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NCPIE *enews*

National Council on Patient Information and Education

NCPIE Staff/Email Addresses

January/February 2017

W. Ray Bullman: bullman@ncpie.info

Executive Vice President

Deborah Davidson: ddavidson@ncpie.info

Sr. Director, Member Relations & Special Projects

Tiguidanke Bangoura: tbangoura@ncpie.info

Office Manager

General Information: ncpie@ncpie.info

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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Is Your
Organization/Company
Logo Up-to-Date?

Please visit the [NCPIE Membership Roster](#) page and look at your organization link and logo. If the logo needs to be updated please email your updated logo in JPG or PNG format to [Deborah Davidson](mailto:Deborah.Davidson@ncpie.info).

Become a 2017
NCPIE E-News

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](#) if you have news you would like to share in an upcoming issue of the NCPIE E-News relative to the NCPIE mission - **which is to stimulate and improve communication of information on the appropriate use of medicines to consumers and healthcare professional.**

2017 promises to be another fulfilling year dedicated to the 35th year of the NCPIE Mission to:

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" 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

NCPIE Celebrates 35th Anniversary

Coming Soon:
NCPIE's New Website Nears Launch Date!

Sponsor

Add your company/organization logo here

Contact [Deborah Davidson](#) for details.

News - You Can Use

February 16, 2017

[Pharmacists team up with health plan to boost adherence](#)

February 3, 2017

[Using Vitamins, Herbals, and Other Dietary Supplements Wisely](#)

January 27, 2017

[Race, gender plays a role in college students' misuse of prescription stimulants](#)

Do you want more news you can use? Visit [TalkAboutRx.org](#) and bookmark the [Latest News](#).

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NCPIE's New Logo Unveiled:



National Council on Patient Information and Education
Working together to promote safe medicine use

NCPIE's comprehensive **new website** is scheduled to launch at the end of March 2017. The website will enable NCPIE to build on its 35 year legacy of raising awareness about the role of enhanced

patient-health professional communication in promoting good health and the safe and appropriate use of medicines. The new site will be easy to navigate and will serve our key target audiences of patients, caregivers, the general public and healthcare professionals well into the future. The "Be Medwise" in the new logo is action-oriented, unifying and clearly encompasses the safe and appropriate use of all medicines (both Rx and OTC). **Be Medwise will also serve as NCPIE's new URL ([bemedwise.org](#))**. When the website launches, visitors will be redirected from [talkaboutrx.org](#). The development of the new website was made possible with support from **Johnson & Johnson Consumer Inc.**

NCPIE National Self-Care Action Plan - Priorities for Action Across an Ages & Life Stages Continuum

NCPIE's National Self-Care Action Plan and Priorities for Action Across an Ages & Life Stages Continuum is in the final development and review stages and is scheduled for release in March. The Self-Care Action Plan 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 prior issues 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.

Support for development of the Self-Care Action Plan was provided by Pfizer Consumer Health.

NCPIE Will Collaborate with the Convenient Care Association (CCA) on an Adherence Improvement Training Webinar

As part of NCPIE's efforts to continue to advocate education and training on adherence improvement, NCPIE will collaborate with the **Convenient Care Association (CCA)** (a NCPIE Board Member), on an Adherence Improvement Webinar in June for CCA's healthcare professional members (pharmacists, nurse practitioners and

physician assistants). The webinar is a next step following the development of "Promoting Medication Adherence," the 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.

Consumers' Knowledge of Acetaminophen Safe Use at All-Time High According to CHPA Foundation Survey

A growing number of Americans know how to safely use medicines containing the most common drug ingredient in the U.S. A new nationwide survey conducted by the **Consumer Healthcare Products Association (CHPA) Educational Foundation** (a NCPIE Board Member) shows a positive trend over the past six years: more people than ever are aware of how to use products containing acetaminophen safely and effectively, while avoiding the risks of accidental overdose and liver damage.

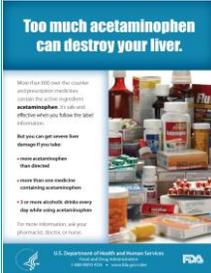
Findings include:

* More consumers agree it is "important not to exceed the dosing directions on the label" of pain relievers (increased to 96 percent in 2016 from 90 percent in 2010).

* More consumers understand that "exceeding the recommended daily dose of acetaminophen may lead to liver damage" (increased to 90 percent in 2016 from 78 percent in 2010).

Educational efforts from healthcare providers, patient organizations, manufacturers, and government agencies have all played a part in this trend in awareness. CHPA Educational Foundation is a founding member of the Acetaminophen Awareness Coalition, which established the Know Your Dose campaign in 2011 to educate consumers on how to safely use medicines that contain acetaminophen. Other acetaminophen safe use and medicine safety programs launched in the past few years include FDA's Safe Use Initiative, Johnson & Johnson's Get Relief Responsibly, National Consumers League's Life Smarts, and National Council on Patient Information and Education's MUST for Seniors. [Read More](#)

Help Promote FDA's Ongoing Safe Use of Acetaminophen Educational Effort



The U.S. Food and Drug Administration (FDA) (non-voting liaison to NCPIE's board), would appreciate your organization's support of their ongoing **Safe Use of Acetaminophen** effort to educate the public on the proper use of over-the-counter (OTC) medicines and to warn that taking too much acetaminophen can destroy the liver. The FDA's [Using Acetaminophen and Nonsteroidal Anti-inflammatory Drugs Safely](#) web page features several multi-media

educational resources for use by educators, health care professionals, and consumers. The FDA also participates on the Acetaminophen Awareness Coalition.

Upcoming Health Awareness Dates and Member Updates

March 19-25, 2017 Safe medication storage and use is one way to be a safe patient and protect the ones you love! Join us in observing [National Poison Prevention Week](#). [Click here](#) for the [Up & Away](#) social media toolkit which contains graphics and messaging (in both English and Spanish!) to help your organization spread the word about the importance of keeping all medications up and away and out of sight and reach of young children. Share these posts via social media using the hashtags #MedsUpAway and #NPPW.

March 12-18, 2017 is National Patient Safety Awareness Week, an annual initiative of the National Patient Safety Foundation (NPSF). This year's [United for Patient Safety campaign](#) focuses on making patient safety an everyday priority. Join NPSF for the "What Patients Want (and Need) to Know" Twitter chat on Tuesday, March 14 at 1:00 PM EST. Use hashtag #PSAW17chat to make your voice heard!

NCPIE Member News

Did you know? The Generic Pharmaceutical Association (GPhA) (a NCPIE founding member) is now the [Association for Accessible Medicines \(AAM\)](#).

Lee Rucker is Guest Speaker on Health Navigator NY January Podcast

On January 23, 2017, Lee Rucker, M.S.P.H., NCPIE Senior Advisor, was a guest on a Health Navigator New York Podcast: "**Health Navigator NY - Hidden Resources**." The Podcast explores hidden, reputable resources consumers can use, particularly when it comes

to medication questions. [Click here to listen to the Podcast.](#)

Health Navigator NY, is a multiplatform project developed by WCNY to help New Yorkers navigate the health care system and engage in the management of their own health care needs. Health Navigator NY is supported by the New York State Health Foundation (NYS Health). WCNY is Central New York's own member-supported public broadcasting station.

[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:

January 1, 2017

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

February 1, 2017

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

NCPIE Staff -- In, Out & About

February 24, 2017 - Deborah Davidson and Lee Rucker, NCPIE Senior Advisor, participated in the Pan Foundation Cost Sharing Roundtable, Kaiser Family Foundation, Washington, DC.

February 15, 2017- Ray Bullman participated in the Acetaminophen Awareness Coalition Meeting, Washington, DC.



Become a 2017 NCPIE Supporter!

We hope you will 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.

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

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.

Visit www.talkaboutrx.org and look for the "[Support NCPIE](#)" [button](#) to make your contribution today!