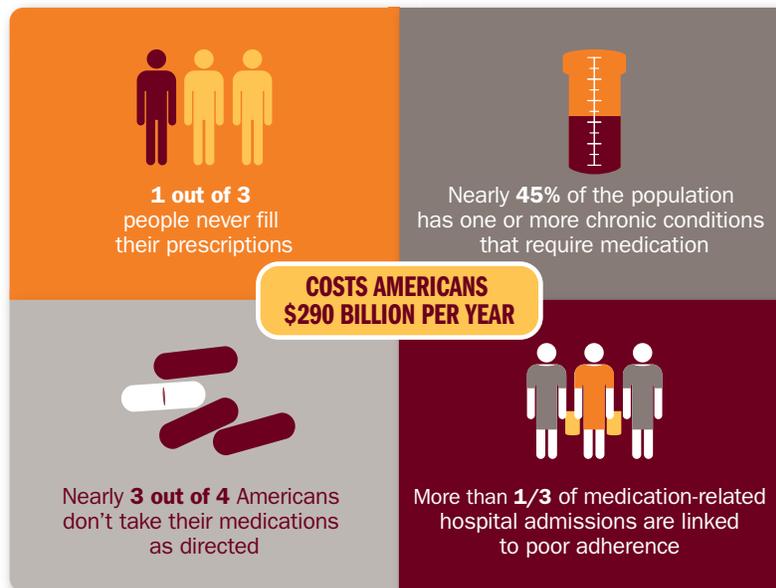


## NATIONAL MEDICATION ADHERENCE CAMPAIGN OVERVIEW

### Poor Medication Adherence is a National Problem

Adhering to medication means taking medication as directed by a health care professional – whether taken in pill or liquid form, inhaled, injected or applied topically. Nearly three out of four Americans report that they do not always take their medications as directed, leading to serious health consequences and avoidable costs. And as more and more Americans are affected by at least one chronic condition, the costs for patients and the health care system continue to grow. The nation needs a comprehensive, integrated campaign with cooperation from a variety of stakeholder groups to raise awareness of this critical public health issue.



The National Consumers League (NCL) has developed and is leading *Script Your Future*, a campaign that will educate consumers and their family caregivers about the importance of taking medication as prescribed as a vital first step toward better health outcomes. This three-year campaign is focused on patients affected by three serious chronic conditions—diabetes, respiratory disease and cardiovascular disease. It provides practical tools that help patients and health care professionals better communicate about ways to improve medication adherence, and works to:

- Raise awareness of the problem of poor medication adherence through a coordinated public education effort
- Engage diverse public and private partners to build on and complement existing medication adherence programs
- Promote a new interactive consumer website to help support medication adherence among patients with chronic disease ([ScriptYourFuture.org](http://ScriptYourFuture.org))
- Provide health care professionals, including pharmacists, with online resources and tools to share with their patients and help them get involved in the campaign ([ScriptYourFuture.org/HCP](http://ScriptYourFuture.org/HCP))
- Encourage health care professionals and patients to talk about adherence

The website for health care professionals launched in March 2011, and the broader public effort launched in May. The campaign will include coordinated national communications and targeted outreach efforts in six cities (additional cities may be added later):

- Baltimore, MD
- Birmingham, AL
- Cincinnati, OH
- Providence, RI
- Raleigh, NC
- Sacramento, CA

### **Campaign Leadership and Committed Partners**

NCL will coordinate all campaign activities, supported by the campaign Operating Committee and three working groups: *Chronic Condition Outreach*, *Health Care Professional Outreach* and *Campaign Evaluation*. Our Committed Partners work to increase medication adherence by participating in campaign activities and making financial and in-kind contributions. Partners shape the campaign through membership in working groups and committees, and they have access to campaign messaging and materials for distribution to their constituencies. Committed Partners include health care professionals, pharmacies, patient groups, insurers and businesses, as well as government agencies and researchers. For a full list, please visit [ScriptYourFuture.org](http://ScriptYourFuture.org).

### **Measuring the Impact of the Campaign**

This campaign will measure awareness of medication adherence – both nationally and in select target markets. Before the campaign launched in 2011, we conducted a baseline survey, nationally and in our six target cities, to measure consumers' awareness of medication adherence as a health issue. We will replicate that survey at the end of the campaign and compare the results. In addition, the campaign's evaluation working group will explore ways to measure changes in medication adherence behavior resulting from the campaign and complementary interventions.

*For more information on the campaign, please visit [ScriptYourFuture.org](http://ScriptYourFuture.org) or contact Mimi Johnson at [mimij@nclnet.org](mailto:mimij@nclnet.org)*