

NCPIE
Stakeholders' Forum
Promoting OTC Literacy
Beyond the Classroom

Thursday, May 8, 2014

J.W. Marriott Hotel
Washington, DC

AGENDA



8:30-9:00 a.m.	Registration & Breakfast
9:00-9:30 a.m.	Welcome Wm. Ray Bullman National Council on Patient Information and Education (NCPIE) Rockville, MD
	Introductions Around the Room Each participant invited to share the most recent health or safety message their organization has disseminated to parents and children.
9:30-9:45 a.m.	Overview of the Day's Agenda Ellen Frank, NCPIE / Frank Communications
9:45-10:15 a.m.	Promoting Over-the-Counter Medicine (OTC) Literacy: A Systems Approach to Self Care R. William Soller, PhD Principal: sollerphd.com , Houston, TX Faculty: UCSF School of Pharmacy, San Francisco, CA
10:15-10:30 a.m.	Resource Sharing #1: Medicines in My Home Cindi Fitzpatrick, BSN, RN Safe Use Initiative U.S. Food and Drug Administration Silver Spring, MD
10:30-10:45 a.m.	Break
10:45-11:45 a.m.	The OTC Literacy Program: A Deep Dive Overview of the OTC Literacy program <ul style="list-style-type: none">• Scholastic's role• Target, reach, & promotion• Communication goals & learning objectives• Scope of resources• How teachers use the program Evolution of OTC Literacy program development <ul style="list-style-type: none">• Medicines & Me pilot test• Teacher & student focus groups (research & testing)• Integration of feedback into Year 2 of OTC Literacy Future Goals for Year 3 of OTC Literacy <ul style="list-style-type: none">• Increasing awareness & distribution of OTC Literacy• Outreach to new audiences of Administrators & community leaders• Case study video featuring OTC Literacy school/teacher/administrator• Timing & rollout of year 3

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Jessica Quinones
Editorial Director
Scholastic, Inc.
New York, NY

Krista Osterthaler, MPH
National Public Awareness and Outreach Manager
American Association of Poison Control Centers
Alexandria, VA

11:45-12:00 noon

Q & A; Discussion; take-aways from the morning

12:00-1:00 p.m.

Lunch / Networking

1:00-1:15 p.m.

Resource Sharing #2: The Generation Rx Initiative and Utilizing One of the Nation's Most Accessible and Trusted Healthcare Professionals

Kenneth Hale, PhD, RPh
Assistant Dean for Professional and External Affairs
The Ohio State University College of Pharmacy
Columbus, OH

1:15-2:15 p.m.

Reaching Youth, Families and Family Influencers Beyond the Classroom. Planning to Act.

Introduction: Natalia Martinez-Duncan
Senior Manager, Communications & Publications
Community Anti-Drug Coalitions of America
Alexandria, VA

Instructions: Barb Giniger Cooper
Principal
Cooper Communications
Silver Spring, MD

Participants strategize about the integration and roll-out of an **OTC Literacy** program at the national, state and local community levels. Assuming the role of a collaborative marketing and outreach team, each breakout table will create and present a plan of action.

2:15-2:30 p.m.

Break

2:30-3:30 p.m.

Breakout Report Back | Assimilating What We Heard | How Can Your Organization Incorporate & Promote the OTC Literacy Program?

3:30-3:45 p.m.

Next Steps

- About the NCPIE **OTC Literacy** Implementation Grants Program
- Learnings from the Forum: An Online Guide for Organizing, Promoting and Conducting an **OTC Literacy** Program

4:00 p.m.

Parting Thoughts; Adjourn