

## SAMPLE

**FOR IMMEDIATE RELEASE**

Contact: [INSERT NAME, TELEPHONE NUMBER/E-MAIL ADDRESS]

## MEDIA ALERT

### **Community Workshop to Educate Consumers about How to be “Medicine Smart™”**

- WHAT:** [INSERT NAME of COMMUNITY ORGANIZATION] is holding a free workshop to educate patients and caregivers in [INSERT TOWN/COUNTY] about safe medicine use and encourage patients to routinely review and discuss medicines with their healthcare providers. This program is part of the 23<sup>rd</sup> Annual “Talk About Prescriptions” Month observance, sponsored by the National Council for Patient Information and Education (NCPIE) to promote safe and appropriate medicine use through improved medicine communication among patients, caregivers and healthcare professionals.
- WHEN:** [INSERT DATE AND TIME]
- WHERE:** [INSERT LOCATION AND ADDRESS; INCLUDE PARKING INSTRUCTIONS, IF APPLICABLE]
- WHY:** According to recent data from the U.S. Centers for Disease Control and Prevention (CDC), patients in the United States made over 1.1 billion visits to physician offices and hospital outpatient and emergency departments in 2006. That’s an average of four visits per person per year. During that same year seven out of 10 visits (70 percent) had at least one medication provided, prescribed, or continued.<sup>1</sup> Conservatively, the Institute of Medicine, in a recent report concludes that there are at least 1.5 million preventable adverse drug events (ADEs) in the U.S. each year – and it may even be much higher.<sup>2</sup>

To help combat preventable adverse drug events, particularly those triggered by taking prescription or over-the-counter (OTC) medicines that do not work safely when taken together or taking too much of the same active ingredient, the [XYZ organization in City, State] has joined the **National Council on Patient Information and Education (NCPIE)** to help consumers learn how to be “**Medicine Smart™**” during the 23<sup>rd</sup> annual “**Talk About Prescriptions**” Month observance whenever medicines are part of the treatment regimen.

One of the key messages to consumers for this year’s “**Talk About Prescriptions**” Month observance is, if you are taking a medicine -- and especially if you are taking several medicines at the same time, including prescription or over-the-counter (OTC) -- it's important to keep a current list of all of the medicines you are taking, including the doses and how you take each medicine; and be sure to include vitamins, dietary supplements, or herbal remedies,” said Ray Bullman, NCPIE’s Executive Vice President. “Sharing your updated medicine list with your doctor, physician assistant, or nurse practitioner at every medical visit, and providing a copy to the pharmacist can go a long way in promoting safe and appropriate medicine use,” noted NCPIE’s Bullman

For more information about safe and appropriate medicine use, visit [www.talkaboutrx.org](http://www.talkaboutrx.org)

**WHO:** [LIST NAMES OF KEY PRESENTERS, SPONSORS AND SPOKESPERSONS, INCLUDING TITLES AND AFFILIATIONS].

# # #

**References**

<sup>1</sup>Centers for Disease Control and Prevention, Online Media Release, August 06, 2008; See <http://www.cdc.gov/media/pressrel/2008/r080806.htm>; Contact: CDC/NCHS Office of Communication, Phone: 301-458-4800

<sup>2</sup>Preventing Medication Errors: Quality Chasm Series. Committee on Identifying and Preventing Medication Errors, Institute of Medicine. See <http://www.iom.edu/CMS/3809/22526/35939.aspx>

***Editor's Note:*** Local news photographers and videographers are welcome from [INSERT TIME] on [INSERT DATE] to [INSERT PHOTO OPPORTUNITY, FOR EXAMPLE, TO PHOTOGRAPH LOCAL RESIDENTS SHARING INFORMATION, ETC.]