



I WILL grow old with my husband.



I WILL help my grandson with his science homework.



I WILL walk my daughter down the aisle.



I WILL spend time with my best friend.



I WILL take a family vacation every summer.



I WILL be there many more birthdays.



I WILL ride my bike every day.

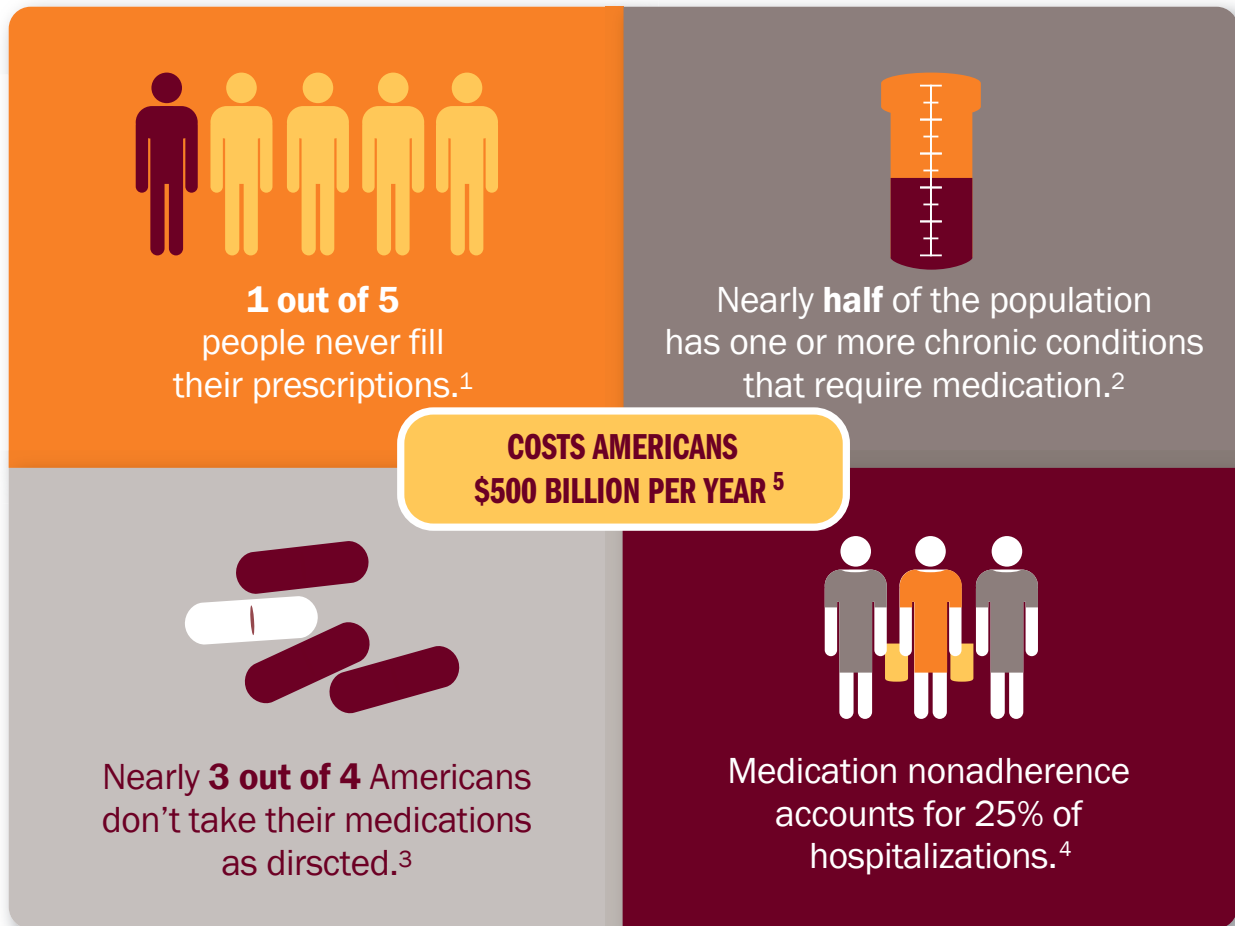


I WILL always be there for my daughter.

**SCRIPT
YOUR
FUTURE**

2024 Partnership and Sponsorship Opportunities

A campaign of the National Consumers League
www.scriptyourfuture.org



The Problem

Poor medication is a national problem, costing billions

Nearly three out of four Americans report that they do not always take their medications as directed, and approximately one in five new prescriptions are never filled^{1,3}. Among medications that are filled, approximately 50 percent are taken incorrectly¹, particularly with regard to timing, dosage, frequency, and duration. For patients with chronic diseases, medication adherence is crucially important for preventing a health crisis. Poor adherence leads to serious health consequences and avoidable costs for patients.

Vaccines are critical component of medication adherence to ensure that people stay safe and healthy from preventable disease and death. Vaccines have been integral in combatting the COVID-19 pandemic.

However, misinformation and vaccine hesitancy has kept people from receiving their COVID-19 vaccine.

Safe drug disposal is another significant component of medication adherence. Unused or expired medicines should be disposed of as soon as possible and safely. Simply throwing medications in the trash or flushing them down the toilet is unsafe, allowing access to minors and pets in addition to having pollutive environmental consequences. Patient education efforts on safe drug disposal are necessary to ensure that people dispose of their medications safely.

References

1. Neiman, A. CDC Grand Rounds: Improving Medication Adherence for Chronic Disease Management — Innovations and Opportunities. Morbidity and Mortality Weekly Report. Centers for Disease Control and Prevention. 2017. Vol 66, No 45.
2. Benjamin, Regina. Medication Adherence: Helping Patients Take Their Medicines As Directed. Surgeon General's Perspectives. Public Health Reports. 2012. Volume 127.
3. McCarthy R. The price you pay for the drug not taken. Business Health 1998;16:27-33.
4. Kim, J. Medication Adherence: The Elephant in the Room. US Pharmacist. 2018;43(1)30-34.
5. Watanabe, J. Cost of Prescription Drug-Related Morbidity and Mortality. The Annals of Pharmacotherapy. 2018, 52(9).



**SCRIPT
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The Solution

Script Your Future changing lives since 2011

In 2011, the National Consumers League (NCL) developed and launched *Script Your Future* to educate consumers, family caregivers, and health care professionals about the importance of taking medications as directed. Such awareness is a vital first step toward better health outcomes.

The signature program of the campaign is the annual Medication Adherence Team Challenge, a competition designed to engage future doctors, nurses, and pharmacists to develop creative ideas, events, and initiatives in their communities. Students and faculty from health profession schools conduct outreach activities to promote medication adherence, vaccine confidence, and safe drug disposal.

Schools from across the country will compete. Top performing teams are recognized for achievements in specific areas: 1) health disparities/under-represented community outreach, 2) media/communications outreach, 3) creative interprofessional team event, 4) technology innovation, and 5) overall excellence. Topics change to meet the needs of consumers.



**3 OUT OF 4 PATIENTS DON'T
TAKE THEIR MEDICATION
AS DIRECTED**

Since its inception as a national PSA campaign and through its evolution into a robust grassroots program, *Script Your Future* has enjoyed partnerships with federal agencies, the Office of the Surgeon General, nonprofits, schools of pharmacy, and industry.



Results

Team Challenge building leaders, creating impact

Since the Team Challenge began in 2011, more than 18,800 future healthcare professionals have participated, reaching nearly 26 million consumers.

Over the years, the students participating in the Team Challenge provided unique strategies to address medication adherence such as collectively counseling over hundreds of thousands of patients, and vaccinating more than 134,000 consumers nationwide during the Covid-19 pandemic.

- more than 5,000 future healthcare professionals and volunteers from 78 participating health professions schools participated
- the teams collectively counseled close to 150,000 patients
- Team Challenge participants vaccinated more than 134,000 consumers, nationwide

“Overall, this was a great experience because we were able to make a direct difference in our community. It was an eye-opening experience that allowed us to see the weaknesses in the healthcare system in order for us to become better future healthcare providers. We will always be able to take on what we learned from this experience and use it in our future careers.”

– 2023 Script Your Future Team Challenge participant
California Northstate University College of Pharmacy



ScriptYourFuture.org

I WILL

If you have a longterm health problem, like diabetes, asthma or high blood pressure, your future depends on taking your medicine. Learn helpful tips at ScriptYourFuture.org.

TAKE THE PLEDGE. TAKE YOUR MEDS.



- play with him 'til dinnertime.
- check his science homework.
- lend him the car.
- wait up until he gets home.
- help him pick out a tux.
- chase his kids around the yard.
- take my meds.



Partner with us

Engagement opportunities and benefits

Participate

Become a Committed Partner and take part in local and national campaign events

Share

Co-brand materials and disseminate to consumers; provide branded items to school teams for use in their outreach related to medication adherence, vaccine confidence and safe drug disposal

Connect

Identify and introduce NCL to potential Committed Partners

Contribute

Financial and in-kind contributions for ongoing operations

Network

Opportunity to share career opportunities with pharmacy student participants

PARTNER BENEFIT	PATRON \$25,000	BENEFACTOR \$10,000	CHAMPION \$5,000
Top logo placement and recognition on all Team Challenge collateral and marketing	●		
Verbal recognition at awards ceremony	●		
Enhanced branding opportunities on materials	●		
Name and logo added to a national award category	●	●	
Profile feature in weekly outreach emails to teams	●	●	
Recognition in NCL Annual Report	●	●	●
Partner listed on the Script Your Future homepage	●	●	●
Social media recognition	●	●	●



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