

EDUCATE *before*
YOU MEDICATE



NCPIE *enews*

National Council on Patient Information and Education

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November/December 2016

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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

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NCPIE Member News Corner

Reminder: NCPIE 2017 MEMBERSHIP DUES Renewal

The 2017 NCPIE membership dues renewal invoices were mailed in November and were due on January 9. Your paid membership dues will allow you to continue to maintain active membership benefits which includes:

Your organization/company logo and website link on the [NCPIE Membership Roster](#) page;

Inclusion in NCPIE Members-only Online Directory; and

Dear NCPIE Member:

On behalf of the NCPIE staff, Ray Bullman, Tigui Bangoura and myself, we would like to take this opportunity to wish our members, the Board of Directors, consultants and friends a **Happy and Healthy 2017!**

NCPIE can look back on the many accomplishments during 2016 thanks to the continued support, commitment of the NCPIE members and many stakeholders involved in our programs and activities. 2017 promises to be another fulfilling year dedicated to the **35th year of the NCPIE Mission:**

To promote the wise use of medicines through trusted communication for better health

See below or here to view the [2016 NCPIE Year in Review](#). Share this important recap of 2016 highlights with your colleagues.

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 "[Latest News](#)." From the www.talkaboutrx.org home page, click on "[Newsroom](#)."

Warm regards,

Deborah

**** Looking Ahead into 2017 ****

Continuation of the members-only bi-monthly NCPIE E-News delivered to your in-box.

Please Contact [Deborah Davidson](#), if you have any questions regarding membership or if you need another copy of the 2017 membership dues invoice.

Board of Director Elections Update:

The NCPIE Board of Director Elections are underway. The deadline for the Call for Nominations was January 9. The Board Nominating Committee will meet soon to develop the ballots for the Consumer, Business and Healthcare Professional organizations sections. Ballots will be sent via email to NCPIE members in February.

Become a 2017 NCPIE E-News Sponsor

Add your company/organization logo here

Contact [Deborah Davidson](#) for details.

NCPIE Joins ASOP Global to Educate Providers and Patients about Illegal Online Pharmacies

In December, NCPIE joined as [partner](#) with 14 other national non-profit organizations and the [Alliance for Safe Online Pharmacies \(ASOP Global\)](#) for the launch of a new initiative to raise awareness of illegal online drug sellers and counterfeit medications by educating and enlisting the help of healthcare providers across the country.

ASOP Global also launched www.BuySafeRx.pharmacy where providers, patients and caregivers can quickly and easily verify

NCPIE is working on several new projects, in addition to continuing to build on several key ongoing initiatives:

COMING SOON: NCPIE's comprehensive, new website will launch at the end of March 2017. The new site will serve our key target audiences of patients, caregivers, the general public and healthcare professionals well into the future.

Leadership in Self-Care: a National Self-Care Action Plan - Priorities for Action Across an Ages & Life Stages Continuum is scheduled for completion in February, 2017. The Self-Care Action Plan/report will provide a framework for action, including a 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. As reported in the last issue of the *NCPIE E-News*, NCPIE convened an invitational project advisory team (PAT) meeting on September, 21, 2016 comprised of diverse stakeholders to seek their input and guidance on the development of a comprehensive National Self-Care Action Plan.

Adherence Improvement Training - NCPIE will continue to promote and encourage the use of "**Promoting Medication Adherence**," the new on-line training module for medical residents that NCPIE developed in 2016 with the American Medical Association's Introduction to the Practice of Medicine (IPM) residency training program. NCPIE will continue to advocate use of the module as a teaching resource for medical student education. NCPIE is also identifying other undergraduate, graduate and life-long learning opportunities across the health professions to advance similar education and training on adherence improvement.

Risk and Safety Communication / TalkBeforeYouTake.org - NCPIE will continue the implementation of **Talk Before You Take**, NCPIE's research-based partnership with the FDA - to stimulate and improve communication about prescription medicine benefits and potential risks between healthcare providers and patients. NCPIE will also publish the original research and numerous presentations on the **Talk Before You Take** website.

Educating Teens, Tweens & Young Adults - NCPIE will continue implementation and broaden outreach to additional youth service organizations to promote use of educational messaging from the [SCOUTStrong Be MedWise Award](#) for the responsible use of medicines. Developed by NCPIE and the Boy Scouts of America.

whether an Internet pharmacy website is safe and legal. ASOP Global and the Federation of State Medical Boards also worked with the U.S. Food and Drug Administration, University of California San Diego and LegitScript to develop "Internet Drug Sellers: What Providers Need to Know," a free online continuing education program (CME/CPE) for pharmacists and physicians.

Visit ASOP Global to learn more and access resources.

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Follow us on [twitter](#)

New Educational Campaign - "Over 50? Think Before You Drink" NCPIE plans to launch a national campaign to call attention to, recognize and avoid the risks of mixing alcohol with prescription and OTC medicines.

NCPIE's 32nd annual **"Talk About Your Medicines" (TAYM) Month** Each October, NCPIE casts a spotlight on a significant and growing medication safe use issue. The 2016 theme was **Let's Talk About Polypharmacy: America's Other Drug Problem.**

Click on the link directly below or here to view the [2016 Year in Review.](#)



2016 NCPIE YEAR IN REVIEW

Click on link above to view report and share it with your colleagues.



NCPIE/SAMHSA Project Final Report - Learnings from the 2016 College Campus Dialogues with Native American and Asian/Pacific Islander Students

From February - July, 2016, on behalf of the **Substance Abuse and Mental Health Services Administration (SAMHSA)**, NCPIE conducted a series of face-to-face and virtual dialogues with college students, staff and faculty about the incidence of prescription and other forms of substance misuse among students of color. Of particular focus in 2016 was outreach to **Native Americans /Alaskan Natives (NA/AN)** and **Asian American and Pacific Islanders (AAPI)** - populations that have not necessarily received extensive attention and focus with regard to these issues.

Since 2014, with support from SAMHSA, NCPIE served as a leader in convening and conducting campus dialogues for college students from **Historically Black Colleges and Universities (HBCUs)** in the DC-VA-MD region and **Hispanic, Latino/a** students.

Each NCPIE dialogue typically began with informal **Listen & Learn** sessions with the target audiences comprising of student leaders, faculty and campus administration to help focus in on the approach and facilitation of each dialogue. These sessions also provided an opportunity to address unique challenges of the different college campuses. During the 2016 Dialogues, Listen and Learn sessions were added after/post each of the campus dialogues .

All of the Campus Dialogues explored:

- The roles of culture, family history and life experiences and how they could influence decision-making about drugs and alcohol.
- Specific on-campus stressors or situations that may influence decisions to misuse medications.
- Whether substance abuse - and particularly prescription drug misuse and addiction - were considered problems among these students.
- Available resources and services on or near participating campuses that support mental health and substance abuse prevention, treatment and recovery.

Please contact Ray Bullman at bullman@ncpie.info if you are interested in receiving a copy of the comprehensive Final Report.

[*Support: This project was supported by a Task Order from the Substance Abuse and Mental Health Services Administration (SAMHSA), HHSP233201500297A.]

NCPIE wants to thank the NCPIE Team!

We would like to express our gratitude to the consultants that have teamed with the NCPIE staff during the year on a wide variety of projects. We are fortunate to be able to benefit from the expertise of this talented group of individuals during 2016.



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[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:**

December 1, 2016

[Making a difference one mL at a time: Safe use of liquid acetaminophen and ibuprofen](#)

November 1, 2016

[As biosimilars reach the shelves, patients need pharmacists' guidance](#)

NCPIE Staff -- In, Out & About

December 20, 2016 - NCPIE was invited to participate in a Facebook Chat "[Avoiding a Holiday Heart](#)" with NCPIE Board member, the American Heart Association.

December 13, 2016 - NCPIE Board of Directors teleconference meeting.

December 5-6, 2016 - Ray Bullman participated in the **Suboptimal Medication Use and Adherence Meeting** convened by PhRMA, Ronald Regan Building and Int'l Trade Center, Washington, DC

November 16, 2016 - Deborah Davidson participated in the National Consumers League Health Advisory Council, **Ensuring Consumer Access to Healthcare Conference**, National Press Club, Washington, DC.

Welcome! A Red Carpet Awaits:

NCPIE extends a warm welcome to 2 new members

[Healthline Media, Inc.](#), San Francisco, CA

As the fastest growing consumer health information site, with 65 million monthly visitors, Healthline.com delivers informative, easy to understand, and engaging health information content.

In October, NCPIE collaborated with Healthline.com and co-branded a series of six articles for consumers with a focus on medication safety management, including useful tips and advice. [Click here to view the articles:](#)

[Rx-Consultant, LLC](#), Columbus, Ohio

Rx-Consultant specializes in medication adherence and Chronic Disease Prevention Management, in conjunction with a patient's physician or healthcare provider. Rx-consultant offers a personalized health and wellness programs for prevention of chronic illnesses and 24/7 on-call service.

Click on the links above to learn more.



It's never too late to be a NCIPE Supporter!

We hope you will consider making a donation in your organizations' name or your own name to support the important work of NCIPE.

Donation levels begin at \$50.00.

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

NCIPE donors will be recognized on a dedicated page of www.talkaboutrx.org and in a future issue of the *NCIPE E-news*. Your contribution will help ensure that NCIPE 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 NCIPE to continue to develop award winning national consumer education outreach campaigns and messages.

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