

SAMPLE

FOR IMMEDIATE RELEASE

Contact: [INSERT NAME, TELEPHONE NUMBER/E-MAIL ADDRESS]

MEDIA ALERT

**Community Workshop to Educate Older Adults and Caregivers
about the *MUSTs* of Safe Medication Use**

-- Older Adults More Likely to Experience Adverse Drug Effects --

WHAT: [INSERT NAME of COMMUNITY ORGANIZATION] is holding a free workshop to teach older adults, their families and caregivers in [INSERT TOWN/COUNTY] about safe medicine use and encourage patients to routinely review and discuss medicines with their healthcare providers. This program is part of a national initiative -- **Medication Use Safety Training for Seniors™ (MUST for Seniors™)**, sponsored by the National Council for Patient Information and Education (NCPPIE) to promote safe and appropriate medicine use through improved medicine communication among older adults, caregivers and healthcare professionals.

WHEN: [INSERT DATE AND TIME]

WHERE: [INSERT LOCATION AND ADDRESS; INCLUDE PARKING INSTRUCTIONS, IF APPLICABLE]

WHY: Older adults make up 13 percent of the population, but account for 34 percent of all prescription medication use and 30 percent of all over-the-counter (OTC) drug use.^{1,2} Most older adults live with at least one chronic condition, take multiple medications, have more than one prescribing health care provider and use at least one pharmacy.^{1,3} Age-related changes -- such as memory impairments, vision or hearing loss and the way drugs work in the body -- decisions to limit medication use due to bothersome side effects or cost, as well as apparent gaps in communication about medications between older adults and their healthcare providers have been shown to contribute to improper medication use, and set the stage for potentially dangerous health consequences.^{1,3,4} Data reveal up to 60 percent of older adults take their prescriptions improperly, resulting in an estimated 140,000 preventable deaths each year.⁴ These issues are especially salient amid an aging U.S. population.

For more information about medicine use and older Americans, visit www.mustforseniors.org.

WHO: [LIST NAMES OF KEY PRESENTERS, SPONSORS AND SPOKESPERSONS, INCLUDING TITLES AND AFFILIATIONS].

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Editor's Note: Local news photographers and videographers are welcome from [INSERT TIME] on [INSERT DATE] to [INSERT PHOTO OPPORTUNITY, FOR EXAMPLE, TO PHOTOGRAPH LOCAL RESIDENTS SHARING INFORMATION, ETC.]

References

- (1) Ferrini A, Ferrini R. "Health in the Later Years." 3rd edition. McGraw Hill Boston, MA.
- (2) Centers for Disease Control and Prevention and The Merck Company Foundation. "The State of Health and Aging in America 2004."
- (3) Wilson IR, Schoen C, Neuman P, Stollo MK, et al. "Physician-Patient Communication About Prescription Medication Nonadherence: A 50-State Study of America's Seniors." *JGIM*. 2007 Jan;22(1):6-12.
- (4) Heisler M, Langa K, Eby EL, Fendrick, MA et al. "The Health Effects of Restricting Prescription Medication Use Because of Cost." *Medical Care*. 2004 July; 42 (7):626-634.