VISION
Happier, healthier lives through responsible self-care

MISSION
To be the trusted source of information on the responsible use of consumer healthcare products including over-the-counter medicines and dietary supplements

GOAL
Safe use, storage, and disposal of over-the-counter medicines and dietary supplements
Thanks to your support, 2015 was a successful and truly “foundational” year for the CHPA Educational Foundation.

With our new vision, mission, and board of directors in place, we launched a new consumer brand, KnowYourOTCs.org, that aligns with our mission and gives consumers confidence in their use and handling of OTC medicines.

As consumers take on more responsibility for their own healthcare, they need clear, credible information about self-care options. KnowYourOTCs.org helps consumers understand how to safely use, store, and dispose of OTC medicines. It delivers information to consumers in clear, simple language and an easy-to-navigate site. KnowYourOTCs.org has proven successful, with double the repeat visitors and increased time on site. In 2016 we will build upon this new resource by further expanding our content to include even more ingredients and product categories.

Another key milestone was the release of our first-ever national survey on consumer knowledge and sentiment with respect to safe use, storage, and disposal of OTC medicines. Conducted by Harris Poll, the data identify areas where consumers need education and resources, and thus inform our programming and partnerships. In addition, this benchmark will allow us to measure our ability to improve knowledge and change attitudes and behavior in the long-term.

Our educational campaigns and programming have delivered great results this year. Through targeted strategies and new creative content, we reached new audiences and engaged new partners. We added four new patient and provider group partners, we worked with 12 new bloggers, and we saw 100 percent partner participation in our flagship campaigns Know Your Dose and Up and Away.

Collectively, our efforts are helping to increase safe use of OTC medicines. This fall Pediatrics, the official journal of the American Academy of Pediatrics, reported that emergency department visits for unsupervised medication exposures in young children have declined approximately 6.7 percent annually since 2010. This encouraging trend aligns with the launch of our Up and Away campaign. In addition, data from the Rocky Mountain Poison and Drug Center released this year shows that adult exposures reported to national poison centers involving over-the-counter acetaminophen combination products have decreased by 30.4 percent from 2008 to 2013. This encouraging trend aligns with the launch of our Know Your Dose campaign. Education is making a difference.

This year we’ve established the tools and resources that lay the foundational groundwork for continued long-term growth and achievement. We’ve grown our base of support, which this year includes nine new financial contributors and three in-kind contributors. We thank the consumer healthcare products industry for its support and invite the full CHPA membership to join us in helping create happier, healthier lives through responsible self-care.
The foundation’s flagship educational campaigns are having a demonstrable impact on the safe use of over-the-counter (OTC) medicines.

Emergency department visits for unsupervised medicine exposures in young children have **DECREASED** an average of 6.7 percent each year since 2010.

Adult exposures to acetaminophen combination products reported to national poison centers have **DECREASED** by 30.4 percent since 2008.
2015 Foundation Annual Report

CHPA EDUCATIONAL FOUNDATION

By the numbers

- 3 new in-kind contributors
- 4 new patient and provider group partners
- 9 new financial sponsors
- 100% coalition participation in our flagship campaigns

Resulting Impact

GENERATED

155 MILLION

media impressions targeting consumers, healthcare providers, and stakeholders with messages of safe use, storage, and disposal

DISTRIBUTED

707,804

educational materials

Engaged more than 800,000 consumers and healthcare providers

Collaborated with more than 50 nationally recognized organizations representing doctors, nurses, physicians assistants, pharmacists, and consumers
With a new vision, mission, and goals, the foundation needed a platform to more effectively engage consumers.

We launched a new consumer brand and website that aligns with our mission and delivers real value to our consumers.

With the tagline “Take your healthcare personally” KnowYourOTCs.org gives consumers confidence in their use and handling of OTC medicines.

KnowYourOTCs.org helps consumers make sense of the right use, storage, and disposal of OTC medicines. It is an unbiased, one-stop, user-friendly resource that organizes information clearly and breaks down technical language to give consumers the facts they need.
We implemented a digital engagement strategy to complement our mobile- and search-optimized website. We reorganized content so it is easier to navigate and more engaging. And we’re regularly serving up content in social channels that is eye-catching, timely, and actionable. We unveiled the new website, brand, and accompanying social media handles at the CHPA Annual Executive Conference in March.

We’re maintaining impressive engagement rates and exceeding industry standards with a 184 percent increase in engagements on Twitter and a 28 percent increase in engagements on Facebook.

124%

increase in return visits to KnowYourOTCs.org (versus the previous website)

↑59%

increase in reader comments to blog posts
Increasing Visibility

Elevating the foundation’s prominence

**Visibility within the consumer healthcare industry**

We launched KnowYourOTCs.org at the industry’s premiere gathering, the CHPA Annual Executive Conference. To help promote the new brand, Healthgrades sponsored the foundation’s first Fun Run at the conference. More than 85 participants ran and walked in support of the foundation and prizes were awarded to the top first, second, and third finishers in both the run and walk divisions.

*Throughout the year, the foundation maintained a presence at CHPA’s major member meetings, hosting a booth at the Regulatory, Scientific & Quality (RSQ) Conference in May, Market Exchange in September, and Retail Immersion with CVS Health in November.*

more than 85 participants in our first Fun Run
Each year, the foundation works with prominent parent bloggers to disseminate a wide range of seasonal and topical advice on OTC medicine use. The program engages consumers and delivers our messages through personal anecdotes, humor, and good storytelling. Each month the bloggers post articles on a new topic – ranging from sunscreen safety to allergies to oral health.

We create infographics to accompany each blog topic and they are widely shared throughout social media channels.

**Visibility with partners**

New this year the foundation established a monthly newsletter, *OTC Connections*. Launched in April, the newsletter provides an outlet to regularly inform all our partners and supporters about the foundation’s good works.

**Visibility with parents**

Generated more than 9.8 million impressions via bloggers

- **11%** increase in readers sharing blog posts to Twitter
- **2,567** readers shared blog posts to Facebook
- **59%** increase in readers’ comments to blog posts
Safe use

The vast majority of adults agree it is important to read OTC medicine labels and do so regularly, especially when giving medicines to children under 12.

Safe storage

More than nine in 10 adults agree that safe storage of OTC medicine helps to prevent accidental ingestion in younger children (97 percent) and misuse or abuse in older children (92 percent).

Safe disposal

Nearly nine in 10 adults (89 percent) say the way in which someone disposes of unwanted or expired OTC medicines is important, with more than four in 10 saying “very important.”

KEY FINDINGS INCLUDE:

The foundation commissioned Harris Poll to conduct a national survey, “Consumer Attitudes on OTC Medicine Use, Storage, and Disposal,” to identify in what ways we need to further educate consumers. The results show that for the most part consumers are aware of why safe use and storage is important, but they need reinforcement to act on that knowledge. When it comes to safe disposal, however, there are real gaps in knowledge and consumers both need and want to be educated.

O N E  I N  T H R E E

parents, however, store medicines where children can access them

Y E T  T H R E E  I N  F I V E

have never sought information on how to dispose safely

Only six in 10, however, consult with a healthcare professional if they are going to use an OTC medicine other than how it is directed on the label.
Educating consumers on safe and responsible use.
The CHPA Educational Foundation, in collaboration with the CHPA Acetaminophen Task Group, is a founding member of the Acetaminophen Awareness Coalition and its Know Your Dose campaign to educate consumers on the safe use of acetaminophen. This year the campaign added a new coalition member, launched new creative advertising, and continued to effectively target consumers at the point of care, point of sale, and point of health-information seeking online.

Each year Know Your Dose reaches consumers via our expansive network of coalition members and partners. The coalition includes a dozen highly dedicated organizations and this year it added a new voice to its roster. In September, the coalition welcomed the Caregiver Action Network (CAN) and its 65 million members to the coalition. The foundation also joined the National Consumers League Health Advisory Council, which twice distributed news and information about the campaign this year.

The U.S. Food and Drug Administration (FDA) and FDA Safe Use Initiative remain instrumental voices, using social media platforms yearlong to spread our message.

We conduct two major educational pushes each year. Our spring/summer outreach included new creative focusing on the importance of reading and following the over-the-counter medicine label. Both educational pushes included digital ads, print ads, social media, traditional media, and radio interviews with coalition spokespersons. All coalition members were engaged in sharing the campaign’s educational messages.
Overall Impact

Our efforts are having a measurable impact. The Rocky Mountain Poison and Drug Center released data this year showing that adult exposures reported to The National Poison Data System involving OTC acetaminophen combination products have decreased 30.4 percent from 2008 to 2013.

EXPOSURE CASES

↓ 30.4%

UPDATED

KnowYourDose.org

GENERATED MORE THAN

500,000 impressions through donated space in journals and publications

Distributed more than 400,000 educational materials

TRAINED MORE THAN

2,700 healthcare practitioners on safe use of acetaminophen

25 radio interviews conducted

15% increase in Twitter following

Walmart

placed our materials on the shelves of 4,600 store aisles

100% of coalition members engaged
Through its Treat with Care Campaign, and in collaboration with the CHPA Pediatric Cough Cold Task Group, the foundation provides parents and caregivers the information they need to safely treat their children’s cough and cold symptoms with pediatric OTC cough and cold medicines.

In addition to featuring important information throughout KnowYourOTCs.org, the foundation used targeted paid search advertising, Facebook advertising, and paid content partnerships to reach parents of young children. These efforts generated 31 million total awareness impressions.

After viewing our messages, nine in 10 parents indicated they would read the OTC medicine label more closely.
Reminding parents and caregivers to keep children safe by storing medicines and vitamins up and away.
Nearly 60,000 children end up in the Emergency Department each year because they got into medicines when no one was looking.

The foundation’s Up and Away and Out of Sight campaign, in partnership with the U.S. Centers for Disease Control and Prevention (CDC) and its PROTECT Initiative, continues to remind parents and caregivers to keep young children safe by storing medicines safely.

A new approach: “From the eyes of a child”

This year Up and Away took a slightly different tactical approach and developed a new creative engagement strategy for each of its four seasonal campaigns. For Poison Prevention Week in March, National Safety Month in June, Grandparents Day in September, and holiday travel in December, we developed visual ads and materials in a themed concept tied to “from the eyes of a child.”
THE RESULTS

Our approached worked. We generated more than 13 million media impressions, nearly double the total for 2014. Additionally, 100 percent of the campaign members, including CDC and FDA, shared content through email and social media.

The Alliance for Aging Research secured Up and Away placards throughout the Washington, D.C. metro system.

Our messages were reported in national media including Baltimore Sun, Chicago Tribune, LA Times, Orlando Sentinel, and San Francisco Chronicle.

Health Media Network placed the campaign’s public service announcement on screens in more than 4,000 healthcare provider waiting rooms.

The American Association of Nurse Practitioners shared messaging in its daily SmartBrief and weekly e-bulletin reaching more than 100,000 subscribers.

Overall Impact

Our efforts are having a measurable impact. This fall, Pediatrics, the official journal of the American Academy of Pediatrics, published a study of government data showing that the number of emergency department (ED) visits for unsupervised medication exposures in young children, on the rise since 2004, peaked in 2010 and have been steadily declining by an average of 6.7 percent a year since 2010.
Reaching new communities & expanding partnerships around an unmet need
It is safe and appropriate to dispose of unwanted or expired OTC medicines in the household trash. The U.S. Environmental Protection Agency, the U.S. Drug Enforcement Administration, and FDA all support and promote this practice. As revealed in the foundation’s national consumer survey with Harris Poll, consumers need and want to be educated on how to dispose of OTC medicines.

**49%**

of adults wish they knew...

more about proper OTC medicine disposal

**only 58%**

of adults believe...

OTC medicines can be safely disposed of in the home

**62%**

of adults have never...

sought information about how to properly dispose of unwanted or expired OTC medicines

The foundation established a series of collaborative partnerships and projects to address consumer misperceptions and confusion.
Co-Branded Poster Distributed to Every Poison Center in the U.S.

This spring the foundation partnered with the American Association of Poison Control Centers (AAPCC) to educate consumers on how to safely dispose unwanted or expired OTC medicines. We developed a co-branded poster and distributed it to all 55 poison centers throughout the country. We’ve received photos of the posters on display in Walmart and CVS pharmacies.

Digital Components Added to KnowYourOTCs.org

In October, the foundation partnered with the National Council on Patient Information and Education (NCPIE) on its Talk About Your Medicines Month campaign. The two organizations developed social media tools educating consumers on safe medicine disposal, available on KnowYourOTCs.org.
Board of Directors

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Mary Leonard
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Jenni Roberson
Associate Director Communications & Media Relations

Elise Wingate
Manager Communications
Every donation helps us reach more consumers with our educational campaigns and messaging. If your company does not currently support the foundation, please contact us to learn more about how to get involved.

2015 Contributors

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2015 Expenses

- Programs: 77.22%
- General & Administrative: 22.4%
- Fundraising: 0.38%
SAVE THE DATE

November 14, 2016
6 p.m. Reception  |  7 p.m. Dinner
Rainbow Room, New York, NY