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
A MESSAGE FROM
The Chairman and Executive Director

“Disruption” is the theme of this year’s annual report for both the Consumer Healthcare Products Association and the CHPA Educational Foundation. At first glance, it may seem an odd choice, especially when our foundation is achieving new visibility and significant growth. But 2016 has been an unprecedented and tumultuous year in America. Seismic change often leads to disruption, and disruption provides a unique and immediate opportunity to grow and evolve. During a transformative year for the foundation, we are doing just that.

In 2016, we brought in new leadership, solidly built upon the success of our 2015 organizational rebrand, strengthened the reach and impact of our educational initiatives, and increased visibility of our foundation within the consumer healthcare industry.

For families, disruption occurs to daily life when there is a sick child or adult dealing with an illness they are anxious to treat. Through our new framework of safe use, storage, and disposal of OTCs, we continually strive to meet consumers at the critical time that they are seeking answers and relief — at the point of selection, the point of purchase, and the point of care. We developed critical new content on our website KnowYourOTCs.org. We translated existing materials into Spanish to more effectively reach our demographic, and we forged new partnerships with key influencers whom consumers trust.

We have also taken significant steps to integrate our educational campaigns. Our ‘safe use’ coalition partners helped disseminate our ‘safe storage’ messages, while our ‘safe storage’ campaign partners helped us distribute ‘safe disposal’ information about OTC medicines and dietary supplements. Throughout this annual report, you’ll see examples of how aligning our campaigns helped make them all the more effective. Our Up And Away campaign won multiple national public affairs and social media awards for a Poison Prevention Week rally in the spring. The Know Your Dose campaign celebrated its fifth anniversary of progress in educating consumers nationwide about acetaminophen. And the Treat with Care campaign also increased its reach and engaged strong new partners in our educational efforts regarding pediatric cough and cold medicines.

This year of change was topped off by our inaugural fundraising gala in New York City. The consumer healthcare industry rallied in support; after adding nearly 50 percent more seating to our original plan, we filled the legendary Rainbow Room to capacity. In 2016, we doubled the number of CHPA members supporting the foundation, and many are already inquiring about sponsorship opportunities for 2017.

None of these accomplishments could have taken place without your dedication and support. We look forward to even greater achievements next year as we embark on the next phase of the foundation’s growth.

Christopher D. DeWolf
Chairman

Anita Brikman
Executive Director
We are educating consumers on safe use, storage, and disposal of OTC medicines and dietary supplements in communities across the country.

We have built a solid path forward for the foundation.

From doubling the number of companies providing financial support to CHPA, to associate members increasing their in-kind donations, your assistance has enabled us to amplify our reach and impact.
BY THE NUMBERS

4 New in-kind contributors

7 New patient and provider group partners

25 New financial sponsors

100% Coalition participation in our flagship campaigns

Resulting Impact

Generated more than 222 million media impressions targeting consumers, healthcare providers and stakeholders with messages of safe use, storage, and disposal

Engaged more than 1.6 million consumers

DISTRIBUTED

1.2 MILLION EDUCATIONAL MATERIALS

COLLABORATED WITH

50 NATIONALLY RECOGNIZED ORGANIZATIONS
representing doctors, nurses, physicians assistants, pharmacists, and consumers
The foundation’s new framework of use, storage, and disposal of OTCs and dietary supplements has allowed for a much stronger and more clarified message through which to reach consumers.

Over the course of this past year, the foundation built stronger relationships with FDA and CDC. Both agencies assisted in helping disseminate the foundation’s information to a wider number of consumers. The foundation also translated a number of its materials into Spanish in order to reach new segments of its target audience.

New partnerships and distribution vehicles were also successfully deployed which enabled the foundation to introduce KnowYourOTCs.org to many more consumers throughout the nation.

DISRUPTING THE NORM:
The foundation’s consumer website KnowYourOTCs.org continues to prove itself an effective resource for consumers.
45%
MORE CONSUMERS REACHED

By early fall, the site had surpassed its entire metrics goal for the year. Compared to last year, traffic to the site increased 18 percent, and there was a 177 percent increase in impressions across the site’s social media platforms.

Our parent blogger network also enabled us to reach significantly more people this year. The blogger program garnered 26.3 million impressions, a 165 percent increase from 2015.
On Monday, November 14, 2016, the foundation held its inaugural gala at the Rainbow Room in New York City.

The sold-out event was a highly successful celebration of the foundation’s mission of happier, healthier lives through responsible self-care.

Dr. Wendy Sue Swanson, a pediatrician from Seattle Children’s Hospital, served as keynote for the evening and discussed innovative ways of using digital technology to effectively reach parents.
AND THE AWARDS GO TO...

At the gala, three companies/organizations were recognized for their strong dedication and commitment to responsible self-care. Receiving the awards were:

**2016**

**Distinguished Industry Partner of the Year:**
Walmart

**Outstanding Community Partner of the Year:**
American Association of Poison Control Centers

**2016**

**Industry Leadership Award for Advancing Responsible Self-Care:**
Johnson & Johnson Consumer, Inc.
Acetaminophen is the most commonly used drug ingredient in the US. Consumers: **KNOW YOUR DOSE.**

2016 marked the fifth anniversary for Know Your Dose. A flagship program of the CHPA Educational Foundation, the Know Your Dose campaign has made significant strides in educating consumers on how to safely use medicines that contain acetaminophen.

In partnership with the Acetaminophen Awareness Coalition (AAC), the Know Your Dose campaign has put **more than 10 million educational materials** into the hands of healthcare providers and consumers over these last five years. And we’ve grown our base of third-party advocates to over **30 organizations**. With the collective voices of our partners and with the support of FDA and CDC, we’ve reached consumers more than **430 million times.**
Through surveys conducted in 2010, 2013, and 2016, we know consumer acetaminophen **safe use knowledge and risk awareness are at all-time highs**. And data collected from the National Poison Data System released in 2015 shows a steady decline in unintentional exposures of acetaminophen including dosing errors and accidental misuse since a peak in 2009.

Bolstered by these outcomes, the CHPA Educational Foundation looks ahead to the future ready to build on this progress. There is more work to be done to help consumers safely and appropriately treat themselves and their families with this widely used OTC medicine, and we are committed to carrying out this mission.
When using pediatric cough and cold products, parents should **TREAT WITH CARE**.

Through its Treat with Care Campaign, the foundation provides parents and caregivers the information they need to safely treat their children’s cough and cold symptoms with pediatric OTC cough and cold medicines.

In addition to featuring important information throughout KnowYourOTCs.org, the foundation used targeted paid search advertising, Facebook advertising, and paid content partnerships to reach parents of young children.
The foundation partnered with the American Academy of Family Physicians to develop co-branded educational content on their new website FamilyDoctor.org and to provide information in their fall newsletter reaching more than 76,000 of their members.
The foundation's Up and Away and Out of Sight campaign, in partnership with CDC and its PROTECT Initiative, continues to remind parents and caregivers to keep young children safe by storing medicines out of reach. This year, the Up and Away campaign took a slightly different tactical approach and developed a more creative engagement strategy for each of its four seasonal campaigns (Poison Prevention Week, National Safety Month, Halloween, Holiday Travel). The result is that by year-end, the campaign will have reached three times as many individuals with safe storage messages as compared to the previous year.

Nearly 60,000 children end up in the emergency department each year because they got into medicines when no one was looking.

67.9 MILLION impressions generated for educational content and messages among our target audience.

3X as many individuals were reached by the campaign compared to last year.

IF THEY CAN REACH IT, THEY CAN EAT IT.
POISON PREVENTION WEEK

For Poison Prevention Week, the campaign engaged parent bloggers to personalize the message and create an opportunity to emotionally connect with the importance of safe medicine storage. For National Safety Month, we partnered with CDC and with the National Safety Council on an audio news release which was picked up by 2,400 radio stations and a Father’s Day blog for Huffington Post. The campaign also included greater diversity in its imagery to better reflect the target population. New photography illustrates the heightened tension “the moment before” an accidental ingestion takes place. Additionally, updates were made to UpandAway.org to make it more mobile-friendly. To date, the campaign has garnered 67.9 million impressions for educational content and messages among our target audiences compared to 15.3 million in 2015. In additional, consumer engagements with educational campaign materials has already increased from 64,400 to 250,245.

AWARDS:
The foundation’s Up and Away campaign’s 2016 Poison Prevention Week educational rally was nominated for four awards.

In October, the campaign won best Public Affairs Campaign from the PRNews Platinum PR Awards and was named a runner-up in its Social Media Campaign of the Year category.

This campaign was also named a finalist in Modern Healthcare’s 3rd Annual Healthcare Marketing IMPACT Awards.
There continues to be widespread consumer confusion surrounding how to properly dispose of medicines. The foundation established a series of collaborative partnerships and projects to help address consumer misperceptions.

**PARTNERSHIPS**

The foundation continued to partner with the American Association of Poison Control Centers to increase the distribution of its cobranded safe medicine disposal poster and earlier this year it collaborated with the Alliance for Aging Research on a safe medicine disposal video.

Both the poster and video are available on the foundation’s KnowYourOTCs.org.

**MEDICATION SAFETY 101:**

Usage, Storage, and Disposal

In addition, on March 23, the foundation partnered with the American Association of Poison Control Centers, the National Council on Patient Information and Education, and the Acetaminophen Awareness Coalition to host a Twitter Chat on Medication Safety 101: Usage, Storage, and Disposal.
In June, the foundation presented a scientific poster “Consumers see the importance of medication disposal but don’t know or seek information about proper methods” at the OneHealth Conference on Pharmaceuticals and Personal Care Products in Alabama. The poster details how self-care and the use of OTC medicines is an indispensable element of healthcare in America. It also outlines how disposing of medicines from the home is a viable option for those whose medications have expired or for those who no longer need the medications they have previously acquired.
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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.