

## NCPIE Celebrates 35th Anniversary 1982 - 2017

### NCPIE Staff/Email

### Addresses

September/October 2017

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### Quick Links...

#### Our Websites:

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

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

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

More in "[About Us](#)"

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### Member Corner

**NCPIE 2018 MEMBERSHIP DUES  
RENEWAL INVOICES**



Dear NCPIE Member:

Welcome to the latest issue of the bimonthly **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](http://BeMedWise.org) home page.

Warm regards,

NCPIE has experienced a very successful and productive 2017 thanks to the support and engagement of the NCPIE membership. The 2018 Membership Dues Renewal Invoices were sent by email and mail in November and will be due on January 1, 2018. Members have the option to prepay next year's membership dues before the end of 2017 if they wish.

In addition to supporting NCPIE's ongoing work, your membership dues renewal will allow you to continue to maintain a logo and link to your organization/company website and to receive the bi-monthly NCPIE E-News. Please contact [Deborah Davidson](#), Membership Director with any membership related questions or if you need another copy of the 2018 dues renewal invoice.

Please [click here](#) to view the new membership categories and associated benefits packages available on [BeMedWise.org](#).

### **NCPIE BOARD ELECTIONS - Call for Nominations**

The annual Board of Directors elections will be underway in December. Look for an email in your in-box announcing the **Call for Nominations**.

### **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

Deborah



## **NCPIE Celebrates 32nd "Talk About Your Medicines" Month During October**

This year, NCPIE spotlighted a critically important medicine safe use issue as the focus of [Talk About Your Medicines Month \(TAYMM\)](#): **Think Before You Drink - sometimes, alcohol and medicines don't mix**. *And this can be especially so for America's aging Baby Boomers and older adults.*

The [TAYMM page](#) on [BeMedWise.org](#) features tips and resources for patients and providers to help to stimulate conversations about understanding and avoiding the potential risks of interactions between prescription medications and alcohol.

NCPIE staff sent all members a **TAYMM Communications Toolkit** to share with your own members, constituents and audiences. **The Toolkit included: Newsletter Article; Facebook & Twitter posts and a Shareable Graphic.**

NCPIE Member, **FamilyWize** features the TAYMM messages on their website [blog](#) page.

NCPIE appreciates the participation of all NCPIE member organizations/companies in the very successful **"Talk About Your Medicines" Month** and **#Don'tMix** (read more in the article below) this year. Remember that all TAYM messages are "evergreen" and can be used throughout the year.

logo in EPS format to [Deborah Davidson](#).

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



## NCPIE Partner News

### Acetaminophen Awareness Coalition [Know Your Dose](#) - 6th Annual Cold and Flu Rally

The beginning of the holiday season is a perfect time to remind consumers to double-check your medicine labels to avoid doubling up on medicines containing acetaminophen when treating illnesses. Americans suffer from an estimated 1 billion colds each year, and as many as 20 percent will get the flu. Seven in 10 people will reach for over-the-counter (OTC) medicines—many of which contain acetaminophen—to treat fevers, sinus headaches, and other unwelcome cold and flu symptoms. Consumers should follow these four steps to use acetaminophen safely:

1. Always read and follow the medicine 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 pharmacist if you have questions

NCPIE is a member of the **Know Your Dose Coalition** and the Consumer and



### NCPIE Partners with Healthline in #DON'T MIX Campaign during "Talk About Your Medicines" Month

Coinciding with "Talk About Your Medicines" (TAYMM) Month, NCPIE partnered with NCPIE Board Member **Healthline** on a bold social media campaign, [#DontMix](#). The **#DontMix campaign** seeks to educate the public about the potential dangers of mixing alcohol and medication. In partnership with NCPIE, the social media campaign and its companion [#DontMix](#) website drive awareness of NCPIE's "Think Before You Drink" campaign, part of TAYMM.

Using a combination of witty, poignant, funny, and educational posts, **#DontMix** includes relevant and frequently hilarious examples to make its point. For example, socks and sandals don't mix, cliffs and selfies don't mix, and neither do alcohol and medication. Staff sent **#Don'tMix** emails to NCPIE members each week during October, highlighting a particular graphic and theme. Other **#Don'tMix** campaign related activities included:

- Healthline published two news articles - [Most Consumers Unaware of Dangers in Mixing Alcohol and Common Drugs](#) and [Don't Mix: Parenting, Pills, and Pinot](#)
- NCPIE co-authored a **One-to-One** counseling tips article in the December issue of APhA's **Pharmacy Today** focusing on the **#Don'tMix** messages in time for the holiday season.

The **#Don'tMix** conversation is still going strong on social media. Your organization or company can participate by using the

Healthcare Professional Social Media Communications Toolkits are available by contacting [Elizabeth Easterly](#).

### **New Pain-Reliever Interactive Tool**

**The Consumer Healthcare Products Association Educational Foundation (CHPAEF)**, a NCPIE Board member, recently launched a new campaign aimed at educating consumers about the safe use of the different categories of over-the-counter pain relievers and is using the cold & flu season to remind consumers to be mindful of acetaminophen in their medicines.

[KnowYourOTCs.org](#) features a new [interactive tool](#) that offers guidance to consumers regarding how to choose and safely use the correct OTC pain reliever for their symptoms. This tool and a new video ad appearing on Facebook emphasize that complicated online searches for information on pain relievers can be simplified by reading the Drug Facts label on the OTC container or package.

Additionally, the new content provides information for healthcare providers to use when talking to their patients about pain relievers.



### **News - You Can Use**

October 17, 2017

[NABP Wins Global Patient Safety Champion Award](#)

hashtag #DontMix on Twitter and liking the [#Dontmix](#) Facebook page. Visit the [GIPHY DONTMIX Channel](#) and see the number of "views!"

### **NCPIE / FDA Office of Women's Health Reach Out to College Campuses**

An estimated 15% of high school seniors have misused some type of prescription drug, and about one in four young adults aged 18 to 20 report using these medications non-medically at least once in their lives. This means many students are coming to college campuses with exposure to the misuse of prescription drugs or they may experiment at some point during their college career.

The FDA's Office of Women's Health and NCPIE have teamed up to share educational resources to help college students incorporate safe medicine use into their busy campus life - especially during times of high stress like midterms and final exams. The packet of free medication safety resources included materials on making healthy medication choices, using medication safely, avoiding the dangers of medication misuse, and a link to NCPIE's toolkit for America's college campuses, [Taking Action to Prevent and Address Prescription Drug Abuse](#).

A new blog, "3 Tips for Medication Safety on Campus," provides tips students can use to make healthy decisions about medication use. Campuses are encouraged to share the blog in their newsletters, on their web page and on social media. Find the blog and other resources at [www.fda.gov/collegewomen](http://www.fda.gov/collegewomen).

### **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:**

October 1, 2017

[Help older adults manage their meds with these resources](#)

NCPIE member, the [National Association of Boards of Pharmacy](#) (NABP), has been named a 2017 Global Patient Safety Champion by the Alliance for Safe Online Pharmacies (ASOP Global). NABP has been a leader in patient safety for almost two decades, starting in 1999 with the Verified Internet Pharmacy Practice Sites® (VIPPS®) program that has granted accreditation to safe online pharmacies in the U.S., reviewing thousands of websites and providing a "Not Recommended" list since 2008. In 2014, NABP launched the Pharmacy Verified Website Program, becoming the official registry operator for the .pharmacy domain, to create a safe online environment where consumers can be confident that the websites where they buy medication or obtain information are safe and legitimate.

NCPIE is a member of ASOP Global, a non-profit organization dedicated to combatting illegal online pharmacies and counterfeit medicines to make the Internet safe for consumers worldwide through advocacy, research and education.

[October 2, 2017](#)  
[FDA Takes Steps to Curb Opioid Misuse and Abuse](#)

Manufacturers of fast-acting opioids will have to fund voluntary training for healthcare professionals who prescribe the drug, including education on safe prescribing practices and non-opioid alternatives, including principles related to the acute and chronic pain management; non-pharmacologic treatments for pain; and pharmacologic treatments

[and tips](#)

[September 1, 2017](#)  
[Grapefruit and certain medications don't mix, FDA reminds public](#)

## NCPIE Staff -- In, Out & About

**October 24, 2017** - NCPIE Board of Directors Meeting held at the Consumer Healthcare Products Association (CHPA), Washington, DC.

**October 2, 2017** - Deborah Davidson participated in the National Coordinating Council on Medication Error Reporting and Prevention (NCC MERP) Meeting at USP, Rockville, MD.



## Become a 2017 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](http://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](http://www.BeMedWise.org) and click on the "[DONATE](#)" Button to make your contribution today!

for pain (both non-opioid analgesic and opioid analgesic). For the first time, this training will also be made available to other healthcare professionals who are involved in the management of patients with pain, including pharmacists and nurses, which is in addition to prescribers of opioid analgesics

[September 28, 2017](#)

[See to My Safety Making Rx Info Accessible to Blind & Partially Sighted](#)

Nearly 14 million Americans, most of whom are 65 years of age or older, have low vision or are blind, and for these individuals, not being able to clearly read a prescription label can result in unnecessary injury or even death. The goal of the National Council on Disability (NCD)'s "See to My Safety" public awareness campaign is to promote the knowledge of the availability of best practices regarding accessible prescription medication labels. The campaign includes an informational brochure and an audio public service announcement (PSA), as well as regular distribution of news of pharmacies voluntarily offering accessible drug labeling.

[September 13, 2017](#)

[OTC Meds Commonly Misused by Older Adults](#)

Older adults are the largest consumers of over the counter (OTC) medications. Of the older adults who are at risk of a major adverse drug event, more than 50% of these events involve an OTC medication. OTC product use in older adults can be

harmful. Results of a small study of patient interviews of participants aged 65 years or older showed that 95% misuse these products, and OTC misuse can result in drug-drug, drug-disease, and drug-age interactions.


September 11, 2017

### [One-Third Stop Taking Medicine Without Telling Provider](#)

Almost one-third of people have stopped taking a prescription medicine at some time without telling their health care provider, according to the latest NPR-Truven Health Analytics Health Poll. Twenty-nine percent of people cited side effects as the reason for stopping, while 17% believed they didn't need the drug, 16% said they were feeling better, 15% felt the drug wasn't working and 10% said cost was the reason.

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