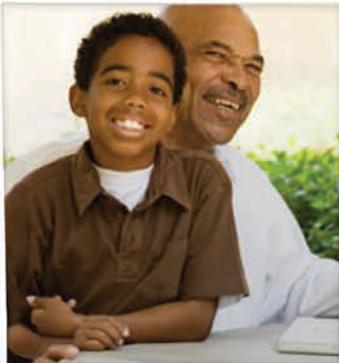




**I WILL** grow old with my husband.



**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 for many more birthdays.



**I WILL** ride my bike every day.

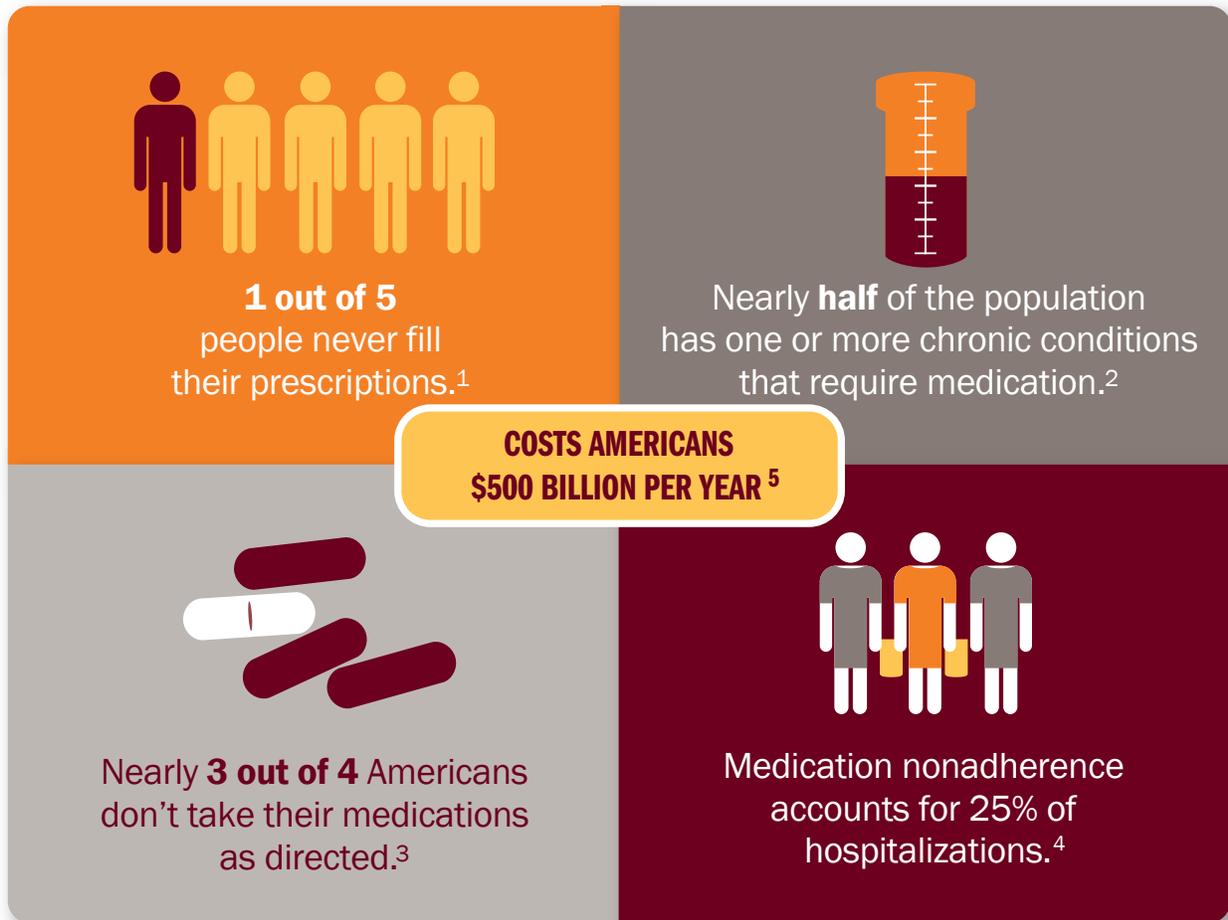


**I WILL** always be there for my daughter.

**SCRIPT  
YOUR  
FUTURE**

## 2026 Partnership and Sponsorship Opportunities

A campaign of the National Consumers League  
[www.scriptyourfuture.org](http://www.scriptyourfuture.org)



## The Problem

# Poor Medication Adherence 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.<sup>1,3</sup> Among medications that are filled, approximately 50 percent are taken incorrectly,<sup>1</sup> particularly with regard to timing, dosage, frequency, and duration. For patients with chronic diseases, medication adherence is critically important for preventing a health crisis. Poor adherence leads to serious health consequences and avoidable costs for patients.

Vaccines are a critical component of medication adherence to ensure that people stay safe and healthy from preventable disease and death. For example, vaccines played a pivotal role in combating

the COVID-19 pandemic, yet misinformation and vaccine hesitancy have kept many from receiving them. Ongoing public debate about vaccine safety, including conflicting messages from public health agencies, has complicated efforts to build trust, underscoring the need for transparency and clear, evidence-based communication.

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 may be 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

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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  
YOUR  
FUTURE**

## 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 step toward better health outcomes.

The signature program of the campaign is the annual Medication Adherence Team Challenge, a competition designed to engage future pharmacists, doctors, and nurses to develop creative ideas, events, and initiatives to increase medication adherence in their communities.

Students and faculty from health professional schools conduct outreach activities to promote medication adherence, vaccine confidence, and safe drug disposal. 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.

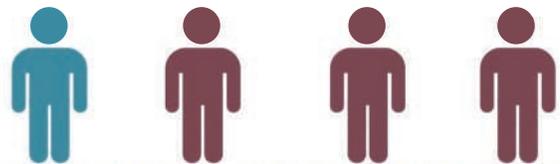
*Since its inception as a national public service campaign and through its evolution into a robust grassroots program, Script Your Future has enjoyed partnerships with federal agencies, the Office of the Surgeon General, nonprofits, schools of pharmacy, and industry.*



Janet Woodcock, MD  
Former FDA Principal Deputy  
Commissioner



Regina Benjamin, MD  
18<sup>th</sup> Surgeon General



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



## 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, students participating in the Team Challenge provided unique strategies to address medication adherence, such as:

- Partnering with local grocery stores, churches, libraries, and community pharmacies to reach patients where they physically are.
- Being featured on regional afternoon lifestyle TV programs, reaching over 800,000 community members at once.
- Attending larger university events to help students address the stigma surrounding a lack of adherence and discussing ways to better adhere to medications.

The Team Challenge's impact was especially evident during the COVID-19 pandemic, highlighting its ability to mobilize and make a measurable difference in public health:

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



- 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.

# I WILL

If you have a long-term health problem, like diabetes, asthma or high blood pressure, your future depends on taking your medicine. Learn helpful tips at [ScriptYourFuture.org](http://ScriptYourFuture.org).  
**TAKE THE PLEDGE. TAKE YOUR MEDS.**



*"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*



# Partner With Us

## Engagement Opportunities and Benefits

- Participate**  
Become a Committed Partner and take part in national campaign events
- Join**  
Join the Script Your Future Advisory Council to shape the future of the campaign
- 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
Partner linked on Script Your Future website	●		
Enhanced branding opportunities on materials	●		
Recognition in email footer in Script Your Future emails	●	●	
Opportunity to join the Script Your Future Advisory Council	●	●	
Recognition in NCL Annual Report	●	●	●
Partner listed on the Script Your Future website	●	●	●
Social media recognition	●	●	●



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