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NCPIE *enews*

National Council on Patient Information and Education

NCPIE E-News

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NCPIE Member News Corner

HCPC Announces Winners of the 2015 Compliance Packages of the Year Competition

The Healthcare Compliance Packaging Council (HCPC), NCPIE Member, announces the winners of the [HCPC's Compliance Packages of the Year Competition](#). The HCPC Compliance Package competition has

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 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

been an annual event since 1995 and recognizes the most innovative pharmaceutical packages designed to improve patient adherence for the preceding market year.

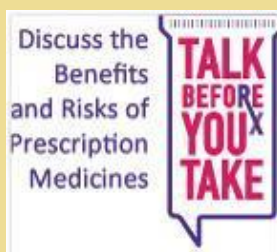
This year's industry winners are:

- 2015 HCPC Compliance Package of the Year: Vertex ORKAMBI® Medication Package from PCI Pharma Services
- 2015 HCPC Compliance Package of the Year First Runner Up: Merck Januvia® Medication Package from Westrock
- 2015 HCPC Compliance Package of the Year Second Runner Up: Mannkind Afrezza® Medication Package from PCI Pharma Services.

This year the HCPC launched a corresponding student competition to recognize innovative pharmaceutical packaging designs from undergraduate or graduate students of pharmaceutical and/or packaging schools that assists patients in taking their medication as prescribed. [Click here](#) to read about this year's student winner.

Help Celebrate Men's Health Month in June!

The [Men's Health Network](#) (NCPIE Board Member) will celebrate **Men's Health Month** during the month of June with screenings, health fairs, media appearances, and other health education and outreach activities.



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:

- NCPIE participated as an exhibitor with a new exhibit display at the American Pharmacists Association (APhA) Annual Meeting in Baltimore, MD March 4-7, 2016. Over 6,000 pharmacists and student pharmacists from every pharmacy practice setting participated in this year's annual meeting. As part of the TBYT campaign, NCPIE plans to exhibit at 3 additional conferences.
- 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 other healthcare providers about the importance of having clear conversations with their patients about use, benefits and potential risks of prescribed medicines.
- A TBYT Power Point "walking deck," describing the campaign goals, objectives, survey research findings, key messages, resources, and how to effectively use the slide set at community education events or health fairs, is currently in development. Plans are to make it available as an online resource on the TBYT website.
- News Article [10 Questions to Ask About the Medicines You Take](#), was published on May 5, 2016 via the NewsUSA syndicate and has already appeared in several on-line publications. The article highlights the importance of effective communication between the patient and healthcare provider.

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

Digital media promotion for Men's Health Month is a vital component to reaching men, boys, and their families throughout June. Please consider ways your organization can participate. Contact

Contact: Sean McCalley at

communications@menshealthnetwork.org

to receive a **Social Media Toolkit**.



Medication Safety 101: Usage, Storage, and Disposal

On March 23, NCPIE participated as a partner in a Twitter Chat hosted by The Alliance for Aging Research (NCPIE Board Member). Other partners included the Acetaminophen Awareness Coalition, the American Association of Poison Control Centers, and the CHPA Educational Foundation. Tips were shared about how to safely choose, take, store, and dispose of OTC medications. Click here to see who else participated and view the [Twitter Chat Recap](#).



Deborah Davidson at the NCPIE Exhibit Booth, APhA Annual Meeting, Baltimore, MD

[* 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

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

Recent McNeil PartnerLink Forum highlights Boy Scouts of America/NCPIE Be MedWise OTC Safety Program

McNeil Consumer Healthcare invited Beverly Singel, RN, COHN, Nurse Consultant and Dave Roberts, Strategic Innovation Manager of Boy Scouts America (BSA) along with Deborah Davidson, NCPIE, to present an overview of the SCOUTStrong Be MedWise curriculum and award during the April 19 PartnerLink Forum held at McNeil Consumer Healthcare in Fort Washington, PA. BSA and NCPIE collaborated on development of the online ScoutStrong Be



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.

MedWise Award, introduced in October 2015 during NCPIE's annual "Talk About Your Medicines" Month.



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.

NCPIE is currently discussing implementation of the Be MedWise program with other youth service organizations, such as, Girl Scouts of America and Boys & Girls Clubs of America.



Two Campus Dialogues on Prescription Drug Abuse Prevention: Two Unique Perspectives



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

In June, the **Acetaminophen Awareness**

Coalition (AAC), will kick off the 5th Anniversary of the [Know Your Dose Campaign](#). The June campaign will recognize the impact that safe use education is having, and encourage healthcare providers to order educational resources. The AAC will provide a social media toolkit containing a combination of safe use steps for consumers and messages for HCPs/industry that recognize educational efforts by the AAC members (including NCIPIE) and others to date.

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On April 5 and April 12, NCIPIE conducted two very distinct campus dialogues on prescription drug abuse prevention. The first, on the campus of the University of California - Berkeley, brought together Asian American and Pacific Islander (AA/PI) students, faculty and staff, while the second dialogue convened Native American and Alaska Native (NA/AA) students, faculty and staff, on the campus of Haskell Indian Nations University, Lawrence, KS. Support for the planning and implementation of the campus dialogues was provided by the Substance Abuse and Mental Health Services Administration (SAMHSA).

Although similar in format, including an opportunity for faculty and staff to engage in discussion, campus dialogues' student participants were unique in culture, familial and historical influences, stressors and life experiences. UC-Berkeley campus dialogues were facilitated by David K. Mineta, MSW, President and CEO, Momentum for Mental Health (San Jose, CA) and former Deputy Director, Demand Reduction, the White House Office of National Drug Control Policy (ONDCP). Collaborating with Mr. Mineta were DJ Ida, Ph.D., Executive Director, and JR Kuo, Program Coordinator, from the National Asian American Pacific Islander Mental Health Association (NAAPIMA). Haskell Indian Nations University dialogues were led by Monica Jackson, Ph.D., Alcohol and Substance Abuse Counselor, Melissa Holder, Ph.D., (Winnebago), and Julia Good-Fox, Ph.D., (Pawnee), both Native American Studies faculty members.

Additional NCIPIE Efforts

On the heels of the April 5 University of California-Berkeley dialogues, NCIPIE and NAAPIMHA collaborated on the planning and co-led a pre-conference and conference workshop at the Asian Pacific Americans in Higher Education (APAHE) 2016 National Conference "Asserting Our Voices for Equity and Inclusion," on April 6 and 7 in Oakland, CA.

Next Steps

- NCPIE staff is preparing a summary report on each of the campus dialogues to submit to SAMHSA. A final project report will follow in late August.
- In collaboration with the National Asian American Pacific Islander Mental Health Association (NAAPIMA) NCPIE is exploring a "virtual" dialogue with additional AA/PI students, in particular, to delve further into connections between mental health and prescription and other forms of drug misuse / abuse. Campuses under consideration include: University of Guam, College of the Marshall Islands or the University of the South Pacific (USP).

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.]

SAMHSA Seeks Volunteers to Review Grant Proposals

The Substance Abuse and Mental Health Services Administration (SAMHSA) is seeking volunteers to participate in one of two prescription drug related reviews. Applications submitted to the **Grants to Prevent Prescription Drug/Opioid Overdose-**

Related Deaths (PDO: SP-16-005) FOA and the **Strategic Prevention Framework for Prescription Drugs (SPF Rx: SP-16-006) FOA** will be reviewed simultaneously and require similar expertise from reviewers.

The purpose of the **PDO: SP-16-005 FOA** is to reduce the number of prescription drug/opioid overdose-related deaths and adverse events among individuals 18 years of age and older by training first responders and other key community sectors on the prevention of prescription drug/opioid overdose-related deaths and implementing secondary prevention strategies, including the purchase and distribution of naloxone to first responders.

Similarly, the purpose of the **SPF Rx: SP-16-006 FOA** is to raise awareness about the dangers of sharing medications and work with pharmaceutical and medical communities on

the risks of overprescribing to young adults. The SPF Rx program will also raise community awareness and bring prescription drug abuse prevention activities and education to schools, communities, parents, prescribers, and their patients.

SAMHSA reviews are done online using the Online Peer Review (O.P.R.) system. Reviewers are assigned 4 applications to evaluate over a two-week period; June 8-22. Reviewers may be asked to participate in a teleconference to discuss some of the applications where there are discrepant assessments between reviewers. These calls would be sometime during the week of June 27-July 1.

For more information please contact:

Zarinah 'AM, MPH, Review Systems Specialist, SAMHSA, Office of Financial Resources, Division of Grant Review; Phone: 240-276-1092; Email: zarinah.ali@samhsa.hhs.gov; and

Tiffin K. Ross-Shepard, Review Systems Specialist, SAMHSA, Office of Financial Resources, Division of Grant Review; Phone: 240-276-1084; Email: Tiffin.Ross-Shepard@samhsa.hhs.gov.

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:

April 1, 2016

[Help your patients avoid medication errors](#)

March 1, 2016

[Useful prescription drug information: Addressing access for all](#)



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

April 21, 2016 - Deborah Davidson participated in the quarterly Acetaminophen Awareness Coalition Call.

April 19, 2016 - Deborah Davidson participated in the PartnerLink Forum held at McNeil Consumer Healthcare in Fort Washington, PA. See above for related article.

April 12, 2016 - NCPiE Board of Directors Meeting held at the Consumer Healthcare Products Association, Washington, DC. Click here to view the current [NCPiE Board of Directors](#) roster.

April 5, 2016 - Ray Bullman, NCPiE EVP, and Barb Cooper (Cooper Communications) traveled to the University of California - Berkley to implement / participate in a Campus Dialogue on Prescription Drug Abuse with faculty, staff and

Asian American / Pacific Islander students. See above for related article.

March 1, 2016 - Ray Bullman accompanied NCPIE Chair, Elizabeth Keyes, R.Ph., COO, American Pharmacists Association, to a recognition ceremony at the Office of the Surgeon General. NCPIE, along with the Boy Scouts of America, received a [Letter of Recognition from Rear Admiral, Assistant Surgeon General Pamela Schweitzer, Pharm.D.](#), for our collaborative development of the SCOUTStrong Be MedWise Award for responsible use of OTC medicines. Over 2.4 million Boy Scouts have access to the online curriculum.

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



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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.

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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.

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