Understanding and Taking Action to Promote the Safe Use of Acetaminophen among Hispanics – Know Your Dose Campaign

2017 National Minority Quality Forum
National Leadership Summit and Spring Health Braintrust
April 24, 2017
The National Alliance for Hispanic Health (The Alliance)

Vision: Strong healthy communities whose contributions are recognized by a society that fosters the health, well-being, and prosperity of all its members.

Mission: Improve the health of Hispanic communities and work with others to secure best health for all.

We are unique:

◦ Since 1973 represent all Hispanic groups.
◦ Dedicated to community-based solutions.
◦ No funds from tobacco or alcohol companies.
The Know Your Dose Campaign (KYD)

• **Partners:** The Acetaminophen Awareness Coalition: A diverse group of organizations.

• **Purpose:** Committed to educate communities on the safe use of acetaminophen.

• **The Alliance:** Support development of the KYD in Hispanic communities.
The Hispanic Community Campaign

• Development of the KYD campaign framework.
• Design of culturally and linguistically appropriate content to promote safe use of acetaminophen.
• Deliverables:
  o Environmental Scan
  o Conduct CPD
  o Disseminate resources
  o Support new partnerships
Community Panel Discussion Objectives

• General Use of Medicines (OTC and Prescription
• Knowledge, Attitudes and Behaviors
• Communication Platforms to Reach Hispanics
• Testing Resources/Developing Messages
Methodology

- Selection of sites
- Creation of a protocol
- Selection of participants
- Participants surveys
- CPDs report
Findings: Use of Acetaminophen

• Use OTC medicines on a regular basis, but do not know if they contain APAP.

• Combination of 2 medicines with APAP is very common as is combining APAP and alcohol.

• Not aware of the alternative names for APAP.

• Disregard of dosage instruction.
Findings: Knowledge, Attitudes, Behavior

- Lack of knowledge on:
  - Correct use
  - Alternative names
  - Consequences of an overdose
  - Confusion between APAP and Ibuprofen
  - Misconception about overdosing with APAP
  - Recognition of brand names
Findings: Developing Messages

• Always read and follow the label.
• Know if your medicines contain acetaminophen.
• Never take two medicines that contain acetaminophen at the same time.
Findings: Communication Platforms

• Use of social and other digital media.
• Television, radio, word-of-mouth, and written materials.
• Written materials should be:
  • Simple, short, and concise
  • With vivid colors, large print, and pictures
• Providers trusted by consumers.
Outreaching to Hispanics

- Use effective communication platforms
- Language preference and literacy levels
- Reading the label, include a label on the materials
- Names and abbreviations of APAP
- Entertainment education
- Liver damage and other side effects
- Use of cultural values
Outreaching to Providers

• Ask their providers and pharmacist about APAP
• Emphasize avoidance of risky behaviors
• Share all medications with their providers
• Remind providers that Hispanics do use social and other digital media
• Use health advertisement/education on television in waiting rooms.
• Maximize the potential of current phone messaging systems
• Place materials in all pharmacies and clinics
Know Your Dose Animated Video

http://www.youtube.com/watch?v=bvKbkCI9FME
Thank You

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