Safe OTC

A Community Education Campaign in Powell, WY

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Purpose: Safe OTC utilizes point-of-decision advertising techniques to increase community understanding about safe and effective over-thecounter (OTC) medication use.



Background:

About Powell, WY:

- Population: 6,314
- 16.6% of population is over age 65 compared to 12.4% of WY

About OTC meds:

- The average number of OTC meds taken daily by an individual in the U.S. is about 1.8
- Seniors account for about ½ of total OTC meds purchased in the U.S
- 27.3% of rural elderly use four or more OTC meds daily compared to 14% of urban elderly

Methods:

- Patient interactions in the clinic and conversations with Rx workgroup (part of Park County Public Health) revealed that many citizens of Powell are at risk of serious health consequences from taking OTC meds incorrectly and are unsure which OTC meds are best for their individual symptoms and health history
- Literature review revealed point-of-decision advertising techniques would be most practical and effective
- Safe OTC was designed to be implemented by the Rx workgroup utilizing pre-existing relationships within the community

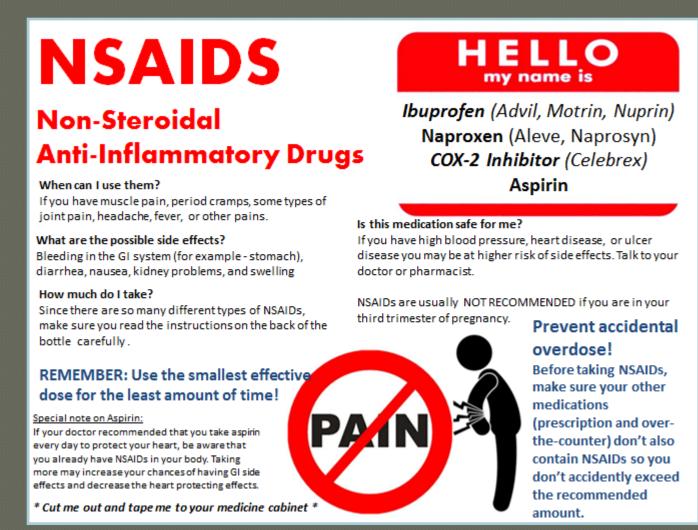
Results:

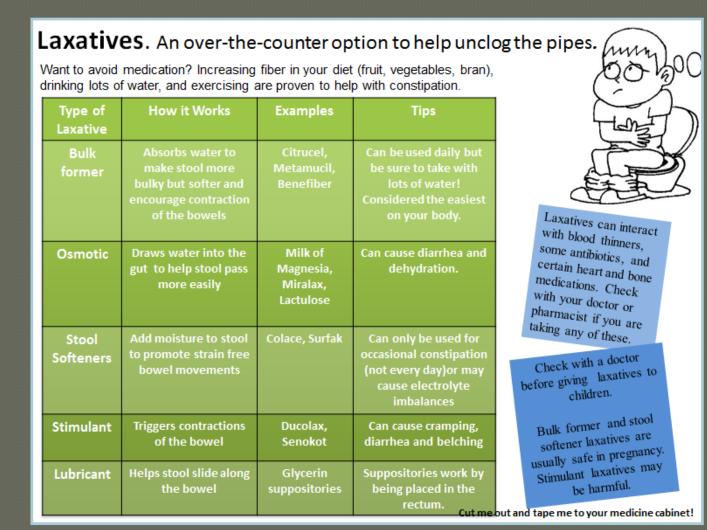
Safe OTC Education Campaign includes:

- Series of newspaper ads for the Powell Tribune
 - Each ad addresses one commonly used OTC med
 - Each ad includes the statement "cut me out and tape me to your medicine cabinet!"
- Educational flyers
 - Flyers should be placed in the OTC medication aisle at the local grocery store and pharmacy

Rx Workgroup was presented with:

- Completed campaign materials
- Report including summary of literature review
- Implementation plan
- Potential future directions for continuing community education and targeting seniors





Example newspaper ads

Discussion:

- While developing Safe OTC, it was surprising to discover how little public education material already exists about specific OTC med use – there is a need for accessible and understandable information!
- A challenge for Safe OTC designing educational material at a 5th grade reading level
- Partnering with Rx workgroup is the major success factor for the Safe OTC campaign due to their:
 - Invested community members
 - Previous experience implementing educational campaigns
 - Connections with the local pharmacy and newspaper
 - Grant funding to cover costs associated with program execution



View of Heart Mountain from Powell

see a doctor.

Example flyer

Which over-the-counter (OTC) Medication is right for you?