

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

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Presenter Disclosures

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(1) The following personal financial relationships with
commercial interests relevant to this presentation
existed during the past 12 months:

“No relationships to disclose”

**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 health for all.

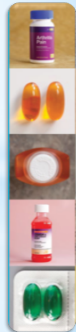
We are unique:

- Since 1973 represent all Hispanic groups.
- Dedicated to community-based solutions.
- No funds from tobacco or alcohol companies.



The Issue: Acetaminophen

- The most common drug ingredient in America.
- Found in more than 600 prescription and over-the-counter medicines.
- When used as directed, it is safe and effective.
- Taking more than directed is an overdose and can lead to liver damage.



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 Campaign

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



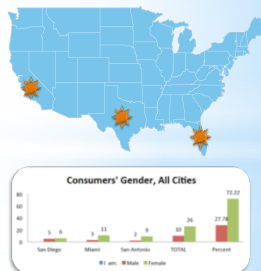
Community Panel Discussion Objectives

1. General Use of Medicines (OTC and Prescription)
2. Knowledge, Attitudes and Behaviors
3. Communication Platforms to Reach Hispanics
4. Testing Resources/Developing Messages



Methodology

- Selection of sites
- Creation of a protocol
- Selection of participants
- Pre-test and demographic data
- Performance of CPDs



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.

... "I take 2 Paracetamols 500mg and then I take Tylenol 650mg and the next day I am as good as new."

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.



Recommendations for Hispanic Outreach

- 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



Recommendations for Providers

1. Ask their providers and pharmacist about APAP
2. Emphasize avoidance of risky behaviors
3. Share all medications with their providers
4. Remind providers that Hispanics do use social and other digital media
5. Use health advertisement/education on television in waiting rooms.
6. Maximize the potential of current phone messaging systems
7. Place materials in all pharmacies and clinics



Know Your Dose Cartoon Video



<http://www.youtube.com/watch?v=bvKbkCI9FME>

