

Staff/Email Addresses  
2019

Spring

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**Dear Colleague and Friend:**

Happy Spring and welcome to the latest issue of the *BeMedWise E-News*. We aim to keep you connected and invite your participation in our on-going programs and activities. We are thrilled to report as of April 1, BeMedWise has 17 Supporters - See the list below!

We are always interested in your feedback, so keep in touch and send me an [email](#) if you have news or new programs to share in an upcoming issue of the *BeMedWise E-News* related to the **BeMedWise mission** which is **to promote the wise use of medicines through trusted communication for better health.**

Please **share** the *BeMedWise E-news* with your colleagues. 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 [BeMedWise.org](http://BeMedWise.org) and [NeedyMeds.org](http://NeedyMeds.org).

Warm regards,

Deborah  
Director of Special Projects

**Quick Links to Our Websites:**

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

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

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

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

## 2019 E-News Sponsors

**Champion level**

**Johnson & Johnson Consumer Inc.**



NeedyMeds  
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Patient Information and Education

## BeMedWise Supporters

- \* Alliance for Aging Research
- \* American Association of Colleges of Pharmacy
- \* American Association of Kidney Patients

Get Relief Responsibly®

Pfizer Inc.



## Become a 2019 BeMedWise Council Supporter



If you haven't yet joined, click here to view the [2019 Supporter Categories and Annual Benefits](#). Send an email to [Deborah Davidson](#) to request more information about how your organization or company can get involved in the BeMedWise Council.

## BeMedWise Council Supporter News

The webinar, [Improving Opioid Misuse Health Literacy Among Older Adults](#) features discussion among opioid misuse health literacy experts about effective prevention strategies, approaches, and resources that can advance an understanding and a dialogue between older patients and their healthcare providers about opioid use. Presenters include prevention leaders from SAMHSA, Kathleen Cameron, MPH, Senior Director, Center for Healthy Aging, **National Council on Aging (NCOA)**, United Hospital Fund, and the Johns Hopkins Geriatric Workforce Enhancement program. NCOA is a BeMedWise Supporter.

In November, 2018, the **National Consumers League (NCL)**, a BeMedWise Supporter and Bayer released a white paper, [Increased Consumer Risk from Erectile Dysfunction Medication Advertised and Sold on the Gray Market](#). The report exposes the dangers to consumers who purchase erectile dysfunction (ED) medications from illegal online pharmacies - also known as the gray market and provides policy recommendations for increasing safe access to ED medicines.

- \* Beyond Celiac
- \* Consumer Healthcare Products Association
- \* U.S. Food and Drug Administration
- \* Johnson & Johnson Consumer Inc.
- \* National Alliance of State Pharmacy Associations
- \* National Consumers League
- \* National Council on Aging
- \* National Association of Nurse Practitioner's in Women's Health
- \* National Osteoporosis Foundation
- \* Pfizer, Inc
- \* Project Lazarus
- \* The Gerontological Society of America
- \* The Israeli Chapter of the International Society of Pharmacovigilance (ISOP)
- \* United States Pharmacopeia (USP)



## Learn about NeedyMed's Safe Needle Disposal Program

Sharps disposal is a public health and safety issue that is commonly overlooked. Information about safely disposing of sharps is difficult to come by and often misunderstood. [SafeNeedleDisposal.org](#), a project of [NeedyMeds](#), is the most comprehensive information resource for home-generated sharps disposal in the United States. It is listed on the FDA website and has been mentioned in Consumer Reports. The website provides information on state guidelines as well as listings of disposal locations and programs. There is also guidance on sharps management and a Resource Center to download or order educational materials.

We encourage you to share this useful resource with your members, constituents and stakeholders. Please [contact me](#) if you are interested in learning more.



## Cheers!

On behalf of BeMedWise, we would like to extend our very best wishes to two long-time dedicated

BeMedWise friends and colleagues who are moving on to their next chapters!

### Karin Bolte, J.D.

Senior Director, Health Policy  
National Consumers League

### Gerry McEvoy, PharmD

Assistant Vice President, AHFS Drug Information Office of Publications and Drug Information Systems, American Society of Health-System Pharmacists

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## Collaboration is Key Partner News

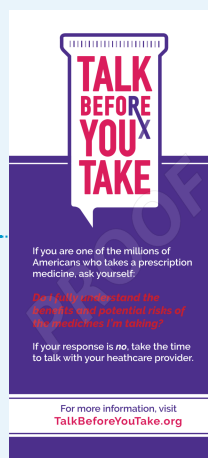


In the effort to advance the BeMedWise mission, we value the partnerships below where we collaborate and advance our common goals to develop and disseminate important messages to consumers and healthcare professionals related to safe and appropriate medicine use. If you are aware of relevant existing or emerging initiatives that BeMedWise can be invited to participate in, please contact [Deborah Davidson](#). Please click on [About Us](#) to see our list of partners.

### Allied Against Opioid Abuse (AAOA)

[Prevent Misuse and Abuse of Prescription Opioids Through Education](#) - On March 27, 2019 **Allied Against Opioid Abuse (AAOA)** joined other leading national voices to raise awareness about the importance of prescription opioid safety. AAOA, along with the U.S. Centers for Disease Control and Prevention, Substance Abuse and Mental Health Services Administration, National Safety Council and others, contributed content to a special insert in USA Today as part of an [opioid awareness](#) issue developed by Mediaplanet. The BeMedWise Program at NeedyMeds is an AAOA National Partner.

### CDC PROTECT Initiative - Up and Away Campaign



## BeMedWise Announces Partnership with Maryland's Worcester County Health Department

[BeMedWise at NeedyMeds](#) announces a new partnership with Maryland's Worcester County Health Department (includes Ocean City, MD). This spring, the Worcester County Health Department will launch BeMedWise's [Talk Before You Take](#) program with a focus on the importance of patient advocacy and awareness about opioids. Educational

materials including rack cards in English (above) and Spanish, have been developed with messaging for patients and healthcare professionals to enhance understanding and evaluate the benefits and potential risks when using opioid medications. The educational materials will be distributed to doctor's offices, clinics and health fairs throughout the county.

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## Host a Webinar and More with NeedyMeds

BeMedWise Council Supporters are invited and encouraged to partner with NeedyMeds by providing specialized educational information for their patient and healthcare professional audiences. It's an efficient way to spread the word about the important work you do, broaden your reach and further your mission. Here are four great ways to collaborate with NeedyMeds and BeMedWise:

- Host a special topic webinar - Click here to view past webinars on the [NeedyMeds YouTube Channel](#). Webinars are promoted in the NeedyMeds and BeMedWise newsletters and on social media. Current BeMedWise Supporters will be invited to participate in these special topic webinars.
- NeedyMeds can also provide a free training webinar tailored for your members, stakeholders and staff explaining how to save money with the costs of their medicines and provide detailed information on the NeedyMeds patient assistance programs. Click here to view the February [healthcare cost savings webinar](#) for the **American Association of Colleges of Pharmacy**.
- Provide health-related content for the NeedyMeds and BeMedWise active social media platforms.
- Become a guest blogger/writer for the popular [NeedyMedsVoice](#).

To learn more, [contact me](#) and I will introduce you to Carla Dellaporta, Director of Education and Partnerships at NeedyMeds.

**NeedyMeds** a national nonprofit, connects people to programs that help them afford healthcare expenses and become educated healthcare consumers. They achieve this through their helpline [800-503-6897](#) and [NeedyMeds.org](#).

During 2018, NeedyMeds:

- Assisted 60,000+ helpline callers and received more than

In recognition of National Poison Prevention Week (March 17-23), the [Up and Away](#) Campaign developed a social media toolkit and video to remind families to practice safe medicine storage by putting all medicines up and away, out of sight and reach of young children - a habit that will keep kids safe all year long.

Each year, approximately 60,000 young children visit the emergency room because they got into medicines that were left within reach. That's one child every eight minutes. The [Testimonial Video](#) shares a story of one family's close call when their toddler got into medicine that was accidentally left within reach. BeMedWise is a member of [CDC PROTECT](#).

In the Winter 2019 issue of the National Safety Council *Family Safety & Health* magazine, published "[A Dose of Caution](#)," an article that highlights how grandparents can help protect children from medication-related poisonings and features helpful tips from the *Up and Away* Campaign. BeMedWise is a member of CDC PROTECT.

## The Acetaminophen Awareness Coalition (AAC) Know Your Dose

[The Acetaminophen Awareness Coalition \(AAC\) Know Your Dose](#) campaign has released new social media messages for consumers and healthcare providers that focus on treating chronic pain symptoms safely with acetaminophen.

The new Twitter and Facebook posts and graphics tailored for different audiences, [consumers, caregivers](#) and [healthcare providers](#) can be customized for your specific audience and shared with your members and stakeholders. BeMedWise is a member of the Acetaminophen Awareness Coalition - *Know Your Dose* campaign.

## Protecting Access for Pain Relief Coalition

BeMedWise provided input to the comments prepared and submitted by the PAPER Coalition to HHS' Pain Management Best Practices Inter-Agency Task Force in Response to their Draft Report on Pain Management Best Practices. [PAPER Coalition Pain Management BPITF Draft Report Comments April 2019](#).

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**Is Your Organization/Company Logo**

1.6 million unique website visitors;

- [NeedyMeds.org](#) listed over 2,000 drug coupons, rebates and co-pay cards;
- Had 1.3 million prescription program [applications](#) downloaded;
- Expanded the free, low-cost medical clinics database to include 16,500+ locations and
- The NeedyMeds drug discount card saved users more than \$45 million at 65,000+ participating pharmacies.

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## BeMedWise is a Blogger for the NeedyMeds Voice

The [NeedyMeds Voice](#) features a BeMedWise blog. Please click on the links below to read the November and December blogs. These blogs were adapted with permission from the American Pharmacists Association (APhA) from articles that NCPIE previously co-authored with APhA.

**March 2019**

[Poison Prevention and Medication Safety](#)

**January 2019**

[Making the Self-Care Commitment, One Step at a Time](#)

[Click here](#) to view the previous BeMedWise blogs.

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## BeMedWise Staff - In, Out & About

Deborah and Ray participated in regular partner teleconference calls including: Allied Against Opioid Abuse, Protecting Access for Pain Relief Coalition

**March 19, 2019** - Ray and Deborah participated in the **USP Roundtable on Rx Container Opioid Warning Labels**, Washington DC.

**March 5, 2019** - Deborah attended the **National Consumers League 120th Anniversary Reception**, W Hotel, Washington, DC

**February 27, 2019** - Ray and Deborah attended the **AAA/GHSA (Governors Highway Safety Assoc.) Drug-Impaired Driving Policy Forum: Prescription and OTC Drugs**, National Press Club, Washington, DC.

**February 14, 2019** - Ray and Deborah participated in the **Acetaminophen Awareness Coalition (AAC) - Know Your Dose Meeting**, Consumer Healthcare Products Association, Washington, DC. BeMedWise presented about current AAC related activities including: Promote existing acetaminophen safe use resources/tool kits; Actively promote KYD /AAC messaging via BeMedWise and NeedyMeds social media, e-Newsletter; Webinar development; e.g. role of OTC's in pain management decision-making; Integrate OTC decision-making into October 2019 "Talk

## Up-to-Date?


Please visit the [BeMedWise Supporter](#) 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](#).

[Deborah](#) can also provide your web team with an updated **BeMedWise at NeedyMeds logo** for your organization or company website.

About Your Medicines" Month.

**January 31, 2019** - Deborah participated in the **Partnership for Safe Medications (PSM)** Congressional Briefings on [Counterfeit Medicines and Illegal Drug Trade](#), Washington DC. BeMedWise and NeedyMeds supported the briefing as named "Partners."

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