



MPA Public Awareness Campaign Use Caution, Drive Safely Final Report

Purpose of Campaign

The Michigan Pharmacists Association (MPA) launched the public awareness and education campaign, "Use Caution, Drive Safely," to alert Michigan citizens to the critical need for using caution when taking prescription and nonprescription medications in conjunction with driving a vehicle. Patients were encouraged to contact their pharmacists to answer questions and for help in providing alternatives to prescription and over-the-counter medications that can cause drowsiness. The campaign focused on providing patients with information on what to do when they experience drowsiness-related side effects caused by medications and to make appropriate decisions related to driving that will result in improved safety and decreased accidents associated with medication-related driving impairment. This campaign benefited pharmacy by the consistent promotion of the role of the pharmacist as the medication expert and directed patients to their local community pharmacy. MPA selected Michigan Secretary of State Terri Lynn Land as spokesperson for this campaign.

Media Promotion

This campaign was a statewide educational effort which included providing each of the 2,300 pharmacies, 230 hospitals and 250 Secretary of State offices in Michigan with educational kits containing informational posters, literature holders with two-sided educational cards. A total of 500,000 cards was printed. The distribution of these kits was a collaborative effort between MPA, Secretary of State office staff and corporate pharmacy representatives, and resulted in mass mailing for individual pharmacies as well as distribution to regional offices. The campaign was kicked off with statewide press releases and media presentations held in key cities (Grand Rapids and Detroit) with Secretary of State Terri Lynn Land and several pharmacists who promoted the project. The campaign also included 18 billboards located throughout the entire state (including major markets Detroit, Jackson, Muskegon, Grand Rapids, Saginaw, Flint, Traverse City, Port Huron, Bay City, Lansing, Gaylord, Marquette, Escanaba, Houghton and Manistique) and rotated over a period of three to four months to maximize exposure. The "Use Caution, Drive Safely" campaign was also featured prominently at the MPA Annual Convention & Exposition in Dearborn, including displays throughout the convention and personal appearances by Secretary of State Terri Lynn Land at the opening session, in the exhibit hall and at a reception. A mobile billboard was also secured and placed at the entrance of the hotel for additional exposure. Promotion of the campaign is also included on both the MPA and Secretary of State websites, with a copy of the billboard linked to educational content. The March/April *Michigan Pharmacist* featured the "Use Caution, Drive Safely" campaign. Additional content relating to the campaign was also included



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in the May/June 2006 issue of *Michigan Pharmacist* and other print and electronic media by MPA. Additionally, a radio public service announcement was created and distributed to stations throughout the state with additional radio spots planned for the near future.

Campaign Budget

The "Use Caution, Drive Safely" campaign initial budget was set at \$50,000 which was provided by a grant supplied by the Community Pharmacy Foundation. Since the billboard expenses for 18 billboards for three months was projected for \$100,000, additional support for this campaign was solicited. Supplemental funding was obtained by grants from the Michigan Pharmacy Foundation, pharmaceutical wholesalers and individual contributions. At present, current projected income for the project is approximately \$85,000, with expenses to date of \$106,000.