The Logic Model, Seven Strategies for Community Change, and OTC Medicine Safety

**OTC Medicine Safety Logic Model**

Integrating the *OTC Medicine Safety* program gives you the opportunity to be proactively involved in educating your community about the importance of this issue. Indeed, engaging your community around OTC medicine safety is an important investment. Take a look at the following Logic Model to obtain a high-level view of how OTC medicine safety neatly fits into your programmatic structure.

**THEORY OF CHANGE**
When coalitions educate the community about OTC medicine safe use, they help to create a healthier, responsible generation that is medicine-savvy and medicine-safe.

*OTC Medicine Safety* could neatly fit into your programmatic structure.

**PROBLEM**
- Tweens are self-medicating without adult supervision.
- Thousands of children and teens each year experience health-related problems due to OTC medicine self-administration, misuse, and abuse.
- There is a lack of knowledge around the safe use of OTC medicines among tweens.

**STRATEGIES**
- Confirm the status of health-related challenges associated with tween and teen OTC medicine use.
- Integrate age-appropriate messages and interactive lessons and activities that reinforce the importance of OTC medicine safe use.
- Make the connection between OTC medicine safe use and misuse/abuse prevention.
**ACTIVITIES**

- Raise awareness about OTC medicine safe use.
- Engage educators, school nurses, pharmacists, healthcare professionals, public health educators, parents and guardians, older teens, young adults, and tweens.
- Provide tweens with concrete instructions on what they need to learn to become responsible medicating adults.

**OUTCOMES**

- An increased percentage of middle schools adopting an *OTC Medicine Safety* module as part of the health program.
- An increase in the percentage of tweens who can correctly read and understand a *Drug Facts* label.
- Establishment of appropriate attitudes and behaviors pertaining to the safe use of OTC medicines.
- Decrease in the number of ER visits and Poison Control Center calls related to OTC medicine misuse or overdose.

**Implementation Ideas**

**CADCA’s Seven Strategies for Community Change and *OTC Medicine Safety***

CADCA’s Seven Strategies for Community Change provides a platform for taking the *OTC Medicine Safety* program to the next level. Visit the following strategies to discover adaptable messages and methods. These documents can be used as planning tools; feel free to add ideas. Organizing strategies in this manner helps us acknowledge that the *OTC Medicine Safety* program is an important catalyst to discuss and address other forms of substance misuse and abuse. You will note that most of the messages and methods outlined here fall into the first two strategies.

- Provide Information
- Enhance Skills
- Provide Support
- Enhance Access/Reduce Barriers
- Change Consequences
- Change Physical Design
- Modify/Change Policies
Strategy 1—Provide Information

- **Instructions:** Print this document and check off the messages and methods that are most relevant.

- **Vision:** Ensure that the community understands the importance of OTC medicine safety through consistent placement of this issue on your community’s radar.

- **Target audiences:** Tweens, families, educators/school nurses, and other community leaders.

### Tweens

**Messages**

- OTC medicines can be purchased off the shelf in a drug or grocery store without a doctor’s prescription. When taken as directed, OTC medicines are generally safe, but when taken incorrectly, they can be dangerous.

- You are becoming a responsible adult and taking medicines—whether they are OTC or prescription—is an important part of growing up. Always:
  - READ and FOLLOW label directions on medicine bottles each and every time.
  - FOLLOW dosing directions.
  - PROPERLY MEASURE medicines with the measuring device that comes with the medicine.
  - SAFELY STORE medicine away from younger children.
  - CONSULT with a parent or trusted adult before taking medicines.
Methods
▶ Recruit student ambassadors who agree to be part of your information dissemination team, and reward them for their participation.
▶ Encourage students to create and display posters, messages, and other materials.
▶ Launch a video production contest, asking students to create videos that portray the importance of OTC medicine safe use. Post the videos through social media and on school and coalition websites.
▶ Collaborate with tweens on creating social media campaigns, utilizing YouTube, Facebook, Snapchat, Instagram, and Vine.
▶ Promote youth-generated radio and television Public Service Announcements (PSAs).

Families
Messages
▶ With cold and flu and spring or summer allergy seasons approaching, parents and guardians should teach their tweens about OTC medicine safety.
▶ You can help create a responsible generation. Make sure that they and you:
  ▶ READ and FOLLOW the Drug Facts label each and every time.
  ▶ IDENTIFY the active ingredients in all medicines, and do not use two medicines with the same active ingredients.
  ▶ KNOW the dose, and properly measure each dose with the measuring device that comes with the medicine. Regular teaspoons or tablespoons are not the same as these devices!
  ▶ ASK a pharmacist, nurse, or doctor if you have questions about OTC medicine.
  ▶ STORE OTC medicines (including medicines, vitamins, and supplements) up and away from children after every use.
  ▶ ENSURE that child-safety caps are locked on all medicines.
  ▶ REMIND visitors to keep luggage, pocketbooks, or anything else that might have medicines in them out of children’s reach and sight.
  ▶ ENCOURAGE your tweens to consult with a parent or trusted adult before they take any medicines.

Methods
▶ Encourage adult family members to program the Poison Help phone number into their phones: 1-800-222-1222.
▶ Create and disseminate flyers for distribution at venues frequented by adult family members.
▶ Collaborate with local employers, asking them to incorporate OTC medicine safe use into employee orientations, brown-bag lunch events, and health fairs. Encourage employers to insert flyers into employee mailboxes (virtual and in-office). Coordinate this outreach during targeted times of the year.
Always include OTC medicines in your promotional materials when you describe how medicines should be safely stored and discarded.

Teach parents how to read and follow the Drug Facts label.

Offer to implement OTC medicine safe use presentations using this program.

Create and disseminate OTC medicine safety information in different languages, and provide language interpretation/translation during workshops and other training events.

**Educators/School Nurses**

**Messages**

- OTC medicine safety means being knowledgeable about the medicines we buy off the shelf without a doctor’s prescription. It also means arming ourselves, the students we teach, and their families with the tools and resources to help keep everyone safe.

- When it comes to OTC medicines, did you know that some of your students may be self-medicating? Help keep them safe by giving them the information and tools they need to take medicines if adults are not available to help them.

- Teaching students about OTC medicine safety NOW can translate into appropriate medicine-taking behaviors LATER.

**Methods**

- In collaboration with your school partners, use this OTC Medicine Safety program as a springboard to help ensure safe medicine-taking practices for a lifetime.

- Facilitate the development of poster contests and other activities that actively engage students in learning about the importance of medicine safety.

- Ensure that the OTC Medicine Safety program and supporting materials are being used by schools in your community.

**Community Leaders**

Include dentists, pediatricians, emergency room doctors, pharmacists, youth group leaders, student advisors, and extended family members in your planning and outreach activities—virtually anyone who comes in contact with tweens and their families could be targeted!

**Messages**

- By the time teens reach age 16, about 90 percent say they’ve taken OTC medicine without adult supervision. Many start doing this when they’re only 11 or 12 years old!

- From firefighters and pharmacists to doctors and youth group leaders, we all can play an important role in educating tweens and their families about OTC medicine safety.
Five facts to remember when it comes to OTC medicine safety:

- READ and FOLLOW label directions on medicine bottles each and every time.
- FOLLOW dosing directions.
- PROPERLY MEASURE medicines with the measuring device that comes with the medicine.
- SAFELY STORE medicine away from younger children.
- CONSULT with a parent or trusted adult before taking medicines.

Methods

- Pitch your coalition’s involvement in OTC medicine safety to the press, including radio, TV, talk shows, local newspapers, and social media.
- Write articles and opinion editorials about the importance of OTC medicine safety and place them in community bulletins, local newspapers, and other publications (virtual and print).
- Incorporate OTC medicine safety messaging into blogs, and Facebook and Twitter posts.
- Produce PSAs and disseminate them through traditional media outlets, doctors’ offices, clinics, and websites. See Spread the Word for examples.
- Collaborate with healthcare providers, pharmacists, and community service organizations, encouraging them to embrace OTC medicine safety as one of their issues.
- Regularly post flyers and posters in stores, libraries, places of worship, and other locations frequented by tweens and their families.
- Strategically promote OTC medicine safety when OTC medicines are more likely used—changes of the seasons—as well as during:
  - National Take-Back Events: September
  - National Recovery Month: September
  - Family Day: September
  - National Suicide Prevention Week: September
  - National Medicine Abuse Awareness Month: October
  - Talk About Your Medicines Month: October
  - National Red Ribbon Week: October
  - Poison Prevention Week: March
  - National Prevention Week: May
  - National Safety Month: June
  - Community-wide events (walkathons, town hall meetings, cultural fairs, etc.)
- Collaborate with nearby community coalitions, and engage them in discussions about OTC medicine safety.
- Become active participants on community-wide event-planning committees to help ensure an OTC Medicine Safety presence at events.
Strategy 2—Enhance Skills

**Instructions:** Print this document and check off the messages and activities that are most relevant.

**Vision:** Create workshops, seminars, and other activities to increase participant skill levels. Build positive social and decision-making capabilities.

**Target audiences:** Tweens, families, and community leaders.

**Tweens**

**Messages**

- Practice these steps if you are going to be self-medicating:
  - READ and FOLLOW label directions on medicine bottles each and every time.
  - FOLLOW dosing directions.
  - PROPERLY MEASURE medicines with the measuring device that comes with the medicine.
  - SAFELY STORE medicines away from younger children.
  - CONSULT with a parent or trusted adult before taking medicines.
- Adhering to OTC medicine safety practices TODAY can help protect you for a lifetime.

**Methods**

- Collaborate with after-school programs, local pharmacists, and youth-serving organizations on conducting workshops that teach tweens about OTC self-medicating etiquette.
- Create and disseminate a card that displays the steps for self-medicating.
Families

Messages
▷ Adult caregivers—parents and guardians—are responsible for keeping their children safe from harm. This includes knowing the facts about OTC medicine safety.
▷ Always remember these five important strategies when using OTC medicines:
  ▷ READ and FOLLOW label directions on medicine bottles each and every time.
  ▷ FOLLOW dosing directions.
  ▷ PROPERLY MEASURE medicines with the measuring device that comes with the medicine.
  ▷ SAFELY STORE medicines away from younger children.
  ▷ CONSULT with a pharmacist or other healthcare professional if you have questions.

Methods
▷ Incorporate OTC medicine safety into parenting and workplace wellness classes.
▷ Ensure that those who come into contact with families, i.e., doctors, nurse practitioners, pharmacists, and government service agencies, have flyers that explain the importance of teaching families and children about OTC medicine safety.
▷ Always include the 1-800-222-1222 Poison Help hotline in all materials.

Community Leaders

Include dentists, pediatricians, emergency room doctors, pharmacists, youth group leaders, student advisors, and extended family members in your planning and outreach activities—virtually anyone who comes in contact with tweens and their families could be targeted!

Messages
▷ We all have a stake in teaching our children healthy and safe OTC medicine-taking practices.
▷ Teaching young people these skills can protect them from future harm.

Methods
▷ Create and offer a five-minute OTC medicine safety pitch and infographic to be inserted into briefings, in-service training activities, and local board of pharmacists and medical association meetings.
▷ Provide targeted training to healthcare professionals who work with tweens (e.g., pediatricians, dentists, orthodontists, allergists, school nurses, and social workers). Integrate the OTC Medicine Safety program as the jumping-off point.
▷ Collaborate with local medical and pharmacy schools, other healthcare training institutions, law enforcement and emergency response departments, hospitals, and clinics to ensure that OTC medicine safety is on their radar. Deliver OTC Medicine Safety modules as requested.
▷ Always include the 1-800-222-1222 Poison Help hotline in all materials.
Strategy 3—Provide Support

▶ **Instructions:** Print out this document and check off the messages and methods that are most relevant.

▶ **Vision:** Reduce risk or enhance protection against OTC medicine misuse and abuse, as well as the potential for prescription and other forms of drug abuse.

▶ **Target audiences:** All audiences, but specifically parents and healthcare professionals including pharmacists, nursing assistants, nurses, and physicians.

**Messages**

▶ We live in a nation that is defined as having “a pill for every ill.” Not every ailment needs medicines!

▶ Being able to effectively read and follow a *Drug Facts* label is an important skill to becoming medicine-savvy and safe.

▶ If you’re a patient, don’t be afraid to ask questions about a medicine that you are taking, and if you are a healthcare provider, be ready to answer consumer questions about OTC and prescription medicines.

▶ Reducing the risk of OTC medicine abuse is important.
**Methods**

- Collaborate with local pharmacy schools and your community’s pharmacists to initiate training programs on OTC medicine safety that target teachers, school nurses, families, and students.
- Use the workplace to educate adults and parents about the importance of OTC medicine safe use, storage, and disposal practices.
- Provide information about the *OTC Medicine Safety* program to pharmacy and nursing assistant training programs and medical schools.
- Supply pharmacies, doctors’ offices, and clinics with fact sheets, posters, Poison Help stickers, and other materials that can be disseminated to consumers.
- Confirm if prevention messages or the Poison Help phone number can be placed on pharmacy HIPPA sign-off machines so that when consumers sign for their medicine, they are reminded to always read and follow the label.
- Create and promote OTC Sting Operations where students attempt to purchase selected OTC medicines (those that contain dextromethorphan) at grocery stores and pharmacies. Use these opportunities to educate consumers and store staff about the importance of medicine safety.
Strategy 4—Enhance Access/Reduce Barriers

**Instructions:** Print out this document and check off the messages and methods that are most relevant.

**Vision:** Improve systems and processes to increase safe access to OTC medicine safety.

**Vision:** All audiences, but specifically retail stores, healthcare professionals, law enforcement officials, educators, and public health officials.

**Messages**

- Community drug take-back events are great strategies to discard unused medicines, including those that are obtained without a prescription.
- OTC medicine should be stored up and away from young children. Lockboxes are for OTC medicines, too!

**Methods**

- Ensure that OTC medicines are included in drug take-back events. Provide information to consumers on how to safely dispose of medications when take-back events are not available or accessible. Collaborate with law enforcement personnel and healthcare professionals on creating community-specific drug disposal programs.
- Help ensure that drug take-back events are launched in locations that are frequented by residents, e.g., city parks, local farmers markets, libraries, and large retail department stores.
- Promote drug take-back events through local businesses, doctor and dentist offices, emergency clinics, hospital emergency rooms, libraries, and community centers.
- Recruit new partners to become collection sites, and help promote their use.
- Provide training on proper storage and liability.
- Consider innovative ways to collect unused or expired medicines, including the postal service, UPS, or FedEx.
- Generate and distribute Poison Help stickers (1-800-222-1222) through your partner networks. Stickers could be strategically placed on clinic scales, patient sign-in clipboards, and appointment cards.
Strategy 5—Change Consequences

► **Instructions:** Print this document and check off the messages and methods that are most relevant.

► **Vision:** Applaud the efforts of those actively engaged in OTC medicine safety, recognizing that the power of positive influence is contagious. This strategy involves changing behaviors through supporting the use of incentives and positive consequences such as recognition, discounts, coupons, and rewards that encourage people to engage in specific positive behaviors and strategies, and disincentives and negative consequences such as fines, citations, loss of privileges, and revocations. For this topic, we’re focusing on the positive!

► **Target audiences:** Retail operations, businesses, pharmacists, doctors, law enforcement officials, educators, and nurses.

**Messages**

► Your role is key to helping consumers and patients understand that OTC medicines need to be treated with as much care and respect as prescription medicines.

► Teach members of your community how to practice OTC medicine safety.
Methods

▶ Survey your current partners to verify the presence of information on OTC medicine safe use within their drug-free workplace programs.
▶ Recognize your partners for being active players in supporting OTC medicine safety through special breakfasts, lunches, or press conferences
  ▶ Distribute commemorative plaques, ribbons, certificates, and other items.
  ▶ Promote their accomplishments through local newspapers, television and radio stations, and social media channels.
  ▶ Coordinate with National Medicine Abuse Awareness Month, National Recovery Month, National Drug Take-Back events, and other local activities.
▶ Collaborate with healthcare professional associations on recognizing members who regularly discuss OTC medicine safe use and prescription drug abuse prevention and intervention strategies with their patients.
Strategy 6—Change Physical Design

► **Instructions:** Print this document and check off the messages and methods that are most relevant.

► **Vision:** Safeguard OTC medicines and keep them above and away from young children.

► **Target audiences:** All audiences, but specifically tweens, parents and guardians, law enforcement officers, healthcare professionals, educators, home builders, youth-service professionals, businesses, and program policy makers.

**Messages**

► Protect your OTC medicines just like you do prescription medications to help ensure that they will not be abused or misused.

**Methods**

► Launch, support, and encourage Lock Your Meds™ campaigns, drug take-back programs, and other related initiatives, and consider disseminating free medication lockboxes during National Take-Back events and all year round.

► Collaborate with local builders on creating safe boxes so residents have the option of safeguarding all of their medicines.

► Provide briefings to local law enforcement agencies about the importance of OTC safe medicine use. Make sure they:
  
  ► Know the signs and symptoms of abuse and the connection with OTC medicine abuse and prescription and other forms of substance misuse and abuse.
  
  ► Use interventions to provide wake-up calls to tweens and their families.
  
  ► Refer affected families to appropriate healthcare professionals.
Strategy 7—Modify and Change Policies

- **Instructions:** Print this document and check off the messages and methods that are most relevant.

- **Vision:** Support formal changes in written policies, laws, and procedures. Examples include workplace initiatives, law enforcement procedures and practices, and public-policy actions and systems change within government, communities, and organizations.

- **Target audiences:** Education agencies, trade associations, employers, and others involved in setting program priorities.

**Messages**

- OTC medicines provide significant contributions to helping us feel better and healthy. Teaching tweens, their parents, and the community about safe use strategies is therefore important.

- Adhering to proper OTC medicine-taking practices and storage and disposal strategies early and often pave the way to healthy adulthood.

**Methods**

- Collaborate with the local and state departments of education to promote the inclusion of OTC medicine safety in the health program, with particular emphasis on targeting 5th and 6th graders.

- Support practices that reward healthcare professionals for supporting OTC medicine safety.

- Support the creation of multiple Drug Take-Back events and/or the use of permanent drug drop boxes.
## Expand your Reach

The messages and methods provided in this section present concrete ideas on how to reach target audiences. Here are some strategies to help you expand your reach—the “where” in the equation. Use this form to get community-specific. Define where the OTC Medicine Safety program can be integrated in your community. In the third column below, add organizations and contact information.

<table>
<thead>
<tr>
<th>Target audiences</th>
<th>Venue</th>
<th>Personalize — Where can OTC Medicine Safety be Integrated in YOUR Community?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweens</td>
<td>▶ Boys and Girls Clubs, Boy Scouts, Girl Scouts, 4-H Clubs &lt;br&gt;▶ Schools &lt;br&gt;▶ After-school programs &lt;br&gt;▶ Houses of worship (churches, synagogues, mosques) youth groups &lt;br&gt;▶ Before/after-school care programs</td>
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<tr>
<td>Educators (Teachers) and School Nurses</td>
<td>▶ Public and private schools &lt;br&gt;▶ After-school clubs &lt;br&gt;▶ Colleges and university teacher training and nursing programs &lt;br&gt;▶ Continuing education programs for teachers and school nurses</td>
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<tr>
<td>Community Leaders</td>
<td>▶ Community service organizations (Kiwanis Clubs, Lions Club International, Knights of Columbus, Rotary International, Red Hats) &lt;br&gt;▶ National organizations with local affiliates (National Safety Council, National Council of La Raza, Big Brother, Big Sister) &lt;br&gt;▶ Federal programs that serve youth (Americorp, Job Corp) &lt;br&gt;▶ Local PTAs &lt;br&gt;▶ Houses of worship adult organizations — Sisterhoods and Brotherhods</td>
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<tr>
<td>All</td>
<td>▶ Drug Take-Back and other health-related community events &lt;br&gt;▶ Pediatricians’ offices &lt;br&gt;▶ Emergency and community healthcare centers &lt;br&gt;▶ Hospital emergency rooms</td>
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