2017 IN REVIEW

NOW is the time
Mission
Happier, healthier lives through responsible self-care.

Vision
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.
How would you describe 2017 in one word or phrase as it relates to the foundation’s work?

Pivot. This year, the CHPA Educational Foundation adopted a strategic priority to be “the trusted source to trusted sources.” We have pivoted our strategy to place a greater emphasis on sharing the foundation’s educational messages and materials via sources that consumers trust, including healthcare providers, health and wellness organizations, patient advocacy groups, public health organizations, and peer-to-peer influencers.

What has been a highlight for the foundation this year?

To me, when the foundation adopted the theme of “trusted sources to trusted sources,” it helped provide a focus that we didn’t have before. I believe this strategic shift will yield exponential impact, especially as the foundation considers partners with national reach.

Why do you think “Now is the Time” is apt for this year’s annual report theme?

As the nation grapples with the future of healthcare in the U.S., responsible self-care has never been more critical. Now is the time for the foundation to expand and amplify its messages to empower consumers to lead happier, healthier lives with the help of over-the-counter (OTC) medicines and dietary supplements...as long as those healthcare products are used, stored, and disposed of safely. Now is the time to take our mission one step further.

What is the foundation’s New Year’s resolution?

Our New Year’s resolution is to take risks and push the envelope to elevate the urgency of our messages, and their impact on public health. With the ongoing support of the OTC medicine industry, we will continue to advance responsible self-care by championing acetaminophen safe use, by reminding parents that precise dosing matters when it comes to pediatric cough and cold medicine, and by relentlessly sharing the message that medicines must be stored up and away and out of sight to save young children’s lives. That is what we are all about.
2017 IMPACT

2017 was a hugely successful year for the foundation, thanks to the support of our donors and partners. We fine-tuned our focus on three comprehensive strategic priorities and adopted a tenacious mindset to accomplish our goals for the year. Through this lens, here is a snapshot of how we seized opportunities to deliver consumer education campaigns with growing reach and impact:

Collaborated with 50 nationally recognized organizations, including the U.S. Food and Drug Administration (FDA) and the U.S. Centers for Disease Control and Prevention (CDC)

Achieved 100% Coalition participation in Know Your Dose flagship campaign

Generated more than 200 million media impressions targeting consumers, healthcare providers, and stakeholders with messages of safe use, storage, and disposal

USE
Read and follow the medicine label

STORE
Safeguard your medicines

DISPOSE
Dispose of your medicines safely
**Education is Making a Difference**

The foundation’s flagship educational campaigns are having a demonstrable impact on the safe use of OTC medicines.

**SECURED**
20 new financial supporters

**TRAINED**
5 new healthcare provider spokespersons

**ENGAGED**
3 new healthcare provider professional societies

**DISTRIBUTED MORE THAN**
688,200

Educational materials to consumers and healthcare providers

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Emergency department visits for accidental unsupervised medicine ingestions in children 5 and under have DECLINED 20% since 2010.

Adult exposures to acetaminophen combination products reported to national poison centers have DECREASED 30.4% from 2008-2013.
Now is the time to strengthen the foundation’s financial position.

We engaged in a series of activities throughout the year that enhanced our fundraising capabilities and strengthened our relationships with donors.
The second annual CHPA Educational Foundation Gala took place November 15th at the Rainbow Room in New York City. The foundation increased gala contributions and sponsorships from 2016 levels, once again selling out the Rainbow Room and convening consumer healthcare executives to celebrate the foundation’s valuable work on behalf of the industry. We recognized members of our community whose partnerships with the foundation have supported its success and promoted responsible self-care for U.S. consumers:

Outstanding Community Partner of the Year Award
The U.S. Food and Drug Administration, Center for Drug Evaluation and Research

Distinguished Industry Partner of the Year Award
Walgreens

Industry Leadership Award for Advancing Responsible Self-Care
Bayer Consumer Health for its “HeroSmiths” campaign

Congratulations to this year’s winners and thank you to everyone who attended the second annual gala!
More than 80 CHPA members participated in the 2017 CHPA Educational Foundation Fun Run & Walk along the shore of Amelia Island, Fla., during CHPA’s 2017 Annual Executive Conference. In partnership with Healthgrades, Inc., the 5k/1k course took runners and walkers along the beach; participants watched the sun rise as they crossed the finish line. Thank you to everyone who joined us!
DELIVERING EMOTION

with a New Brand Video

This year, the foundation was charged with developing multimedia assets that showcase the value of our consumer education campaigns including the emotional impact of the public health issues the foundation addresses. We were able to capture one family’s harrowing story that drives home how critical safe medicine storage education really is. The Lucie family graciously retold their “close call” experience about OTC cold medicine being left out within reach of their young daughter. Fortunately, their outcome was positive, but it was a strong reminder to them—and to all parents and caregivers—about putting medicines up and away and out of sight every time. Thank you to the Lucie family for letting us share their story, which is included in a new foundation brand video that highlights the value of all the foundation’s campaigns to donors, and the important work we do on behalf of families across America.

Check out the video online

chpa.org/CHPAFoundationCE.aspx
In 2017, we advanced our consumer education campaigns on how to safely use, store, and dispose of over-the-counter medicines, driving traffic to KnowYourOTCs.org through highly targeted digital and social media outreach. Flagship campaigns Know Your Dose, Up and Away, and Treat with Care were complemented with a new educational campaign on the importance of the Drug Facts label in OTC pain reliever safe use.
REMINDING CONSUMERS TO

Double Check, Don’t Double Up!

The CHPA Educational Foundation, in collaboration with the Acetaminophen Awareness Coalition (AAC) and its Know Your Dose campaign, continues to educate consumers about how to safely use acetaminophen and the risks involved in taking too much. Through targeted direct-to-consumer outreach, sharing of our safe use messages by AAC members, and steady touch points with healthcare providers throughout the year, Know Your Dose made successful gains in 2017.

70 million impressions

We reached consumers and healthcare providers more than 70 million times using a mix of digital ads, social media, and a radio media tour during points of relevancy throughout the year when medicine safety is top of mind (such as cold and flu season).

We leveraged a diverse group of 8 health bloggers to share Know Your Dose messages to their audiences.

We partnered with three new healthcare provider professional societies:

- AMERICAN MEDICAL SOCIETY FOR SPORTS MEDICINE
- I AM HOME
- ELEVATING HOME

Our Twitter following (@KnowYourDose) grew by 26% compared to 2016.

100% of the AAC members participated in campaign activities and promotion.

Five new spokespersons joined our cadre of HCP experts:

- NURSE PRACTITIONERS
  - Diane Padden
  - Joyce Knestrick

- PHARMACISTS
  - Dr. Leigh Ann Ross
  - Dr. Amanda Jett
  - Ginger O’Toole

Consumers and healthcare providers clicked, commented, downloaded, liked, ordered, or shared our educational campaign materials 650,000 times throughout the year.

We distributed 676,000 materials to consumers and healthcare providers.
The foundation, in partnership with CDC and its PROTECT Initiative, reached more parents and caregivers than ever before with our safe medicine storage campaign. Together, we championed the critical importance of safe medicine storage during three rally points throughout the year: Poison Prevention Week in March, National Safety Month in June, and cold and flu season in December. Through a variety of fresh and innovative engagement tactics, Up and Away amplified its safe storage messages through PROTECT partner channels, providing an integrated approach to share educational content from sources trusted by parents and caregivers.

Our National Safety Month rally garnered 43 million consumer impressions, more than the 2015 and 2016 National Safety Month rallies combined—our single most successful rally yet!

Parents clicked, commented, downloaded, liked, ordered, or shared our educational campaign materials 450,000 times.

We distributed more than 12,200 educational materials to parents, caregivers, and healthcare professionals.
2,451 radio stations aired our Up and Away safe storage messages.

2,451 radio stations aired our Up and Away safe storage messages.

10,000,000 READERS REACHED

FDA’s Dr. John Whyte authored an article on safely using OTC medicines that was published on WebMD and reached 10 million readers.

18.9 MILLION IMPRESSIONS

We worked with bloggers including Spanish-speakers, dads, and multi-generational families, garnering 18.9 million impressions and 11.4 MILLION INDIVIDUAL VIEWERS.

Demonstrating the Many Safe Medicine Disposal Options Available

There continues to be widespread consumer confusion surrounding how to properly dispose of medicines. The foundation responded by partnering with Walgreens to produce a video that showed the many safe disposal options available to consumers.

In partnership with FEXY media, the video walks consumers through disposal options, including safe in-home disposal, community take-back events, and Walgreens’ in-store kiosks. The video targets health-minded consumers on popular websites, social media, and Connected TV channels such as Apple TV, Amazon Fire TV, and Roku. So far, the video has received 50,000 views with an extremely high 97% completion rate, showing this engaging content resonates with viewers.

Our Spanish-language Up and Away content was promoted by CDC Español on social media, underscoring the value of the campaign to CDC’s leadership and networks.
Through the foundation’s Treat with Care campaign, we focused on a new opportunity to remind parents and caregivers about always using the milliliter (mL) dosing device that comes with children’s over-the-counter cough and cold medicines as recommended, instead of a household spoon. To underpin this initiative, CHPA commissioned research to best understand the behavioral attitudes of parents on pediatric dosing. This research made clear that while parents are receptive to mL dosing, they are not committed. Of note, 23% of parents surveyed measure their children’s medicine using a kitchen spoon all or most of the time. To change this attitude and behavior, messaging and creative concepts were developed and tested which underscore that precise dosing is as important as other safe medicine practices. The digital campaign launched in early November and increased traffic to the safe dosing tips for parents page on KnowYourOTCs.org by 84% in the first month.
Seeing an opportunity to expand our consumer education efforts beyond acetaminophen, the foundation launched an OTC pain reliever education pilot campaign in early November. The campaign is aimed at increasing consumer knowledge and encouraging safe use and appropriate selection of OTC pain relievers. The pilot features a digital campaign that directs consumers who are actively searching for information on OTC pain relievers to read the Drug Facts label and to visit new KnowYourOTCs.org pain content. The new content educates consumers about the different types of OTC pain relievers, the importance of reading the label, and how their health conditions and/or lifestyle can play a role in their selection. Through a mix of paid search, organic search, social media ads, and contextual ad placements, the campaign reached consumers more than 20 million times, driving nearly 21,000 site visits to the interactive pain tool on KnowYourOTCs.org in the first month. Notably, the social media ads performed nearly four times better than the industry average.

**WHAT’S ON THE LABEL?**

Educating Consumers About Safely Choosing & Using OTC Pain Medicines

The interactive OTC pain reliever tool allows consumers to answer a series of questions on the different types of OTC pain relievers.

Digital campaign ads target consumers actively searching for information on the safe use of OTC pain relievers and remind them to always read and follow the Drug Facts label.

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**ACETAMINOPHEN**

- Do you have liver disease? [ ]
- Do you have an allergy to acetaminophen? [ ]
- Do you drink three or more alcoholic beverages per day? [ ]
- Are you pregnant or breastfeeding? [ ]

**NSAIDs** (Includes ibuprofen, naproxen sodium, aspirin & magnesium salicylate)

- Do you have a history of high blood pressure or heart disease? [ ]
- Do you have a history of stomach bleeding or ulcers? [ ]
- Do you have a history of stomach problems, such as heartburn? [ ]
- Do you have kidney disease? [ ]
- Do you have asthma? [ ]
- Do you have liver disease? [ ]
- Have you had a stroke? [ ]
- Are you pregnant or breastfeeding? [ ]
- Are you 65 or older? [ ]
- Do you drink three or more alcoholic beverages per week? [ ]

**ACTION STEP:** If you checked any of these boxes, please ask a healthcare professional (i.e., doctor, pharmacist) before use.
Empowering OTC Decision-Making through

No decisions are more personal than the ones we make about our health, or the health of our families. In addition to our national consumer education campaigns, the foundation also continued to provide seasonally relevant, timely guidance for parents and caregivers through the KnowYourOTCs digital properties to empower their decision-making and help them lead happier, healthier lives through responsible self-care.

Through KnowYourOTCs.org and its social media channels on Facebook, Twitter, YouTube, and Instagram, we reached parents with different types of content including motion graphics and videos on topics like healthy sleep, sunscreen, pregnancy, allergies, and oral care, among others.

We also continued to evolve and optimize KnowYourOTCs.org with new content on our seasonal allergy and safe disposal pages, and physician-authored expert content on topics like persistent cough and pediatric dosing for fevers.

In 2017, our efforts garnered:

- 560,000 page views on KYOTCs.org
- Reached consumers more than 9 million times
- Facilitated 1 million clicks, comments, reactions and shares with our educational content
- Doubled Facebook users reached with organic content since 2016
- Doubled Twitter engagement rate since 2016
IN REVIEW

Twitter engagement rate

DOUBLED

Reached consumers more than
9 MILLION TIMES
Acknowledging the many touch points consumers use when making self-care decisions, this year the foundation made a strategic shift to position ourselves as a “trusted source to trusted sources.” This strategy places a greater emphasis on disseminating our educational messages and materials through sources consumers trust, including healthcare providers, health and wellness organizations, government agencies, and peer-to-peer influencers.
ONE-ON-ONE CONVERSATIONS

with Healthcare Providers

Through the year, CHPA staff attended partner conferences and connected with thousands of healthcare providers, including nurse practitioners, chronic pain specialists, and community pharmacists, among others. Our one-on-one conversations with the healthcare community help us understand the key topics they discuss with their patients, and give us valuable ideas about how to provide the right educational materials at critical point-of-care moments. In 2017, we exhibited at the following conferences:

**American Association of Nurse Practitioners (AANP) National Conference**

**PainWEEK**

**National Community Pharmacists Association (NCPA) Annual Convention**
throughout the year, our government partners FDA and CDC have remained trusted and highly engaged resources for the foundation. In addition to their participation with the Know Your Dose and Up and Away campaigns, the foundation has also held steady, productive conversations with FDA and CDC staff throughout the year.

In August, the foundation staff met with the Professional Affairs and Stakeholder Engagement Department at FDA—led by Dr. John Whyte—and continued dialogue throughout the year on a number of collaborative efforts.

The foundation also has regular touchpoints throughout the year with the CDC’s Dr. Dan Budnitz and his team on topics including safe medicine storage and milliliter dosing. As a member of the PROTECT Initiative, we attended the annual PROTECT meeting at CDC headquarters and joined the discussion to promote safe medicine packaging, use, and storage.
IN REVIEW
2017 PROTECT meeting, Nov. 2-3 in Atlanta.
Our robust and diverse parent blogger ambassador program for KnowYourOTCs.org had a standout year. These influential bloggers shared engaging narratives and visual content every month using a strategic mix of personal anecdotes and medicine safety messages to successfully engage their audiences. Topics included *dry winter skin, spring allergies, and summer bug bites and scrapes* to name a few.

We also piloted a new strategy featuring our blogger team in three self-care videos throughout the year focused on safe medicine disposal, sunscreen tips, and back-to-school “stay healthy” advice. The results? The videos *generated the highest impressions since the inception of the KnowYourOTCs blogger program* and one video was featured on *Today.com*.

Our bloggers’ *high-impact reach*, coupled with their soaring engagement with parents and caregivers, proved to be a highly successful combination in 2017.
honeyandlimeco This one has had a wonderful start to first grade. We all know that back to school time means back to icky germs, so we're sharing tips from @knowyourotcs to combat those germs and deal with your kiddos when they do get sick on the blog now! #KnowYourOTCs #ad #TreatWithCare #backtoschool

Instagram

KYOTCs DOUBLED ITS IMPRESSIONS ON INSTAGRAM COMPARED TO 2016.
We also engaged local media markets and national outlets with specific topics such as fall allergies, candy/medicine confusion, and safe storage during cold and flu season.

Candy Confusion

Working with CDC and Dr. Budnitz, we leveraged Halloween to promote the importance of safe medicine storage and reminding parents about how easily children can confuse medicine for candy. Utilizing our existing healthcare provider spokespersons, as well as state poison control center representatives, and the CDC’s credibility and name recognition, the campaign conducted a strategic media pitch to national and local media markets, resulting in 23 hits in cities including Seattle, Atlanta, and Tallahassee. The efforts secured solid broadcast, online, and radio coverage.

685,690 TOTAL COVERAGE VIEWS

TOTAL REACH
- 269,824 Seattle, Washington
- 401,281 Atlanta, Georgia
- 2,728 Tallahassee, Florida
Cold and Flu Season
We partnered with Safe Kids to leverage their 2017 data on medicine storage behavior and used the cold and flu season as a ‘news hook’ to promote safe storage education. We distributed national press releases in English and Spanish featuring quotes from CDC and Safe Kids. Specific media pitching in L.A., Palm Beach, and Chicago is currently underway using English- and Spanish-speaking spokespersons provided by Safe Kids and AAPCC.

Fall Allergies
Harnessing data from the white paper CHPA produced with Nielsen this year on the availability of OTC allergy medicines thanks to Rx-to-OTC switch, the foundation leveraged key spokespersons to conduct 12 media interviews. Spokespersons discussed simple tips for allergy relief and how to safely use OTC allergy medicine, garnering approximately 17 million potential impressions, in target local markets and nationwide exposure, including audiences from NBC and CBS radio, Mississippi Public Radio, WJSU-FM (NPR) in Jackson, The Owensboro Messenger-Inquirer in Owensboro, Ky., and WATN-TV (ABC) in Memphis, Tenn.
CHPA Educational Foundation Staff

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<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Anita Brikman</td>
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Anita Brikman
Mary Leonard
Anastasia Kemper
Etta Carter

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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.

LIST OF SUPPORTERS
We couldn’t accomplish the work that we do without your support. Thank you for helping to make 2017 a successful year!

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2017 Expenses

- Public Education 84.24%
- Fundraising 5.65%
- General & Administrative 10.11%

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