

**NCL Medication Adherence Campaign Target Market Selection Process**

As part of the National Consumers League’s campaign to raise awareness about the importance of medication adherence, six initial target market cities were chosen to focus efforts and coordinate outreach with local chapters of Committed Partners.

The target markets were chosen using criteria that were established during the July 2010 Stakeholders meeting, including:

* **Media market size** – beginning with the top 100 mid-sized media markets, this list was narrowed down to cities in states that had a high prevalence of the three focus chronic conditions: diabetes; respiratory diseases including asthma; and cardiovascular disease
* **Local presence of partner organizations and/or other complementary efforts or organizations related to medication adherence** – using the list of mid-sized markets, we then did an overlay of local partner organizations and related activities that other campaign stakeholders were organizing in these cities. This included pharmacy and medical academic institutions.
* **Local prevalence of target chronic diseases** – using the most recent data from the Centers for Disease Control and Prevention (CDC) on the prevalence of the three focus chronic conditions, the list was further narrowed to cities in states that ranked in the top 20 for all three conditions
* **Geographic and demographic diversity** – in order to include cities that were diverse both in location and population, the list was expanded to include cities in states that were in the top 20 for at least two of the focus chronic conditions as well as other cities not on the current list where stakeholders were organizing significant activities

Based on these criteria, input from the campaign’s partners, and the subsequent analysis of information gathered, NCL has selected the following target market cities:

1. Baltimore, MD

2. Providence, RI

3. Raleigh, NC

4. Birmingham, AL

5. Cincinnati, OH

6. Sacramento, CA