

**Media Advisory:** [MONTH, DATE, YEAR] **Contact:** [NAME]

[(XXX) XXX-XXXX]

[EMAIL ADDRESS]

**[SCHOOL OR COLLEGE NAME] to Host [ACTIVITY] to Improve Medication Adherence in [CITY]; Future health professionals join national campaign to raise awareness about the need for people with chronic conditions to take medication as directed**

**[CITY, STATE]—**On [DAY, MONTH, DATE, YEAR], health profession students from [SCHOOL OR COLLEGE] will host [ACTIVITY].

The activities will be conducted as part of *Script Your Future*, a national campaign to educate consumers on the importance of medication adherence. Nearly three out of four Americans do not always take their medications as directed, leading to serious health consequences and avoidable costs.Medication adherence has become a growing focus among health care stakeholders, and addressing the problem of poor adherence is critical, especially as the number of Americans affected by at least one chronic condition is expected to grow from 133 to 157 million by 2020.

|  |
| --- |
| **WHAT:** Local health profession students from [CITY, STATE] will conduct community outreach as part of *Script Your Future*, a consumer-focused campaign on the importance of medication adherence. [SHORT SUMMARY OF SPECIFIC EVENT OR ACTIVITY].    **WHEN:** [DAY, MONTH, DATE, TIME]  **WHERE:** [FULL ADDRESS]    **WHO:** [STUDENTS, DEANS, LOCAL HEALTH PROFESSIONALS, OTHER PARTICIPANTS]    **\*\* For more information, visit** [**www.scriptyourfuture.org**](http://www.scriptyourfuture.org) **\*\*** |