

2022 Talk About Your Medicines Month Social Media Toolkit



For over 35 years, October has been observed as Talk About Your Medicines Month (TAYMM). Started by the BeMedWise Program at NeedyMeds (formerly National Council on Patient Information [NCPIE]), this awareness month is an annual opportunity to spotlight safe medicine use with the goal of improved health outcomes.

The TAYMM theme for 2022 is *Medication Safety & Aging*. The goal is to provide tools so older adults can stay safe when it comes to their medications.

Bodies change as they age. An important part of maintaining health is understanding how these changes affect the medicines you take. This is true for both over-the-counters as well as prescriptions.

This October (and beyond) the BeMedWise Program at NeedyMeds urges you to encourage and empower every consumer, patient, and caregiver in your community — regardless of age — to safely use medication.

This TAYMM Social Media Toolkit - including sample posts - will hopefully make it simple for you to spread the word. Please note, social media images are provided separately.

Sample Posts for Facebook

- October is Talk About Your Medicines Month. The theme for 2022 is Medication Safety & Aging, and we are working to set patients up for success with reducing the risks and boosting the benefits while maintaining their health. Bodies change as we age, and many older adults take three or more medications each day. BeMedWise/NeedyMeds also has resources and tools to promote better adherence.
<https://www.bemedwise.org/talk-about-your-medicines-month/>
- Medication management for older adults is important because aging bodies respond to medicines differently. Changes in the digestive system can affect how fast medicines enter the bloodstream. The circulation system may slow down, which affects how fast drugs get to the liver and kidneys. The liver and kidneys may work more slowly, affecting the way a drug breaks down and is removed from the body. As a result, medicines will stay in the body longer which can cause more severe side effects.
<https://www.bemedwise.org/talk-about-your-medicines-month/>
- How many times have you been prescribed a medication only to realize later you're unsure about possible side effects? Or the correct dose? Or potential risk? Have you ever felt too embarrassed — or rushed — to ask questions about your medication? Your health depends on good communication. One of the best ways to communicate with your healthcare team is by asking questions. Use a checklist and take notes before, during, and after your doctor's visit to make sure your concerns are addressed.
<https://www.bemedwise.org/talk-about-your-medicines-month/>
- Medication management for caregivers of elderly loved ones can be challenging. Familiarize yourself with common medicine use problems and use this guide as a starting place for helping an older adult or parent use medicine safely and effectively.
<https://www.bemedwise.org/talk-about-your-medicines-month/>

Sample Posts for Twitter

- It's Talk About Your Medicines Month. Let's spread the word about Medication Safety & Aging. <https://bit.ly/3qWMNea> #TAYMM #TalkAboutYourMedicines #MedicationSafety
- Bodies change as they age. These changes affect the meds you take. Learn about it. <https://bit.ly/3qWMNea> #TAYMM #TalkAboutYourMedicines #MedicationSafety
- Educate yourself about medicine-related terms and reading medicine labels. It's simpler than you think. <https://bit.ly/3qWMNea> #TAYMM #TalkAboutYourMedicines #MedicationSafety
- Learning medicine-related terms and reading your medicine labels are crucial steps in using medications safely as we age. Those who understand their meds are more likely to take them. <https://bit.ly/3qWMNea> #TAYMM #TalkAboutYourMedicines #MedicationSafety

Tag: [@BeMedWise](#) and [@NeedyMeds](#)

Hashtags: #TalkAboutYourMedicines; #TAYMM; #MedicationSafety