THE EVOLUTION OF SELF-CARE 2018 IN REVIEW
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.

OUR VISION
HAPPIER, HEALTHIER LIVES through responsible self-care.
This year, the foundation met that demand and championed our role as the trusted source of information on how to safely use, store, and dispose of OTC medicines and dietary supplements. Through consumer-first strategies, including a smarter, more nimble approach across our digital platforms, we’ve increased our engagement by 285 percent on Facebook, Twitter, and Instagram compared to last year.

In addition, the foundation led several innovative educational initiatives that address specific areas where consumers need guidance and support. Our campaigns have evolved as we seek unique ways to amplify our messages. For example, this year CVS Health partnered with us on our Up and Away campaign, putting the important message of safe medicine storage on the national map to a potential 150 million customers across 8,000 stores.

We also worked hard to evolve our media strategies and garner press coverage about medicine safety. At seasonally relevant points throughout the year, we pitched local and national news outlets, utilizing our HCP spokesperson bench to share safe use, storage, and disposal messages with the press. The foundation’s messages were featured in 97 news stories across the country.

Of course, growth can only happen if we have the resources to sustain us. That’s why the foundation worked hard to increase its contributions this year with an integrated donor development plan, connecting with new prospects and hosting rich, meaningful events for current and potential donors. We added 18 new donors and increased our gala contributions by 9 percent in 2018.

We know consumer self-care is evolving. At the foundation, we are embracing that change for future sustainability and success, continuing to empower consumers to lead happier, healthier lives through responsible self-care.

LETTER FROM
Anita Brikman & Steve Neumann

The way consumers seek health information is ever-evolving, and the foundation’s programming is evolving with them. In the face of rising healthcare costs, consumers across the country are taking control of their health and demanding credible self-care information to empower them on their path to wellness.

Anita Brikman
Executive Director

Steve Neumann
CHPA Educational Foundation Chair
EVOLVING

our digital presence through notable shifts in strategy

We have worked diligently to increase consumer awareness and knowledge through the KnowYourOTCs.org digital channels by testing fresh content and engaging new audiences. With the addition of Kelsey Saylors, our digital content and campaign manager, KnowYourOTCs has seen dramatic improvements in consumers engaging with our social media platforms and blogger ambassadors.
Fine-Tuning our Approach for KYOTCs Social Media

Considering consumer demand and best practices for reaching audiences across various social channels, we developed new content like stop motion videos, short “do it yourself” (DIY) videos, and customized cartoons to simultaneously diversify our content and appeal to our audiences with safe use, storage, and disposal topics.

We diversified our audiences to include working professionals, outdoor enthusiasts, and millennial women, developing content and messaging that appealed specifically to these groups, and utilizing paid media tactics to reach them.

We also continued to focus on our core audience of moms with new content and Facebook Live events to address relevant self-care topics for parents and caregivers.

Our evolving editorial calendar also enabled us to contribute to online conversations that were happening around seasonally-relevant topics, such as the Winter Olympics, the Super Bowl, spring cleaning, summer vacation, and “back to school” season.

Our educational efforts exceeded our expectations across Facebook, Instagram, and Twitter:

- **285%** increase in engagement compared to 2017
- **9%** increase in followers compared to 2017
Expanding our Reach through KYOTCs Bloggers

Marking the 5th year of the KnowYourOTCs blogging program, we worked with six diverse parent bloggers to share our messages through authentic storytelling and visual narratives. This combination has been a recipe for success year after year. We saw an **85 percent increase in comments compared to Q3 2017** through two key shifts in strategy this year:

1. First, we noticed our bloggers’ core audiences of parents moving to Instagram as the dominant social media platform. Recognizing this shift, KnowYourOTCs curated creative content on Instagram and took advantage of the growing popularity of Instagram Stories.

2. Second, we created short, custom videos featuring our blogging team each quarter to share across their social channels. These videos performed best on Instagram and provided the right amount of content for parents to consume. As a result, in Q3 2018 we generated a **56 percent increase in Instagram “Likes” compared to Q3 2017.**
Enhancing User Experience on KnowYourOTCs.org

This year, we made key site updates to KnowYourOTCs.org to enhance user experience, including:

1. **Making the navigation more intuitive so consumers can more easily find information.**

2. **Streamlining the website’s content by developing new templates that organize webpages based on key questions consumers commonly search for online.**

3. **Improving readability** through a mix of headers and callouts that make the content easier to read and digest.

The restructured website is the first phase of our plan to continue to expand and develop KnowYourOTCs.org as the trusted source of information on how to responsibly use OTC medicines and dietary supplements. Our next phase will include building out specific product brand pages, as well as additional content under our “conditions and treatments” section.
EVOLVING
our national campaigns with new strategies & successes

We continued to evolve our consumer-centric strategies to conduct national education campaigns on how to safely use, store, and dispose of over-the-counter medicines through Up and Away, Know Your Dose, Treat with Care, and OTC Pain Reliever Safety.
Put your medicines up AND away and out of sight

Reminding Parents and Caregivers to Put Medicines Up and Away

This year, the Up and Away campaign, in partnership with the CDC and its PROTECT Initiative, reached more parents and caregivers than ever before. The campaign aligned with larger health and safety conversations throughout the year to promote safe medicine storage to parents and caregivers. Our communication rallies included Poison Prevention Week, National Safety Month, “candy confusion” during Halloween, and cold/flu season. Coupled with social media outreach through our PROTECT partner networks, here are some key highlights:

- During National Safety Month in June, CVS Health partnered with Up and Away to promote safe medicine storage across 8,000 of its stores through an in-store PSA, messages on both digital and print receipts, and social media posts. The partnership reached a potential 150 million customers.

- Ahead of the first day of spring, the campaign focused on spring cleaning and safe medicine storage for health and safety. Through a radio media tour featuring the foundation’s Executive Director Anita Brikman and pediatric/family nurse practitioner Dr. Kathleen Wilson, we reached 11.5 million consumers nationwide with our Up and Away messages, including on NBC News Radio.

- In October, the campaign leveraged the Halloween holiday and the potential for “medicine/candy confusion” as an opportunity to discuss safe medicine storage, targeting both English and Spanish-speaking audiences. News stories were placed on the national level with ABC News’ Medical Unit, reaching 600,000 ABC affiliate news viewers, and El Nuevo Herald, a popular Spanish-language print publication in Florida.
For the fourth year in a row, Know Your Dose garnered 100 percent engagement from all Acetaminophen Awareness Coalition (AAC) members who shared the campaign’s safe use materials across social media channels, blog posts, websites, and more.

To encourage HCP patient counseling and dialogue on acetaminophen safe use, the campaign stepped up its presence this year at six healthcare provider conferences: NABP, AANP, AAFP, IASP World Congress on Pain, NAPA Pain Conference, and Pain Week.

Through conference participation and digital pushes that encouraged HCPs to order materials, Know Your Dose distributed more than 708,000 free educational materials in 2018. We also added five new healthcare provider spokespeople to our bench of experts this year.

The 2017-2018 Cold and Flu rally ran from November 2017 – March 2018. The rally garnered more than 110M impressions, leveraging the severe cold and flu season to identify moments to promote acetaminophen safe use across paid media, influencer marketing, coalition and partner engagement, and earned media strategies.

100% ENGAGEMENT from all AAC members who shared the campaign materials

708,000+ free educational materials distributed.

Educating Consumers to “Know Your Dose”

The Know Your Dose campaign continued to remind consumers to always read and follow the label — and never double up on acetaminophen — throughout the year and during its annual Cold and Flu communications rally.
This year, we turned our focus to reaching “at risk” audiences — older adults with heart, kidney, or liver-related pre-existing conditions — which should be considered in the appropriate selection and safe use of OTC pain relievers. Based on key learnings from last year’s pilot campaign and a survey we conducted in the spring to test the effectiveness of three new creative concepts, this year’s campaign utilized a mix of paid media tactics to reach these “at risk” audiences with tailored messaging and visuals.

The campaign directed traffic to a newly optimized and interactive pain tool on KnowYourOTCs.org that assists consumers in considering their risk factors before selecting and taking an OTC pain reliever. By the end of September, our efforts resulted in more than 2,100 people using the pain tool checklist. Additional paid media efforts will launch in early 2019 as we further optimize the pain tool based on performance.

### Ensuring Parents and Caregivers “Be Precise with the Right Device”

This year’s Treat with Care campaign continued to remind parents and caregivers about the importance of using the milliliter (mL) dosing device that comes with pediatric OTC liquid cough and cold medicines.

To underpin this year’s strategic framework, we commissioned a survey among 1,400 parents of 4 to 6-year-olds to identify gaps in safe dosing practices and determine how to best motivate parents to change their behavior. Incorporating findings gleaned from that research, the campaign launched at the start of this year’s cold and flu season and included paid media as well as outreach to journalists and bloggers to promote the importance of precise dosing.

The campaign also held a radio media tour in early December that featured the foundation’s Executive Director Anita Brikman with parent and pharmacist Dr. Veronica Vernon, reaching 9 million listeners. Additionally, we placed our campaign’s full-page print PSA in magazines such as TIME, Sports Illustrated, and Martha Stewart Living in select regions of the country — resulting in 2.45 million impressions.
EVOLVING through financial growth

This year, we doubled down on outreach to potential new donors, encouraging participation in events, and taking every opportunity to talk about the importance and impact of the foundation’s work. This approach helped us expand our list of supporters and position CHPAEF for future success.
Hosting Memorable Events for Donors

More than 75 CHPA members participated in a “Glow Go” in March, supporting the foundation through its 3rd annual Fun Run and Walk during the association’s Annual Executive Conference in Miami. The event had a black light theme, with participants donning glow-in-the-dark necklaces and bracelets for the race which began before dawn.

The 3rd Annual CHPA Educational Foundation Gala took place on November 13 at the Plaza in New York City. The event convened more than 250 industry representatives from member companies, retailers, and stakeholder organizations, increasing attendance by more than 20 percent over 2017. The event honored three award winners for their partnership with the foundation and alignment with our vision of happier, healthier lives through responsible self-care:

Growing our List of Supporters

Through in-kind support, retailer partnerships, and gala participation, the foundation added 18 new supporters in 2018. Thank you to our new donors!

• Alliance for Aging Research
• Alpha Insights
• Avrio Health L.P.
• Black Bamboo
• Boiron
• Crossmark
• CVS Health
• Inmar
• International Association for the Study of Pain
• Let There Be
• MediaCom
• Moberg Pharma
• RB
• Reingold
• Rocky Mountain Poison & Drug Center
• Roundtable Healthcare
• Stericycle
• VidMob

Distinguished Industry Partner of the Year: CVS Health

Outstanding Industry Partner of the Year: CDC Medication Safety Program

Industry Leadership Award for Advancing Responsible Self-Care: Bayer Consumer Health Coppertone + BrightGuard Partnership
CHPA Educational Foundation Board of Directors

R. Stephen Neumann  
Chair; Vice-President, Consumer Insights and Business Intelligence  
Bayer Consumer Health

Velvet Gogol Bennett  
Associate Director, Global Healthcare Communications  
The Procter & Gamble Company

Scott M. Melville  
President and CEO  
Consumer Healthcare Products Association

Anita Brikman  
Executive Director

Scott M. Melville  
President and CEO  
Consumer Healthcare Products Association

Deborah J. Mignucci  
Vice President  
Strategic Accounts  
WebMD

Thomas Corley  
Executive Vice President, Chief Global Retail Officer; President U.S. Market  
Catalina

Ryan Olohan  
Managing Director, Healthcare Google Inc.

Christopher D. DeWolf  
Immediate Past Chair; President & Chief Executive Officer  
Lil’ Drug Store Products, Inc.

Joy-Lee Pasqualoni  
Consumer Communication Leader—North America  
Johnson & Johnson Consumer, Inc.

Amardeep Kahlon  
Chief Marketing Officer and Vice President of U.S. Marketing  
GSK Consumer Healthcare

Kelsey Saylors  
Digital Content + Campaign Manager

Morris Lewis  
Senior Director, Corporate Affairs Lead  
Pfizer Consumer Health

Anastasia Kemper  
Executive Assistant

Mary Leonard  
Director

Kyle Stenzel  
Senior Vice President, Sales, North America  
Combe, Inc.
2018 Supporters

We couldn’t accomplish the work that we do without your support. Thank you for helping to make 2018 a successful year!

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.

Learn more at CHPA.ORG/Foundation