

Script Your Future 2024 Team Challenge Kickoff Webinar

NCL Health Policy Team
December 8, 2023

Medical Disclaimer: All information on this presentation is strictly for informational and educational purposes only. Nothing on this site is a substitute for medical advice, diagnosis, or treatment.



A Campaign of the National Consumers League

Agenda

- Introductions
- Why Medication Adherence?
- *Script Your Future* Campaign Overview
- Q&A Session



About National Consumers League



*Health
Advisory
Council*



Script Your Future Staff

- **Robin Strongin**: Health Policy Director, NCL
- **Chelsey Hickman**: Partner, WSW
- **Hannah Loosle**: Associate Principal, WSW





1 out of 5
people never fill
their prescriptions.¹



Nearly **half** of the population
has one or more chronic conditions
that require medication.²

**COSTS AMERICANS
\$500 BILLION PER YEAR⁵**



Nearly **3 out of 4** Americans
don't take their medications
as directed.³



Medication nonadherence
accounts for 25% of
hospitalizations.⁴

Why Medication Adherence?

Script Your Future Campaign Overview

- National consumer education campaign
- Raises awareness about the importance of medication adherence as a vital first step toward better health outcomes.
- Launched in 2011 by the National Consumers League, a non-profit organization founded in 1899

The campaign stands on three pillars:

- Tools
- Education
- Advocacy



What is the Team Challenge?

- 3 months long Challenge open to pharmacy and other health professions students
- Engages the next generation of healthcare professionals
- Promotes the importance of medication adherence, using *Script Your Future* materials
- Conduct outreach to local communities



Team Challenge Goals

- Plan and implement education and outreach activities in your community to increase medication adherence
- Encourage the collaboration of inter-professional care teams
- Engage the next generation of healthcare leaders
- Develop partnerships with local community
- Secure media interest in your activities
- Measure and report on your impact



Important Dates

- **November 2023:** Letter of Intent Due
- **December 2023:** Kick off webinar
- **January - March 2024:** Challenge
- **April 15, 2024:** Report Due
- **May 10, 2024:** Awardees Notified



Team Challenge Success

- Since the first Challenge in 2011, Health professions students:
 - Have reached 300 million consumers directly and through the media
 - Held nearly 2000 individual events
 - Directly distributed over 800,000 resources



Team Challenge Focus Areas

- **Vaccine Confidence:** significant challenge due to spread of misinformation and politicization of COVID-19 pandemic
- **Misinformation:** navigating trusted sources of information, online and in person
- **OTC Safety:** many people don't realize the harmful effects that OTC medications can have if used improperly
- **Online pharmacy purchases:** safety, counterfeit
- **Self harm**



Team Challenge Awards

- National
- Media/Communications
- Technology Innovation
- Inter-Professional
- Under-Represented
Community Outreach



Team Challenge Report

5 pages (or less) describing the team's activities, including:

- **Program Intervention:** description of program including team, events, patient profiles, messaging, materials used, etc.
- **Outcomes Measured:** event date, type, and population targeted; number of volunteers, volunteer hours, materials disseminated, participants reached, etc.
- **Team Impact:** how did the activities conducted change health outcomes?
- **Appendices:** may include, but not limited to:
 - Event/activity log keeping track of outcomes/impact
 - Press coverage from event
 - Pictures from event, social media materials used
 - Letters of recommendation from groups impacted by activities

Sample Topics and Activities

Topics

- Safe drug disposal
- Vaccines
- OTC Safety
- Prescription misuse
- Self harm
- Online pharmacies

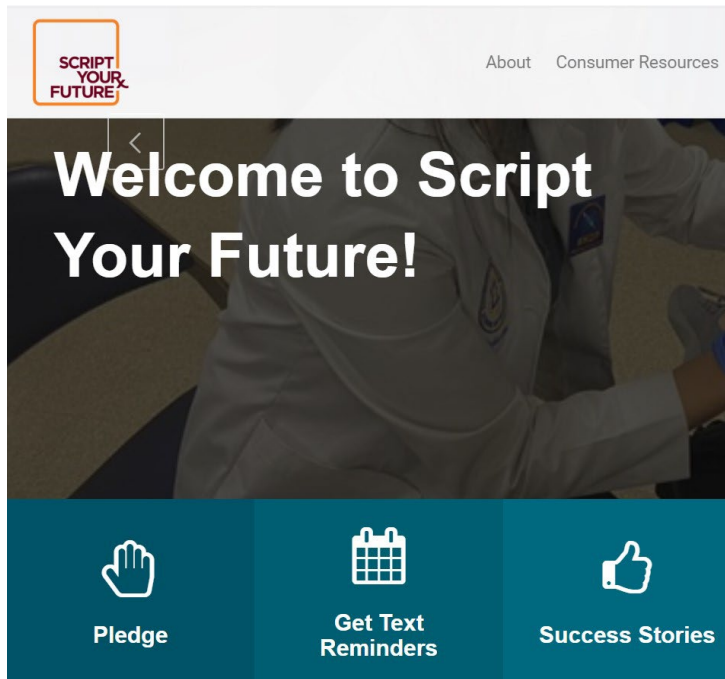


Activities

- Legislative advocacy
- Community baby shower
- Media campaigns (traditional, social media, etc)
- Health fairs
- Vaccine fairs
- Educational presentations (to middle and high schools)

Campaign Resources

Consumer Website



Available Materials

Printed campaign materials

- Medication wallet cards (multiple languages)
- Posters
- Stickers

Customizable electronic materials

- Press release and media advisory
- SYF Consumer PowerPoint Presentation
- Letter to the editor
- PSA pitch guide



Q&A Session



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.

Thank you!

Robin Strongin

Health Policy Director, NCL

Robins@nclnet.org

Hannah Loosle

Associate Principal, WSW

hannah@wswdc.com

Chelsey Hickman

Partner, WSW

chelsey@wswdc.com

National Consumers League

www.scriptyourfuture.org

1701 K Street, NW, Suite 1200

Washington, DC 20006

Medical Disclaimer: All information on this presentation is strictly for informational and educational purposes only. Nothing on this site is a substitute for medical advice, diagnosis, or treatment.

