engage consumers
Finding new ways to reach and educate the public.
OUR 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.
Letter from Anita Brikman and Amardeep Kahlon

Amidst a proliferation of new players, new products, and new dynamics in the consumer healthcare industry, education becomes critical to ensure consumers safely and responsibly practice self-care for themselves and their families. The CHPA Educational Foundation is at the forefront of these changes, evolving our programming and leading the way as the trusted source of information for consumers on how to safely use, store, and dispose of consumer healthcare products.

This year, we embraced consumer demand for credible self-care information by expanding our library of content on KnowYourOTCs.org. We developed 30 brand product pages, two new Conditions & Treatments pages, three new Active Ingredient pages, and six new Expert Articles and Safety Guides on topics including sunscreen, dietary supplements, and women’s health. This content increased monthly visits to KnowYourOTCs.org by 62% compared to 2018. We also evolved our social media digital strategy with new content targeting distinct audiences, a creative approach which resulted in KnowYourOTCs winning Social Media Campaign of the Year at PR Daily’s 2019 Awards and Campaign on a Shoestring Budget at PR News’ 2019 PR Platinum Awards.

In addition, the foundation was able to increase its number of donors through an expansion of our annual fundraising gala’s program with five new OTC Marketing Awards. We received 37 award applications from CHPA member companies, providing an exciting and competitive forum to showcase industry marketing innovation and expertise. Through these efforts, gala attendance increased by 25% and we brought in 24 new donors this year to our foundation family.

But the foundation has also stayed true to its mission of improving public health through outreach to consumers and education. We continued to champion our four educational campaigns this year that address specific areas in which consumers need guidance and support. These campaigns led to important partnerships with other trusted sources, including What to Expect, Harris Teeter, and H-E-B. In January, What to Expect shared Up and Away messaging across 16 articles on their website. In March, Harris Teeter placed Up and Away posters on pharmacy counters across all stores, reaching approximately 150,000 customers. In October, H-E-B provided shoppers with 27,000 Know Your Dose handouts at in-store pharmacies in more than 150 Texas communities during one of their Second Saturday Screenings events.

Through all our efforts this year, the foundation remained steadfast to its commitment of empowering consumers to lead happier, healthier lives through responsible self-care. None of these accomplishments could have happened without your dedication and support. We look forward to even greater achievements next year, and we invite the full CHPA membership to join us in sharing and supporting our vision as we embark on the next phase of the foundation’s growth.
Building off the successes and lessons learned from 2018, we sought to sustain our growth in online engagement by reaching new audiences with important medicine safety messaging. Efforts included deliberately altering our creative approach to account for consumers’ short attention spans on social media and developing new content that would resonate with specific audience segments.
Our digital strategy continued to exceed expectations across Facebook, Instagram, and Twitter.

100,000+ followers across all three channels

22% average increase in post frequency across all three channels
Utilizing Instagram to Increase Consumer Engagement

Taking advantage of the growing popularity of Instagram among KnowYourOTCs social following, we actively increased our post frequency and use of interactive stories on the platform. Still following our strategy of promoting seasonally-relevant medicine safety messages, we increased engagement with KnowYourOTCs content by 189% on Instagram, leading to a 60% increase in Instagram followers.
Refining The Parent Blogger Program To Expand Our Reach

Working with a diverse group of parent influencers to share our medicine safety messages through their personal anecdotes and visual narratives, this year our award-winning KnowYourOTCs blogger program generated more than 137 million impressions among parents of young children.

Considering the growing popularity of Instagram among parents, we marked the latter half of the year with a strategic shift to the blogger program: Our team of influencers exclusively shared KnowYourOTCs content through their Instagram feeds and stories.

137 million impressions among parents of young children
Strategically Diversifying and Expanding Content on KnowYourOTCs.org

With an ear to media coverage of OTC categories and ingredients, we utilized KnowYourOTCs presence on social media and a paid media strategy to address potential consumer confusion by directing relevant audiences to new expert articles and safety guides on KnowYourOTCs.org.

Six Expert Advice articles, two Conditions & Treatment pages, and three Active Ingredient pages were added to KnowYourOTCs.org and promoted via social channels, including:
In partnership with CHPA associate member Hamacher Resource Group, KnowYourOTCs.org launched 30 specific product brand pages. This data-driven pilot program provides site visitors the ability to click and learn more about specific over-the-counter branded products and how to safely use them.
to enhance our national campaigns through new strategies and partnerships

With a continued focus on the safe use and storage of OTC medicines, strategies for this year’s public education campaigns were heavily informed by findings from research we conducted, including surveys and focus groups. Securing new partnerships with both national retailers and brands also enabled us to expand our reach and educate millions of consumers with our important safety messaging.

Ensuring Parents and Caregivers ‘Be Precise with the Right Device’

This year’s Treat with Care campaign continued to reach parents and caregivers with important safe dosing information during cold and flu season.

Video PSAs

Rounding out the 2018-2019 cold and flu season, the campaign utilized its video PSAs across 15,215 broadcasts, resulting in 73 million impressions and an added value of more than $1.7 million to the campaign.

Dose By Weight When The Directions Say To Do So

Based on survey results and focus group findings, the campaign shifted its attention this year to educating parents on the importance of dosing OTC medicines by a child’s weight, when the Drug Facts label says to do so. New creative will launch in January during the 2019-2020 cold and flu season.
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, continued to remind parents and caregivers about the importance of safe medicine storage through a new, research-supported tactic — testimonial videos — and two successful partnerships.

Safe Storage Testimonials
Following research and recommendations provided by the CDC and PROTECT members, the Up and Away campaign developed videos of two families sharing their stories about close calls with accidental medicine ingestion. Promotional efforts by PROTECT members, the CDC and FDA, along with paid and earned media placements, resulted in more than 7.3 million impressions of the testimonials.

Harris Teeter Partnership
A new partnership was formed with grocery store chain Harris Teeter during the month of March in honor of National Poison Prevention Week. The retailer distributed 156,000 safe storage educational materials throughout its in-store pharmacies.

What to Expect Partnership
PROTECT member engagement and a new partnership with What to Expect, secured through the CDC, resulted in a successful cold and flu rally for Up and Away during January and February. Throughout the two-month rally, the campaign earned more than 2 million impressions and a 32% increase in website visits when compared to the previous year’s rally.
Educating Consumers to “Know Your Dose”

During its eighth year of activity, the Know Your Dose campaign continued to remind consumers about the importance of safely using acetaminophen by always reading and following the medicine label.

Acetaminophen Awareness Coalition

For the fifth year in a row, Know Your Dose garnered 100% engagement from all members of the Acetaminophen Awareness Coalition, who shared the campaign’s safe use materials across social media, blog posts, and websites.

Benchmarking Survey Results

Results from this year’s Acetaminophen Consumer Awareness Benchmarking Survey illustrated the impact Know Your Dose campaign messaging continues to have on increased acetaminophen safety awareness. Since the initial survey conducted in 2010, pain medicine users have shown a greater understanding of how to use their medicines safely and remain aware of the risks — specifically when it comes to using too much acetaminophen.

Cold And Flu Rally

Through the tried and true message of “Double Check; Don’t Double Up,” the Know Your Dose campaign educated consumers about the importance of not doubling up on acetaminophen during cold and flu season with its annual rally. Tactics included a mix of digital advertising targeting cold and flu remedy purchasers, promotion of safe use messaging via a group of diversified bloggers, and press placements secured through a radio media tour and the dissemination of an audio news release. Our Acetaminophen Awareness Coalition members and partners also pushed out educational messages through their respective social networks. The campaign ran from November 2018-March 2019 and garnered 112 million impressions.

H-E-B Partnership

In the leadup to cold and flu season, the campaign partnered with Texas-based grocery store chain H-E-B to distribute 27,000 Know Your Dose educational materials through their pharmacies in October.

112M impressions earned by the Cold and Flu Rally
Interactive Pain Reliever Checklist

Employing new campaign creative and audience targeting capabilities generated more than 229,500 clicks to an interactive Pain Reliever Checklist on KnowYourOTCs.org and nearly 275 million impressions amongst older “at-risk” adults with certain pre-existing medical conditions.

275M

impressions among older "at-risk" adults

Evaluating "At-Risk" Consumers on How to Appropriately Select & Safely Use OTC Pain Relievers

With a continued goal of educating consumers with certain pre-existing conditions on how to appropriately select and safely use pain relievers, the OTC Pain Reliever campaign utilized a mix of paid media tactics to reach these audiences with our important messages.
to **drive donations**
**that support our critical work**

This year, we focused on growing donations through new and inventive thinking on how to engage new supporters. In addition to our annual Fun Run in March, we implemented a programmatic expansion for our annual fundraising Gala, helping us increase our list of supporters and position the foundation for future success.
Promoting Wellness Through Our Annual Fun Run & Walk

During CHPA’s Annual Executive Conference in March, dozens of runners and walkers participated in the foundation’s 5th annual Fun Run & Walk, hosted in partnership with Healthgrades, Inc.

New 2019 Supporters

Through in-kind support, retailer partnerships, and gala participation, the foundation added 24 new supporters in 2019. Thank you to our new donors!

Aptar Pharma
Bausch + Lomb
Burns Group
Cardinal Points Consulting LLC
CivicScience, LLC
The Goldstein Group
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Santa Cruz / BestCo
Sawaya Partners, LLC
Strides Consumer Healthcare
Walrus NYC
Weber Shandwick
Wunderman Thompson
Hosting the 4th Annual CHPA Educational Foundation Gala

The 4th Annual CHPA Educational Foundation Gala took place on November 13 at the Plaza in New York City. More than 300 industry representatives from 95 member companies, retailers, and stakeholder organizations attended the event, increasing attendance by 25% over 2018.

In addition to launching the first-ever U.S. OTC Marketing Awards during the event, we also recognized the American Association of Nurse Practitioners (AANP) and Texas-based grocery store chain H-E-B for partnering with the foundation to educate consumers about the safe use of OTC medicines.
Launching the U.S. OTC Marketing Awards

During the CHPA Educational Foundation Gala, we honored the five “grand prize” winners of our inaugural U.S. OTC Marketing Awards, recognizing the strategic innovation and marketing acumen in the consumer healthcare products industry. With more than 35 outstanding entries received, a judging panel of nine independent experts narrowed the field to 15 finalists, three per each awards category, who were also honored at the gala.

GRAND PRIZE
Best OTC Corporate Social Responsibility Campaign
Perrigo
“ Quitting is Better”
Agency: (In-House)

GRAND PRIZE
Best OTC Digital Campaign
Tylenol® “How We Care”
Agency: WPP’s The Neighborhood

GRAND PRIZE
Best OTC Innovative Campaign on a Budget of More than $5M
Emergen-C® “Emerge & See”
Agencies: Firefly, Grey, Kantar, Revolution Digital, TraceyLocke

GRAND PRIZE
Best OTC Innovative Campaign on a Budget of Less than $5M
SlowMag Mg “Feats of Middle Age”
Agency: Walrus NYC

GRAND PRIZE
Best OTC Launch of the Year
Pronamel® Intensive Enamel Repair
Agencies: Wunderman, Weber Shandwick, Edelman, Grey New York, Publicis Media
2019 Expenses

74.14% Public Education

16.3% General and Administrative

9.5% Fundraising

List of Supporters
We couldn’t accomplish the work that we do without your support. Thank you to our donors for helping to make 2019 a successful year!

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Sawaya Partners, LLC
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Univision Communications Inc.
Walrus NYC
Weber Shandwick
WebMD
WellSpring Consumer Healthcare
Wunderman Thompson

Every donation helps us reach more consumers with our educational campaigns and messaging. If your company does not currently support the foundation, please contact Mary Leonard to learn more about how to get involved at mleonard@chpa.org.
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