**Local coalition raises awareness in [CITY] about the need to take medications as directed**

Contact: [Organization, contact person, email address, phone number]

 [City, State] – [XXX Coalition] is launching a campaign to raise awareness on the important of medication adherence on [DATE] in [City] at the [LOCATION]. [include more details about local coalition here. Think about anything that might make the launch event more appealing to press. i.e., any noteworthy attendees, partnering organizations, timely hook, etc.] The local coalition brings together area stakeholders in health care, business and government to offer practical tools for patients to help them better adhere to their medication, and to help health care professionals better communicate with patients.

Poor medication adherence is a growing public health concern, and addressing the problem is especially critical as the number of Americans affected by at least one chronic condition requiring medication therapy is expected to grow from 133 to 157 million by 2020. Nearly three out of four Americans admit that they do not always take their medication as directed, a problem that causes more than one-third of medicine-related hospitalizations, nearly 125,000 deaths in the United States each year, and adds $290 billion in avoidable costs to the health care system annually.

“There are many different reasons why people don’t take their medicine as directed, from concerns about side effects to the out-of-pocket costs of prescriptions. But the consequences for patients are the same. By not taking medication as prescribed, patients, especially those with chronic conditions, are at risk for serious complications,” said [XXX] (member of local coalition).

[Insert specifics on launch event. Including contact person]

The National Consumers League (NCL), the nation’s pioneering consumer and worker advocacy organization runs the national medication adherence campaign, *Script Your Future.* The campaign is a multi-year groundbreaking national effort ([www.ScriptYourFuture.org](http://www.ScriptYourFuture.org)) to raise awareness among consumers, family caregivers, and health care professionals about the importance of medication adherence. The (CITY ) coalition will utilize national campaign resources in its outreach.

Other coalitions across the country are organized by *Script Your Future* and are located in: Baltimore, MD.; Birmingham, AL; Cincinnati, OH; Providence, RI; Raleigh, NC; and Sacramento, CA. Local events range in format from medication brown-bag reviews at local pharmacies for patients, to workshops on motivational interviewing for health care professionals.

 “Engaging consumers and health care providers about the importance of medication adherence is crucial,” said XX (public official). “We are delighted that this coalition in [NAME OF CITY] will bring attention to the issue of non-adherence to its residents.”

To learn more about*Script Your Future* and to get involved with a local coalition or hold your own event, visit [ScriptYourFuture.org](http://www.scriptyourfuture.org/).

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**About *Script Your Future***

*Script Your Future* is a campaign of the National Consumers League (NCL), a private, non-profit membership organization founded in 1899. NCL’s mission is to protect and promote social and economic justice for consumers and workers in the United States and abroad. For more information about the *Script Your Future* campaign, visit [www.ScriptYourFuture.org](http://www.scriptyourfuture.org/). For more information on NCL, please visit [www.nclnet.org](http://www.nclnet.org).