ACCESS
AFFORDABILITY
TRUST
EMPOWERMENT
2012 CHPA Year in Review

Access. Affordability. Empowerment. Trust. These four core pillars define the value of over-the-counter (OTC) medicines and guide CHPA’s work as the advocate for America’s OTC and dietary supplement manufacturers. Our industry has an important and evermore compelling story to share, and in 2012 your association reasserted the relevance and value of consumer self-care across a wide range of target audiences.

As we reflect on this year of accomplishment, it is striking the many ways that “access” was a central theme across the association’s program of work—for consumers, for the industry, and for our membership. And while the term “access” may elicit a cynical reaction by some, particularly critics of our nation’s political process, it’s important to remember that access is about information. CHPA endeavors to ensure that creating and sharing accurate, timely, and relevant information about the OTC and supplement industry remains its core priority. Information facilitates sound thinking and judgment—by consumers, by policymakers and regulators, by healthcare professionals and retailers, and by our members. With your support and engagement, CHPA has accomplished much in 2012, highlighted by:

- **Broadening Access to OTC Medicines:** With the launch of our Booz & Co. study, “The Value of OTC Medicines to the United States,” we shared powerful information documenting and quantifying the value of OTCs to our nation’s healthcare system. For example, our findings show that OTC medicines save the healthcare system $102 billion annually. These data were prominently cited when the U.S. House of Representatives approved legislation in June reinstating OTC eligibility in flexible spending arrangements.

- **Fostering Access to Policy-Making Insights and Information:** We worked closely with the FDA leadership to identify potential new approaches to facilitate Rx-to-OTC switches that benefit consumers and our nation’s healthcare system, and we monitored and/or influenced legislative developments affecting our industry in Congress and all 50 states.

- **Providing Access to Industry Education and Business-Building Opportunities:** Our four major meetings experienced record-breaking attendance in 2012 due in part to strong programs and speakers, and we expanded the association’s portfolio of educational offerings with the launch of a new webinar program that featured education on recall management and regulation of OTCs.

- **Ensuring Consumer Access to and Safe Use of Your Products and Services:** Through education, research, and advocacy we maintained consumer access to important OTC medicines without a prescription and enhanced the safe use of those products with new campaigns and voluntary initiatives. The CHPA Educational Foundation reached 200 million consumers via its *Up and Away and Out of Sight* campaign and was recognized with three prestigious awards, while the association’s groundbreaking social media campaign to prevent teen cough medicine abuse reached 750,000 teens who viewed our online videos and Facebook app.

Thank you for your continued membership and support of CHPA. Together, we are a stronger industry, and your association is proud to advocate for the vital role of consumer healthcare products in our society.

Scott M. Melville
CHPA President and CEO

Paul L. Sturman
CHPA Chairman of the Board
President and General Manager,
Pfizer Consumer Healthcare
CHPA strives to continually reinforce, quantify, and document the value of over-the-counter (OTC) medicines to strengthen their equity and credibility among key thought leaders and influencers. Throughout 2012, we supported broadening access to our members’ products and services in a number of ways, most notably through Your Health at Hand programming and our industry’s efforts to reinstate OTC eligibility in flexible spending arrangements.

**QUANTIFYING THE VALUE OF OTC MEDICINE TO THE UNITED STATES**

Through our strategic positioning initiative, Your Health at Hand, CHPA communicated to policy makers the value of OTC medicines through research, data, and stakeholder engagement.

The critical CHPA-sponsored research published this year was an economic study by Booz & Co. titled “The Value of OTC Medicine to the United States.” Released on January 31, the study shows how the availability of OTC medicines in seven major therapeutic categories contributes $102 billion to the U.S. healthcare system in annual savings relative to potential alternatives: $25 billion in drug cost savings and $77 billion in avoided clinical visits, among other key findings.

The Booz study serves as persuasive testimony about the value of OTCs and produced noteworthy news coverage in The Hill, Roll Call, Bloomberg News, The Tan Sheet, and The Washington Times. It served as impactful data presented in FDA testimony, congressional testimony, and international presentations. It also has been used by CHPA and our members in discussions with retailers, highlighting the value of the OTC category.

**DEMONSTRATING OTC TRUST DRIVERS AMONG CONSUMERS AND HEALTH PROFESSIONALS**

To further define the value of OTCs among core audiences and expand on the notion of OTCs as a “trusted” first line of defense, CHPA is working with data firms Nielsen and IMS to develop an “OTC Trust Scorecard.” The scorecard will quantify key trust attributes associated with OTC medicines through targeted surveys among consumers and healthcare professionals.

In the coming months, we’ll be presenting compelling survey data to the public and policy makers demonstrating why OTC medicines are widely trusted among both consumers and four types of healthcare practitioners.
FIGHTING TO RESTORE FSA ELIGIBILITY FOR OTCS

Over the past 12 months, CHPA has continued to be the lead advocate for reinstating OTCs as eligible expenses in flexible spending accounts (FSAs) and health savings accounts (HSAs).

In April, CHPA President and CEO Scott Melville testified before a House Ways and Means Subcommittee in support of reinstating OTC eligibility under tax-preferred accounts as part of a panel of healthcare providers and patient advocates.

Taking our message abroad, Melville spoke in June about the history of FSAs at the Association of the European Self-Medication Industry Annual Meeting in Nice, France. The conference brought together world leaders from consumer and patient organizations to address the potential for self-care to improve public health, increase efficiencies in the organization of healthcare systems, and yield significant social and economic benefits.

Throughout the year, CHPA encouraged more groups to commit to the Health Choices Coalition, which includes physicians, patient groups, and retailers, all dedicated to restoring OTCs to tax-preferred status. AARP, Walgreens, and the American Academy of Family Physicians all joined the Health Choices Coalition in 2012.

Marking a significant milestone for the industry, in June the U.S. House of Representatives approved the Restoring Access to Medication Act (H.R. 5842), which would restore OTC eligibility.

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Later in June, the United States Supreme Court’s ruling on the Patient Protection and Affordable Care Act kept the FSA provision intact, maintaining the disqualification of expenses for OTC drugs under HSAs and FSAs without a prescription. Given this decision, CHPA is even more determined to engage every level of government to focus policy makers’ attention on the essential role our members’ products play in making healthcare more affordable and accessible. CHPA worked closely with Senator Pat Roberts (R-Kan.) and Senator Ben Nelson (D-Neb.) on gaining support for their companion bill in the Senate. Senate passage is the next step toward securing this repeal and restoring healthcare options to Americans.

Broadening access to OTC medicines will remain a top priority for CHPA as we strive to affirm our industry’s significant role in self-care.
Fostering Access to Policy-Making Insights and Information

At CHPA, we don’t just embrace change, we work to facilitate it through access to policy-making insights and information. With this access, CHPA serves as an agent of change and innovation and helps protect the strength of the industry.

INFORMING FDA VISION OF RX-TO-OTC SWITCH

The accessibility of new technologies—and consumers’ rapid and growing adoption of them—holds promise for future switches. We’ve worked closely this year with FDA leadership to stress the importance of a progressive, responsive regulatory environment that should embrace the wide and growing array of health tools that can enhance consumers’ ability to select and use the right medication for them. Beyond the Drug Facts label, tools and technologies such as diagnostic tests, in-store kiosks, smart phones, and self-screeners can and should, on a case-by-case consideration, help enable future Rx-to-OTC switches.

CHPA showcased some of these technologies during a science fair held in December 2011 on the FDA campus in White Oak, Md. FDA leadership at the highest levels attended our fair, which provided excellent and intimate visibility for our members, their technologies, and the OTC industry.

On March 22, CHPA President and CEO Scott Melville testified at FDA’s public hearing, “Using Innovative Technologies and Other Conditions of Safe Use to Expand Which Drug Products Can Be Considered Nonprescription,” and submitted detailed written comments for public record. FDA convened the two-day meeting to obtain comments and information on a new paradigm it is considering to approve prescription drugs for nonprescription use under conditions of safe use. During his remarks, Melville emphasized that switching medicines from prescription to OTC status can save consumers time and money and expand their access to important medicines. He reiterated that there may be instances where enhancing the pharmacist’s role could be part of a condition for use. As with other available tools, this should be a data-driven exception and considered on a case-by-case basis by the switch sponsor to include in an application.

In addition, CHPA was successful working with Congress on the inclusion of language in the House report accompanying the Prescription Drug User Fee Act (PDUFA) Reauthorization (H.R. 5651), that encourages FDA to improve the Rx-to-OTC switch process, noting that Rx-to-OTC switches “are the primary source for expanding self-care into additional health categories.”
Looking ahead, CHPA will continue to work with FDA to consider ways to appropriately expand consumer access to safe and effective medicines using the technologies available in the marketplace today... and tomorrow.

**IMPACTING THE OTC REGULATORY ENVIRONMENT**

CHPA serves as a resource to regulators by providing access to research and experts to ensure that regulatory decisions are informed, transparent, and fair. In this process, we work with specialist organizations and industry groups to align the regulatory agenda with consumer health needs.

By joining efforts with other dietary supplement sister associations—the American Herbal Products Association, the Council for Responsible Nutrition (CRN), the Natural Products Association, and the United Natural Products Alliance—CHPA influenced FDA’s decision to rewrite its draft guidance for industry “Dietary Supplements: New Dietary Ingredient Notifications and Related Issues”. CHPA continues to work more closely with FDA to ensure clarity and facilitate compliance in developing guidance that is needed for the supplement trade to further protect public health.

CHPA President and CEO Scott M. Melville and President and CEO of CRN Steve Mister penned joint guest columns for two leading convenience store publications. The articles discussed the need for convenience store retailers to be on guard against unsafe and illegal products that rogue distributors sell as dietary supplements.

In October, CHPA co-hosted an educational seminar with FDA-CDER that drew more than 75 CHPA members and FDA participants at the FDA White Oak campus. Titled “OTC Products in a Social Media World: The Challenges and Opportunities,” the seminar featured regulatory (FDA and FTC) and industry experts, and CHPA staff. Speakers and panelists discussed the latest trends in social media communication, including the impact of social media on adverse event reporting activities, the use of social media by manufacturers and regulators, and FDA’s point of view on safety surveillance. CHPA will continue to partner with FDA on future seminars to encourage information exchange and ongoing dialogue around key areas of mutual interest.

In April and September, CHPA held an OTC Good Manufacturing Practices (cGMPs) training session for more than 25 CHPA member company staff. The session focused on FDA’s recent inspection findings and enforcement of OTC medicines, as well as quality risk-based and science-based approaches.

CHPA regulatory efforts this year have also included providing data to support the safety of external analgesics, working on alternative approaches to animal testing for anticaries ingredients, assuring workable approaches to child-resistant packaging for certain nose or eye drops, and monitoring California Proposition 65 issues.
MODERNIZING PRODUCT TESTING STANDARDS
Under a joint USP-FDA-CHPA project that began in January 2011, CHPA member teams have submitted data to improve testing standards for two key ingredients, acetaminophen and diphenhydramine, with more ingredients to follow. CHPA member teams also continue to provide guidance on stability testing for OTC Monograph products, in close coordination with the U.S. Pharmacopeia and FDA.

EDUCATING LAWMAKERS ABOUT OTC ISSUES
CHPA is at the forefront of learning about and creating solutions to new issues that may impact the OTC industry. By carefully monitoring the national, state, and local landscapes; participating in several coalitions with other stakeholders; and meeting regularly with members of Congress and their staffs; CHPA is dedicated to educating lawmakers about the value, safety, and efficacy of OTCs.

At the national level, CHPA is a member of the American Alliance for Innovation, a coalition of trade associations advocating for responsible modernization of the Toxic Substances Control Act. CHPA is also a member of the Coalition Against Organized Retail Crime, a group of retailers, manufacturers, and commercial carriers seeking legislation to increase penalties associated with acts of organized retail crime. CHPA monitors thefts of pharmaceutical cargo by working with the Pharmaceutical Cargo Security Coalition, which alerts its membership immediately in the event of a theft of pharmaceutical cargo in transit or in a warehouse. And we are a founding member of the Alliance for a Stronger FDA, a coalition of stakeholders advocating for increased funding for FDA to carry out its core responsibilities.

At the state and local levels, lawmakers in 2012 legislated on a wide range of issues from chemicals in children’s products in Minnesota, sales tax exemptions in Kansas, liability limitations in Michigan, and driving under the influence of OTCs in New Hampshire to regulating products containing genetically engineered ingredients and establishing drug take-back programs in a California county. On each of these issues, CHPA worked diligently to educate legislators about the safety of OTC medicines, their importance in the daily lives of consumers, and the harms of excessive regulation.

In the 2013 legislative session, CHPA will continue to find solutions to current issues, prepare for new issues, and educate new lawmakers.

We will continue to foster access to policy-making insights and information—from FDA and Capitol Hill to the 50 state capitals to local government—as we remain a committed advocate on behalf of our members to regulators and legislators.
Providing access to business-building opportunities and education is a core CHPA offering. We provide an extensive line-up of new education programming, networking, and professional development offerings through training workshops, online webinars, and conferences throughout the year.

**DELIVERING VALUE THROUGH EDUCATION**

This year your association launched a new webinar series to provide education through a convenient, online format focusing on timely industry topics. To date, we’ve hosted two webinars: June’s “Recall Management: Preventing a Recall from Becoming a Crisis” and September’s “Inside OTCS: Legal and Regulatory 101”—together engaging more than 300 member participants.

Each year, CHPA hosts national conferences focused on industry education and networking, striving to provide best practices, inspirational keynotes, and thought-provoking sessions. In 2012, we developed meeting-specific micro-websites to provide a more robust, comprehensive member experience. Each website highlights the meeting theme, design, and targeted content for each event.

Bringing together more than 300 consumer healthcare executives from across the country, the **2012 Annual Executive Conference (AEC)**, March 8-10 in Bonita Springs, Fla., focused on the theme “Game Change.”

The education sessions featured experts discussing the new economic, political, media, and regulatory landscapes in consumer healthcare, including a session on leadership from Pulitzer Prize-winning Author and Presidential Historian Doris Kearns Goodwin. A new AEC component included two concurrent educational sessions, one highlighting healthcare reform and the other looking at retail strategy through the eyes of Walgreens executives. Participants also had multiple opportunities throughout the conference to connect through engaging networking receptions.

During the **2012 Regulatory and Scientific Conference (RSC)**, May 10-11 in Washington, D.C., attendees explored the evolution of self-care. More than 200 CHPA members and FDA attendees listened to keynote speaker FDA’s Center for Drug Evaluation and Research (CDER) Director Janet Woodcock as she discussed significant issues facing the OTC industry. Michael Rogers, principal at the *Practical Futurist*, talked about how trends in healthcare, technology, social media, and science can enhance the innovation process in the self-care industry. In addition, multiple panels spoke about the OTC medicine benefit/risk evaluation factors, safety surveillance, and OTC medication behaviors in the elderly, among other topics.

“For as long as I’ve been coming to AEC, it has provided me with something new to think about both professionally and personally.”

- 2012 AEC attendee
**CHPA’s Market Exchange (MX)**, Sept. 12-13 in Parsippany, N.J., connected more than 300 CHPA members in face-to-face, 20-minute, business appointments with existing and prospective customers. Day one featured operations and service provider companies while day two featured marketing and media companies. Two education sessions on the “Consumer Path to OTC Purchase” featured marketing, social media, and digital experts discussing important consumer perspectives in their respective areas of expertise. Topics ranged from multicultural considerations and market research, to the digital and social media influences on consumer thinking and purchasing behavior.

On October 9, in Charlotte, N.C., the **CHPA Presidents’ Forum** joined Family Dollar President and Chief Operating Officer Mike Bloom, and Chief Marketing Officer Paul White to tour a Family Dollar store, learn about the company’s targeted consumer demographic, and explore OTC and nutritional supplement growth opportunities.

On October 24, in Wheeling, Ill., the **2012 Business Development Conference (BDC)** took us into the world of the Walgreens Co., fully immersing attendees in their retail strategies, expansion opportunities, and sales components. More than 250 CHPA members and guests listened to a dozen Walgreens executives expound upon various aspects of their business. Multiple networking opportunities also allowed participants to confer exclusively with Walgreens’ senior management team.
ENHANCING MEMBERSHIP STRENGTH

CHPA’s strength stems not only from our commitment, but our membership as well. In 2012, your association added six new Active members and 12 new Associate members, including new additions to the consulting, media, and ingredient manufacturing categories.

While growing our membership base, we also developed marketing materials for CHPA member companies to enhance their visibility and increase their access to potential business opportunities. We will soon be distributing a new membership certificate and “CHPA Member” logo for all members to display in their office lobbies, post on their websites, and use in presentations. CHPA also created an “Associate Member Spotlight” section on CHPA’s website to provide additional visibility to Associate members, by category, on a rotating basis.

UPGRADING CHPA’S MEMBER COMMUNICATIONS AND WEBSITE

This year CHPA upgraded member and external communications to stay aligned with member needs as well as the demands and opportunities of our digital ecosystem. CHPA used a member communications survey and audit as the basis for much of our improvements—we wanted members to help assess and improve CHPA’s public communications vehicles. With your input, your association revamped weekly, monthly, and quarterly member communications vehicles with streamlined branding and more timely and targeted content. We also updated all content across CHPA’s external and members-only websites, ensuring timely and relevant information for website audiences.

CHPA also has begun working with a highly experienced strategic web development and interactive technology firm to overhaul and upgrade the main CHPA website, chpa-info.org. The new site will offer improved functionality, streamlined content, and will officially launch in 2013.

We will continue to provide our members essential access to business-building opportunities to inspire creativity and innovation, leverage networking with industry peers, and stay apprised of the latest industry trends and education.
Ensuring Consumer Access to and Safe Use of Your Products and Services

A significant part of CHPA’s mission is to ensure consumers have access to OTC medicines that they rely on every day and to promote the safe and effective use of those medicines.

During 2012, CHPA remained steadfast in advocating a regulatory and legislative agenda that preserves consumers’ ability to access the medicines they need, when they need them, while preventing misuse or abuse of select products through targeted education, intervention, and product innovation. Through our commitments the OTC industry has helped ensure responsible use of its products and has prevented unnecessary restrictions on access.

PRESERVING ACCESS TO COLD AND ALLERGY MEDICINES

More than 18 million American families rely on cold and allergy medicines containing pseudoephedrine for relief. In 2012, CHPA continued to work toward stopping the illegal sales of pseudoephedrine, a safe and effective active ingredient that can also be illegally used to manufacture methamphetamine. Through robust, targeted efforts, CHPA is working with states to find effective solutions that provide continued access to popular cold and allergy medicines while stopping criminals from purchasing these medicines.

In its efforts to preserve consumer access to these important cold and allergy medicines, the association has partnered with the retail community, healthcare providers, the business community, and patient advocacy groups to advocate striking the right balance between punishing criminals and preserving access for families who rely on these medicines.

This year also brought an expansion of the network of states utilizing the National Precursor Log Exchange (NPLEx), now required by law in 24 states—up from 17 in 2011—to provide retailers with the ability to stop illegal purchases of pseudoephedrine in real-time, at the sales counter. Our industry’s efforts to prevent illegal sales through NPLEx provides law enforcement with an additional tool to fight meth-related crime. Importantly, not a single state passed legislation requiring these medicines be obtained only by prescription in 2013, a legislative overreaction that punishes consumers without solving the problem.

This fall, CHPA also launched an innovative, anti-smurfing educational campaign in Alabama and Kentucky. This voluntary program features posters designed for retail display that captures the attention of potential smurfers and relays a consequence of what they are about to do. The intent is to educate potential illegal purchasers about related criminal penalties and how the real-time, stop-sale system currently used by retailers and law enforcement works. We believe this is an important next step in the industry’s efforts to fight back against the criminals and illegal activity related to this important healthcare product.

If you are buying cold and allergy medicines for a meth cook, you are committing a felony and putting someone else’s life at risk.

www.Meth-KnowTheConsequences.org
PREVENTING TEEN COUGH MEDICINE ABUSE

2012 was a landmark year for CHPA’s efforts to prevent teenage cough medicine abuse. While StopMedicineAbuse and our partner activities have historically focused primarily on raising awareness among and spurring to action parents and caregivers, this year we added a new weapon to our fight against cough medicine abuse. CHPA initiated a hard-hitting online campaign directly targeting teens, the population most likely to try this dangerous behavior.

By combining the leadership and expertise of the Partnership at Drugfree.org with the creative energy of one of the nation’s leading digital communications agencies to launch a viral teen campaign, CHPA’s teen dextromethorphan (DXM) campaign impresses upon teens the very real dangers and decidedly unglamorous effects of cough medicine abuse. The campaign targets teen “likely triers,” promoting via paid and earned media several online videos and a Facebook application that offer dissuasive messaging in a peer-to-peer format. Within 24 hours of launch, 7,000 teens had viewed our first video. Within the first five months, 750,000 teens had viewed our content. In this kind of campaign, organic sharing is a powerful indicator that our creative content is impactful. More than 32,000 teens have shared our campaign videos and the Facebook app, exposing more than 660,000 of their friends to our messages.

Marking a legislative milestone, on July 11, U.S. Senators Bob Casey (D–Pa.) and Lisa Murkowski (R–Alaska) introduced legislation to help combat teen cough medicine abuse. The Preventing Abuse of Cough Treatments (PACT) Act of 2012 prohibits the sale of OTC cough medicines containing DXM to teens under the age of 18 and further restricts the sale of bulk DXM. This legislation powerfully complements CHPA’s ongoing educational initiatives to raise awareness about this troubling behavior and we are working for its enactment.

More broadly, through paid and earned media, social media, digital content sponsorships, and an informational icon on all DXM-containing medicines, the StopMedicineAbuse campaign is ensuring that parents have the information they need to safeguard

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their home medicine cabinets and to speak with their teens about the dangers of cough medicine abuse.

The StopMedicineAbuse campaign includes collaborations with groups including The Partnership at Drugfree.org, Community Anti-Drug Coalitions of America, National Association of School Nurses, D.A.R.E. America, WebMD, Safe Kids Worldwide, the National Consumers League, the National Alliance for Hispanic Health, and the American Association of Poison Control Centers. Partner activities include town halls, leadership training workshops, communications toolkits, media, and online resources. The collective reach of these activities in 2012 will exceed 235 million impressions.

As we continue to share information with the public, we are proud to point them to our newly designed StopMedicineAbuse.org. On September 4, we launched a revamped site that is filled with new resources for parents and other stakeholders. The site was redesigned to improve functionality and user interfacing. It also integrated improved mechanisms for capturing and measuring parent engagement.

To further engage parents, we continue to invigorate our Five Moms campaign with new moms and events, including Capitol Hill visits and integration with our partner programs.

CHPA also led an international effort on behalf of the World Self-Medication Industry to assure continued access to DXM as a safe, effective ingredient when used as directed. Working with leading experts, your association was successful at the World Health Organization in preventing a multi-step, multi-organization process to list DXM as an internationally-controlled substance.
ENSURING SAFE USE OF THE MOST COMMON DRUG INGREDIENT

The makers of OTC single-ingredient liquid pediatric acetaminophen completed the transition to a single concentration across all brands in 2012. This effort standardizes dosing and prevents dosing errors in children. Manufacturers also added flow restrictors to infants’ as well as children’s medicines to prevent accidental ingestion.

All pediatric products also come with age-appropriate dosing devices—syringes for infants’ acetaminophen and dosing cups for children’s acetaminophen—for improved dosing accuracy. CHPA members supported education and advertising campaigns to ensure parents, caregivers, and healthcare providers were familiar with the new concentration, dosing, and packaging change.

In collaboration with the Acetaminophen Awareness Coalition (AAC)—a diverse group of healthcare provider associations, consumer organizations, the Food and Drug Administration and the Centers for Disease Control—CHPA reached more than 90 million adults with information about the safe use of acetaminophen through the Know Your Dose campaign. During spring and fall communications “rallies,” the AAC and Know Your Dose campaign pushed out educational safe-use messages to the chronic pain community in the spring and cold/flu sufferers in the fall. Messages targeted key audiences via websites, social media channels, e-newsletters, an educational video on YouTube, radio segments, print ads, and digital banner ads. In addition, a new Know Your Dose interactive educational game was launched, simulating the real-world decisions consumers make when taking medicines at different times throughout the day.
TREATING YOUNG CHILDREN WITH CARE
CHPA continues to embark on a rigorous research program affirming the safety and effectiveness of OTC pediatric cough and cold products.

In 2012, CHPA and its member companies continued to perform pharmacokinetic clinical studies in key cough and cold ingredients in children showing these ingredients are metabolized similarly to adults. The safety surveillance program, run by Rocky Mountain Poison and Drug Center, continues to thoroughly evaluate adverse events associated with cough and cold ingredients in children. The results reinforce the safety of these medicines, are awaiting publication, and have been shared with FDA. The clinical program continues as well, expanding the body of scientific evidence supporting use in children.

Through education, CHPA provided healthcare practitioners with tools and information to educate their patients on using these medicines.

We collaborated with the American Academy of Family Physicians (AAFP) on new and updated materials on the safe use of cough and cold medicines with children, including updates on their award-winning website FamilyDoctor.org. This collaboration provided two million educational brochures to more than 100,000 family physicians (AAFP members) for use in their practice.

To reach parents and caregivers directly, we ran an advertorial in Parents magazine that provided parents and caregivers with tips for giving medicines to children during cough and cold season. This information was also showcased via Parents’ e-newsletter and Facebook page.

This collaboration reached more than 100,000 family physicians.

Looking forward, CHPA is engaging with members and preparing for a proposed rule for pediatric cough cold ingredients expected from FDA at the end of the year.

EDUCATING CONSUMERS ON THE SAFE USE OF OTCS
The CHPA Educational Foundation’s mission is to provide education on the appropriate and safe use of OTC medicines and dietary supplements. Supported by CHPA members, the foundation continues to offer consumers important and timely guidance and tools via OTCSafety.org and its Facebook page and Twitter handle @OTCSafety. The site leverages multimedia content and social media to help build a better understanding of responsible medicine use among consumers of all ages.

Through tailored educational programs on safe and appropriate use, such as the Treat with Care initiative to teach parents how to properly give their children pediatric cough and cold medicines; the Know Your Dose initiative on acetaminophen safety; and the Up and Away and Out of Sight campaign with the U.S. Centers for Disease Control and Prevention (CDC) on safe storage of medicines, the foundation serves as a resource and educational outlet for important information on OTC medicines.
Since launching in December 2011, the *Up and Away and Out of Sight* campaign has generated more than 200 million impressions, which include print and radio public service announcements running throughout the country.

This year, *Up and Away* won three prestigious awards: the Public Relations Society of America Bronze Anvil Award of Commendation for *Up and Away*’s website; the National Capital Chapter PRSA’s Thoth Award for the website; and CDC’s Plain Language Communications award, bestowed as part of the “Center Level” internal awards competition. The CDC award commends campaigns that include language a listener or reader can understand the first time they hear or read it.

At every level of engagement, OTCsafety.org serves as the foundation’s comprehensive source of information on all issues related to safe and responsible use of OTC medicines. The website shares information from the U.S. Food and Drug Administration’s Safe Use Initiative and offers videos and content on a range of topics. In 2012, new videos on the safe use of OTC medicines while pregnant or nursing and on childproofing and safely storing medicines were added to the website.

Additionally, important and timely information on the changes to infants’ and children’s single-ingredient liquid acetaminophen as well as safe use tips for dietary supplements were recently showcased on the site. OTCsafety.org received nearly 365,000 visits from January 1 through October 2012. The foundation website also serves as a resources hub with several educational brochures that speak to issues for seniors, children, medicine storage, and medicine abuse. As of November, OTCsafety.org shipped more than 215,000 free educational brochures to physicians, nurses, schools, hospitals, and other healthcare providers.

As the healthcare landscape shifts and evolves, CHPA will continue to ensure consumer access to and safe use of our members’ products and services through targeted efforts and impactful solutions.
CHPA is Access.

For more than 131 years, CHPA has embraced its strategic imperative to serve as an effective and vital advocate for the consumer healthcare products industry.

Through access, CHPA fosters a positive regulatory climate, furthers public education, builds alliances with other professional groups, provides business-building opportunities, and works to ensure its members’ products and services are affordable and available to consumers across the country.

As we embark on 2013, we’ll continue to promote access, empower consumers, and play a vital role in self-care as an industry and as an association.
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