# NCPIE Stakeholders' Forum

## Thursday, May 8, 2014

J.W. Marriott Hotel Washington, DC

**AGENDA** 

Promoting OTC Literacy

Beyond the Classroom

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: <u>sollerphd.com</u>, 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

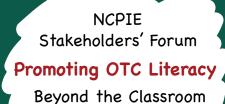
- Scholastic's role
- Target, reach, & promotion
- Communication goals & learning objectives
- Scope of resources
- How teachers use the program

#### Evolution of OTC Literacy program development

- 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

- 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

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