 27, 2018 - Deborah Davidson participated in the Acetaminophen Awareness Coalition meeting at CHPA, Washington, DC.

December 15, 2017 - Ray Bullman participated in a day-long meeting, **Patient Advocacy Strategies To Reduce Cardiovascular Risk from Elevated Serum Triglycerides**, convened by the American Pharmacists Association at their headquarters in Washington, DC.

December 7, 2017 - NCPIE Board of Directors Meeting - Teleconference.

December 6, 2017 - Ray Bullman and Deborah Davidson attended the National Consumer's League Health Advisory Committee Holiday Reception that featured a fireside chat with NCL's Executive Director, Sally Greenberg and FDA Commissioner Scott

unnecessary drugs, often prescribed by multiple doctors, for dubious or unknown reasons. Researchers estimate that 25 percent of people ages 65 to 69 take at least five prescription drugs to treat chronic conditions, a figure that jumps to nearly 46 percent for those between 70 and 79. Doctors say it is not uncommon to encounter patients taking more than 20 drugs to treat acid reflux, heart disease, depression or insomnia or other disorders. Unlike the overuse of opioid painkillers, the polypharmacy problem has attracted little attention, even though its hazards are well documented. But some doctors are working to reverse the trend.

December 8, 2017

[Russian Roulette Buying Overseas Drugs](#)

Dozens of cities, counties and school districts are helping their employees buy medicines from pharmacies in Canada and overseas, even though FDA says importing prescription drugs is illegal, is stepping up enforcement and has said doing so is dangerous because of the possibility that medications are counterfeit, mislabeled or otherwise unsafe. The National Association of Boards of Pharmacy, notes that if cities and counties have done their due diligence to ensure their employees are getting drugs from reputable sources, then there is nothing wrong with it. If not, they could be playing Russian roulette.

November 17, 2017

[New Blood Pressure Treatment Guidelines Announced](#)

The American Heart Association (AHA) announced new blood pressure treatment guidelines that will change the way high blood pressure (HBP) is diagnosed and managed in America. HBP is now defined as a systolic measurement of 130 and higher, or a diastolic measure of 80 and higher. Previously the blood pressure definition was set at 140 and 90 respectively. By lowering the definition of high blood pressure, the guidelines recommend earlier intervention to prevent further increases in blood pressure and the complications of hypertension. High blood pressure accounts for the second largest number of preventable heart disease and stroke deaths, second only to smoking.

November 6, 2017

[CDC: Record Jump in Drug Overdose Deaths Last Year](#)

Deaths by drug overdose in the United States increased by more than 17% in 2016, according to a report released by CDC. Preliminary data from the 50 states show that from the fourth quarter of 2015, through the fourth quarter of 2016, the rate of fatal overdoses rose to nearly 20 people per 100,000 from 16.3 per 100,000. CDC had previously estimated that about 64,000 people died from drug overdoses in 2016. Drug overdoses have become the leading cause of death for

Gottlieb, MD, Washington, DC.

November 14, 2017 - Ray Bullman participated in the stakeholders' conference, **Health Care Professional Education and Training to Ensure Safe Use of Non-Prescription Drugs**, convened by the American Pharmacists Association at their headquarters in Washington, DC

November 2-3, 2017 - Ray Bullman participated in the 2018 annual PROTECT Initiative meeting convened by the CDC in Atlanta, GA.



Become a 2018 NCPIE Supporter!

We hope you will consider making a donation in your organizations' name or you 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.bemedwise.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.BeMedWise.org and click on the "**DONATE**" Button to make your contribution today!

Americans under 50. In recent years, according to Dr. Robert Anderson, chief of the C.D.C. mortality statistics branch, the deaths have been driven by overdoses of synthetic opioids, mostly fentanyl, rather than heroin.

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