



NCPIE *enews*

National Council on Patient Information and Education

NCPIE E-News
2016

**** Double Issue ****

July - October

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Quick Links...

Our Websites:

www.talkaboutrx.org

www.talkbeforeyoutake.org

www.bemedicinesmart.org

www.mustforseniors.org

www.bemedwise.org

www.recoveryopensdoors.org

Products

More About Us



NCPIE Member News Corner

NCPIE 2017 MEMBERSHIP

DUES RENEWAL Invoices

and Board of Directors

ELECTIONS Call for
Nominations

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 if you have something to share 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" option at the bottom of this newsletter--you can add up to 5 email addresses.

Be sure to bookmark and visit frequently the "Latest News." Click on Newsroom of www.talkaboutrx.org.

Warm regards,

Deborah

NCPIE has experienced a very successful and productive 2016 thanks to the support and engagement of the NCPIE membership. The 2017 Membership Dues Renewal Invoices will be mailed in early November and will be due on January 9, 2017. Members have the option to prepay next year's membership dues before the end of 2016 if they wish.

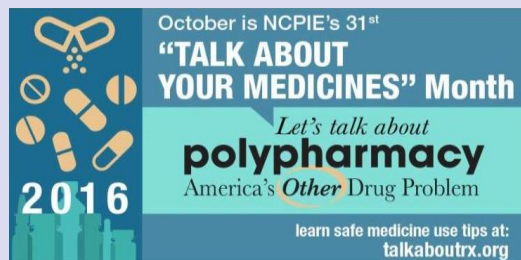
The NCPIE Board of Directors approved a small membership dues increase for 2017 during their meeting on October 5. The dues have not increased for the past 5 years.

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.

ELECTIONS: Board of Directors Call for Nominations

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



NCPIE Celebrates 31st "Talk About Your Medicines" Month During October: Let's Talk About Polypharmacy - America's Other Drug Problem

"Talk About Your Medicines" Month is an annual opportunity to focus attention on the role that better medicine communication can

play in promoting better medicine use and better health outcomes.

Initially created by NCPIE and our health education stakeholders as "Talk About Prescriptions Month," TAYMM has expanded to stimulate conversations between consumers and their healthcare providers about all the types of medicines they may take.

The 2016 TAYMM is focused on managing polypharmacy, the concurrent use of a large number of prescription medicines, over-the-counter (OTC) medicines, vitamins and dietary supplements - generally 5 or more - by the same person, at the same time. Polypharmacy can result in confusing medication regimens and schedules, and a concerning accumulation of side effects ("adverse drug events") or harmful drug interactions.

See the following link for the recent monthly *One-to-One* NCPIE co-authored column which was published in the July issue of APhA's *Pharmacy Today*: [Counsel patients about polypharmacy risks, adherence.](#)

The TAYM Month page on talkaboutrx.org features tips and resources for patients and providers to help manage polypharmacy including a "Are you at risk for harm by polypharmacy" checklist.

NCPIE has distributed to NCPIE members and stakeholders via email: a toolkit of materials and graphics to share with your own members, constituents and audiences about TAYMM to

Join NCPIE in Twitter Chat hosted by the US Pain Foundation on November 14.

During November, NCPIE member, the [U.S. Pain Foundation](#) will celebrate their educational awareness month **KNOWvember** with this year's theme focusing on rare diseases. NCPIE will participate in a **Twitter Chat** hosted by the U.S. Pain Foundation on **Monday, November 14, 2016, 6:00-7:00 pm**. Other NCPIE members are also invited to participate in the chat. Your organization can participate by following the chat at [@US_Pain](#) and [@TweetNCPIE](#).

Please contact Shaina Smith at Shaina@USPainfoundation.org for more information.

National Consumer's League Extends Invitation to Participate in the Ensuring Access to Healthcare Conference on November 16, Washington, DC

NCPIE Board Member, the [National Consumer's League](#) invites NCPIE Members to participate in the **NCL Health Advisory Council's Ensuring Access to Healthcare Conference** November 16, 2016 at the National Press Club, Washington, DC.

help stimulate conversations about safely managing polypharmacy. A member alert was sent via e-mail on September 27 announcing the availability of the toolkit.

The 2016 TAYM Month Communications Toolkit includes:

- Newsletter "blurb"
- Facebook posts
- Twitter posts
- Shareable Graphics

If you haven't already done so, please advise your communications channels about the availability of these TAYMM materials so that your organization can help stimulate conversations, enhance provider-patient communication about medicines, and promoting responsible medicine use and improved health outcomes beyond October.

NCPIE extends a special thank you to all the organizations that participated in **Talk About Your Medicines** Month this year. Remember also that all TAYM messages are "evergreen" and can be used throughout the year.



New NCPIE Website Under Construction

In April 2014, as part of a three-year strategic planning process, the NCPIE Board of Directors identified the need to update/modernize and consolidate NCPIE's web presence as an initial priority. The functionality of the older NCPIE sites is extremely limited due to outdated coding and other outmoded technology.

Since early 2016, Board members Kristin Recchiuti (McNeil Consumer Healthcare) and Lynette Bradley-Baker (American Association of Colleges of Pharmacy) have led a "website consolidation" team that has undertaken a comprehensive review, analysis, reconfiguration/design

and re-branding of existing multiple web sites (eight total) into one consolidated website to serve as NCPIE's online home base. This will enable NCPIE to integrate existing and future

The conference will bring together patient and consumer advocates, healthcare professional organizations, pharmaceutical and healthcare industry representatives, minority groups, insurers, researchers, and government officials for a thought-provoking examination of the current state of healthcare in America, and ways we can improve and increase access to care for all.

Click here to view the [online registration link](#).



The Acetaminophen Awareness Coalition Know Your Dose Campaign - Your Patients' Cold and Flu Season Survival Guide

Cold and flu season is here again, which means we are on especially high alert for potential dosing mistakes among our patients. Seven in 10 will use over-the-counter (OTC) medicines to treat their cold and flu symptoms, and research shows that [consumers don't always know](#) that taking two medicines with the same ingredient could be harmful, and [two in three consumers don't consider](#) other OTC medicines they're taking when choosing an OTC pain reliever.

web assets and core messaging to advance its mission onto the new site within precisely-determined site design and functionality parameters. NCPIE has also undergone a comprehensive process to adopt a new web site logo, tagline and evocative URL that epitomizes a rebranded NCPIE web presence.

Where we are now:

To date, we have made significant progress meeting bi-weekly to conceptualize a robust, consolidated site that will serve our key target audiences of patients, caregivers, the general public and healthcare professionals into the future. The first phase of the redesign which focuses on consumer friendly messaging and resources, is expected to be completed by the end of the first quarter 2017. The second phase will focus on healthcare professional content, and resources.

Kristin Recchiuti has brought in McNeil colleague, Alyssa Mcculla with expertise in site consolidation, to help direct the effort as an in-kind support and Razorfish for expertise in search engine optimization. The other members of the "website consolidation" team include: Shelley Ducker, Shelley Ducker Communications who is writing new and reorganizing existing content; Marlene Povich, Povich Design, who has done design work for NCPIE for over 20 years; and Lattice Group (our current web vendor).

NCPIE wishes to recognize **McNeil Consumer Healthcare** for providing a generous grant to help underwrite the effort, which includes in-kind staff expertise and search engine optimization.



Update:

[Talk Before You Take Campaign](#)

NCPIE's public education program [Talk Before You Take \(TBYT\)](#) launched in January 2015, continues to reach consumers, patients and healthcare professionals with important messaging to enhance communication about safe

The CDC expects the cold and flu season will peak this year between December and March, so now is the time to remind your patients and the public that many multi-symptom cold and flu medicines contain acetaminophen. In fact, acetaminophen is found in more than 600 different OTC and prescription medicines. It's safe and effective when used as directed, but patients who take medicines with acetaminophen for everyday pain relief may not realize they risk accidentally doubling their dose by taking certain cold and flu medicines. Make sure your patients know that the U.S. Food and Drug Administration has set a maximum daily dose of 4,000 milligrams (mg) of acetaminophen in a 24-hour period, and taking more than directed can lead to liver damage.

These core safe use steps from the [Acetaminophen Awareness Coalition](#), of which NCPIE is a proud member, will help your patients use medicines with acetaminophen safely:

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

medicine use through discussion of prescription medicine benefits and potential risks. See below for the most recent program highlights:

- Several TBYT resources have been translated into Spanish and are now available on the [TBYT website](#). NCPIE wishes to acknowledge our colleagues at the FDA who helped make this possible. The **Spanish free downloads** for patients and healthcare providers include:
 - [Hable Antes de Tomarla -TBYT Pocket Guide](#)
 - [Hable Antes de Tomarla - 8 1/2 x 11 Poster](#)
 - [Hable Antes de Tomarla - TBYT 1 Pager](#)

Please continue to share these new and existing resources with your members and stakeholders.

- **Talk Before You Take Exhibit Outreach:** During the summer, NCPIE's Deborah Davidson shared information about the campaign and available educational resources by participating as an exhibitor at three healthcare professional conferences:
 - **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 (AACCP)**, July 23-27, 2016 in Anaheim, California. *See below for photo with Lucinda Maine, PhD, AACCP Executive Vice President and CEO (NCPIE Board Member)*

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

medicines that contain acetaminophen.

Order free healthcare professional and consumer educational materials on acetaminophen safe use for your office or pharmacy at KnowYourDose.org and follow @KnowYourDose on Twitter.

Join Our Mailing List!

Like us on Facebook

Follow us on twitter

Forward to a Friend

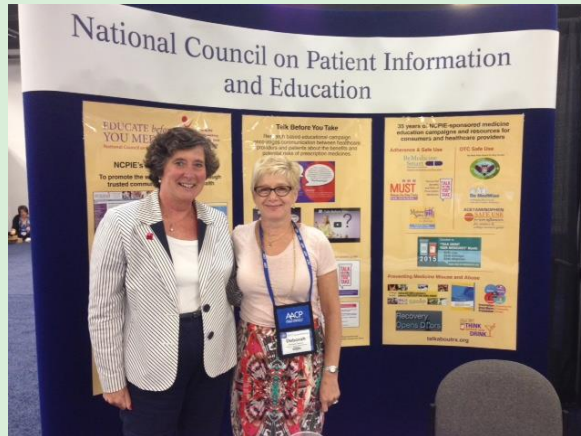
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Deborah Davidson (right) with Lucinda Maine, PhD, AACP Executive Vice President & CEO at the NCPIE Exhibit Booth, AACP Annual Meeting, Anaheim, CA

[* 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.]



NCPIE RISK Communications Research Findings Presented in Vienna, Austria & Heidelberg, Germany

Talk Before You Take Campaign

The six research presentations described below were conceived from NCPIE-commissioned consumer and healthcare professional survey research, **Knowledge, Attitudes & Behaviors Concerning Risk & Safety Information of Medicines: A Survey of Patients and HCPs in the U.S.** The research was conducted by the Evidence Generation, Value and Access Center of Excellence within Ipsos Healthcare, with input from the FDA and the Center for Drug Safety and Effectiveness (CDSE), Johns Hopkins Bloomberg School of Public Health.

The research assessed patients' reported receipt, understanding, use and preferences for information about their medicines - with a parallel assessment of healthcare providers - to ascertain gaps, disconnects and opportunities to stimulate and improve patient-healthcare provider

communication to maximize the benefits and minimize potential risks of prescribed medication.

NCPIE's consumer-oriented website, TalkBeforeYouTake.org was developed in alignment with these research findings. Presentation titles are listed below.

Heidelberg, Germany, September 2016

"The Role of Family Members in Facilitating Safe and Effective Prescription Drug Use," was presented by Debra Roter, DrPH, Professor, Johns Hopkins Bloomberg School of Public Health, Department of Health, Behavior and Society at the European Association for Health Care (EACH) 14th International Conference on Communication in Healthcare.

Vienna, Austria, October /November 2016

Five NCPIE submissions have been selected for presentation at the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) 19th Annual European Congress, Vienna, Austria, Oct. 29 - Nov. 2, 2016. Two of the submissions have been selected as Research Presentation Award poster finalists. The posters will be presented by Siva Narayanan, Executive Vice President, Market Access Solutions, (formerly with Ipsos Healthcare).

1. Use of Electronic Health Information Systems (EHIS) by Healthcare professionals (HCPs) and the Perception of its Value in Reducing Medication Risks and Safety for Patients. *
2. Receipt and Delivery of Medication Risk and Safety Information: Perceptions of Consumers and Healthcare Professionals (HCPs) in the U.S.*
3. Consumer Perception of Communication with Healthcare Professionals (HCPs) and Information Clarity Concerning Newly Prescribed Medication.
4. Use of Internet and Reliability of Information Obtained Online Concerning Medication Risk/Safety: Perceptions of Consumers in the U.S.
5. Medication Safety Warnings: Awareness, Source and Actions of Consumers in the U.S.

(* Research Presentation Award poster finalist)

[* 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

Talk Before You Take Campaign

NCPIE has created three videos for the **Talk Before You Take (TBYT)** campaign, which reside on TalkBeforeYouTake.org and on the [NCPIE YouTube Channel](#) (click on the "Video" tab).

1)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.

2)The **second TBYT Video** describes the 4 important tips the patient can use to guide the conversation with their healthcare professional.

3)The **third TBYT video** demonstrates how to download and create the Pocket Guide which enables the patient to keep a list of their medications and know what questions to ask their healthcare provider.



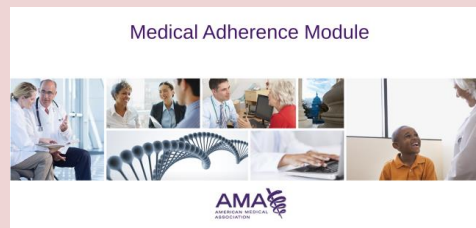
**New: NCPIE Announces
Collaboration with
Healthline.com**

NCPIE is pleased to announce an exciting new collaboration with Healthline.com and has co-branded a series of six articles for consumers with a focus on medication safety management, including useful tips and advice. Healthline.com is a consumer health information site, with 65 million monthly visitors, and delivers informative, easy to understand, and engaging health information content. Healthline.com creates content on a wide variety of health information on topics that Internet users search "organically."

The articles (see below for the titles) are available on the

[NCPIE/Healthline](#) page in the Newsroom section on [Talkaboutrx.org](#) and at Healthline.com by typing in the article titles or by typing "NCPIE" on the Healthline website "search" window. In the coming weeks, Healthline will providing NCPIE with the user metrics associated with these articles.

- **Multiple Medications in Older Adults**
- **What You Should Know About High-Dose Combination Acetaminophen Medications**
- **Medication Management and Safety: What You Need to Know**
- **Questions to Ask Your Healthcare Team About Prescription Drugs**
- **8 Simple Ways to Lower Prescription Drug Costs**
- **Acetaminophen Overdose: What You Need to Know**



***NCPIE-AMA Collaboration Targets
20,000 Medical Residents &
Fellows***

**NCPIE
Collaborates
with the
American
Medical
Association on a
Medication
Adherence
Training Module**

In collaboration with the American Medical Association (AMA), NCPIE Board member, NCPIE is pleased to announce the development and production of an [on-line training module for residents titled "Promoting Medication Adherence."](#) The AMA operates a residency training program, Introduction to the Practice of Medicine (IPM). The training module was completed in August 2016 and added as a new resource to the educational library for medical resident education. The 28-minute interactive module was introduced to numerous institutions and is now available to approximately 20,000 residents and fellows.

The objectives of the module include:

- Discuss how the effectiveness of medication is impacted by nonadherence.

- Describe the health and economic consequences of medication non adherence.
- Understand key patient and healthcare provider factors that contribute to medication non-adherence.
- Formulate and implement a framework for prescription medication counseling to enhance adherence and management of medication-related problems.

NCPIE has been working closely with content experts and the AMA's IPM program for over a year to develop the module. With the introduction of "**Promoting Medication Adherence**," there are now over 40 titles in the IPM library, including modules on Patient Safety, Effective Patient Communication, and Safe/Competent Opioid Prescribing for Chronic Pain. The medication adherence module includes an interactive lesson, testing of key concepts during the module, relevant downloads of primary concepts, post-assessment, evaluation and course certificate of completion. The IPM interactive, web-based and tablet compatible educational series helps residents and their institutions develop the competencies required by the Accreditation Council for Graduate Medical Education (ACGME).

For information about the IPM program, [click here](#). While the module is only available to subscribers of the IPM series, we can provide access to NCPIE members with an active interest in medication adherence. Please contact Ray Bullman at bullman@ncpie.info if you are interested in viewing the module.

NCPIE wishes to recognize **Merck & Co., Inc.** for its continued support for this project.



New: Project - Developing a Self-Care Action Plan: Priorities for Action Across an Ages & Life Stages Continuum

On September 21, 2006, NCPIE convened an invitational project advisory team (PAT) meeting to engage with diverse stakeholders to seek their input and guidance on the development of a comprehensive **National Self-Care Action Plan: Priorities for Action across an Ages & Life Stages Continuum**. The PAT met at the headquarters of the Consumer Healthcare Products Association (CHPA) for a day-long,

facilitator-led discussion. Prior to the meeting, participants received an online questionnaire to help the facilitator and staff frame key themes for the discussion. Overall objectives for the PAT meeting included:

- Arrive at a definition of consumer-centered self-care that can be clearly understood by the general public and healthcare professionals to ensure that clear messaging can be developed for a broad range of audiences.
- Establish a consensus-driven framework for determining appropriate self-care objectives and plans across an ages and life-stages perspective.
- Develop a strategic **Priorities for Action** communications and educational plan to reach consumer and patient audiences, healthcare professionals, health policymakers and the media with impactful themes and messaging to advance informed self-care.

Following the PAT meeting, participants (listed below) were sent a copy of notes taken /discussion conducted onsite and output reports from four breakout sessions. These materials, plus the pre-PAT meeting survey findings, will provide important input for development of the

first draft outline for the project deliverable (Action Plan).

Organizational Participant Roster

American College of Preventive Medicine
Administration on Aging | Administration for Community Living
American Legislative Exchange Council
American Medical Association
Caregiver Action Network
Consumer Healthcare Products Association (U.S.)
Consumer Healthcare Products Association (Canada)
Depression and Bipolar Support Alliance
Food and Drug Administration
Gerontological Society of America
Journal of Health and Productivity
M2 Health Care Consulting
Men's Health Network
National Association of Chain Drug Stores
National Community Pharmacists Association
National Council on Aging
National Council on Patient Information and Education
Pfizer Consumer Health
Qorvis MSLGROUP

Say-Ah!
Shelley Ducker Communications
Web MD

NCPIE wishes to acknowledge and thank **Pfizer Consumer Health** for its support for the project.

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:

October 1, 2016

[NCPIE's new tools spark patient-pharmacist conversations about medication safety](#)

September 1, 2016

[Protect your patients from deceptive Internet pharmacies](#)

July 1, 2016

[Counsel patients about polypharmacy risks, adherence](#)

August 1, 2016

[Pharmacist best practices make drug labels accessible to patients](#)

:



NEW

APhA Handbook of Nonprescription Drugs and BeMedWise About OTCs includes information about NCPiE/Boy Scouts of America

Collaboration

and

Two Articles about the SCOUTStrong Be Medwise Award

NCPiE is pleased to report that a description about the SCOUTStrong Be Medwise Award will be included in the **American Pharmacists Association (APhA) *Handbook of Nonprescription Drugs*, 19th Edition**, which will be published in December. The program will be included in a section highlighting examples of public-private partnerships formed to educate consumers on the safe use of nonprescription medicines. The *Handbook* contains the most authoritative information on nonprescription drug pharmacotherapy, nutritional supplements, medical foods, nondrug and preventive measures, and complementary therapies. Pharmacists are important

stakeholders in the development and deployment of educational programming around safe and appropriate medication use.

Two Articles about the SCOUTStrong Be Medwise Award:

[Paying it Forward](#)

Albany College of Pharmacy and Health Sciences Newsletter (page 4)

[North Scranton Boy Scout Troop 57 participates in new "SCOUTStrong: Be MedWise" program](#)

The Abington Journal

[About the SCOUTStrong Be Medwise Award](#)

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.

NCPIE Staff -- In, Out & About

October 26-27, 2016 - Ray Bullman participated in the PROTECT Initiative meeting at CDC in Atlanta, GA. The PROTECT Initiative is an innovative collaboration bringing together public health agencies, private sector companies, professional organizations, consumer/patient advocates, and academic experts to develop strategies to keep children safe from unintentional medication overdoses. Medication overdoses can lead to harm, sometimes requiring emergency treatment or hospitalization and are a significant public health problem.

October 26, 2016 - Deborah Davidson participated in the Nurse Practitioners in Women's Health (NPWH), "**Health at Any Age: A Summit on Women's Health After 50,**" in Washington, DC.

October 20-21, 2016 - Ray Bullman presented on "**Medication from the Patient's Perspective,**" at the Division for Heart Disease and Stroke Prevention (DHDSP), CDC Science Seminar in Atlanta, GA. The purpose of this seminar is to prepare DHDSP to develop effective initiatives to improve medication adherence.

October 10, 2016 - Ray Bullman participated in a workshop on patient-friendly packaging at the Healthcare Compliance Packaging Council (HCPC) and IoPP/DPPC 2016 Fall Meeting, "Defining the Patient-Centric Pharma Packaging Supply Chain," in Annapolis MD.

October 5, 2016 - NCIPIE Board of Directors Meeting was held at the Consumer Healthcare Products Association, Washington, DC.



It's Not too Late to Become a 2016 NCIPIE Supporter!

Please consider making a donation in your organizations' name or your own name to support the important work of NCIPIE.

Donation levels begin at \$50.00.

Please pass this issue of the NCIPIE E-News forward to up to five friends/colleagues and invite them to support NCIPIE.

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 NCIPIE can continue its mission to promote the wise use of medicines through trusted communication for better health. Your support will enable NCIPIE to continue to develop award winning national consumer education outreach campaigns and messages.

Visit www.talkaboutrx.org and look for the "**Support NCIPIE**" **button** to make your contribution today!