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CHPA Educational Foundation Unveils KnowYourOTCs.org, Kicks Off New Era for Consumer Education

2015 foundation board elected during annual executive conference

Bonita Springs, FL – Now in year two of its commitment to expand consumer education, the Consumer Healthcare Products Association (CHPA) Educational Foundation today unveiled a new name and look for its online hub. KnowYourOTCs.org has replaced OTCsafety.org as the go-to source for consumers seeking information on the on the safe use, storage, and disposal of over-the-counter (OTC) medicines.

Designed to help consumers “take their healthcare personally,” the mobile-friendly website will guide consumers making OTC decisions wherever they are – be it the pharmacy aisle or their child’s bedside. Visitors of the website will benefit from an expanded ingredient index, children’s dosing charts, tips on safe medicine storage and disposal, and much more.

“More than 240 million people rely on OTCs medicines, and we take our responsibility to meet their information needs seriously,” Emily Skor, CHPA Educational Foundation director, said.

“The way consumers seek health information is ever-evolving, and our foundation is evolving with them. Over the years, we have worked to meet consumers wherever they are. Through partnerships with retailers, we provide information at the point of purchase. Partnering with healthcare providers enables us to reach consumers at the point of care. Online, we have pursued many avenues to reach consumers seeking information on OTCs through sponsored content on premiere health sites, parent blogger ambassador work, and targeted social media engagement. The new website is critical for growth in all of these efforts as it a unique online resource for consumers, and we will drive them to it through all of our touch points in all of our foundation campaigns, initiatives, and partnerships.”

CHPA Educational Foundation partner the National Council on Patient Information and Education (NCPIE) says the updated resource will be a great tool for consumers.

“At the National Council on Patient Information and Education, we are dedicated to educating consumers on the safe and appropriate use of medicines. We are excited by the launch of CHPA Educational Foundation’s new consumer website KnowYourOTCS.org,” NCPPIE Executive Vice President W. Ray Bullman said.

“The new website will be a tremendous asset in helping empower consumers to take their healthcare personally and we look forward to working with the CHPA Foundation on efforts surrounding this issue in 2015.”

In addition to unveiling the new website, the CHPA Educational Foundation Board was elected today during the CHPA’s Annual Executive Conference in Bonita Springs, FL. The board members are as follows:

- Christopher D. DeWolf – CHPA Educational Foundation Chair, President & Chief Executive Officer, Lil’ Drug Store Products, Inc.
- Emile Lee – Vice President, North America Communications, Consumer, Johnson & Johnson
- Ernesto Levy – Vice President, Marketing, North America, Novartis Consumer Health, Inc
- Scott M. Melville – President and Chief Executive Officer, Consumer Healthcare Products Association
- Jeffrey R. Needham – Executive Vice President and General Manager, U.S. Consumer Healthcare, Perrigo Company
- R. Stephen Neumann – Vice-President, Consumer Insights and Consumer Relations, Bayer Consumer Care
- Claire Payawal – Vice President, Global Public Affairs for Pfizer Consumer Healthcare
- David Tomasi – Marketing Director, Vicks North America, Procter & Gamble

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The CHPA Educational Foundation is a 501 (c)3 organization dedicated to helping consumers lead happier, healthier lives through responsible self-care. The Foundation strives to be the trusted source of information on the responsible use, storage and disposal of consumer healthcare products including over-the-counter medicines and dietary supplements.



The Consumer Healthcare Products Association (CHPA) is the 134-year-old trade association representing the leading manufacturers and marketers of over-the-counter (OTC) medicines and dietary supplements. Every dollar spent by consumers on OTC medicines saves the U.S. healthcare system \$6-\$7, contributing a total of \$102 billion in savings each year. CHPA is committed to promoting the increasingly vital role of over-the-counter medicines and dietary supplements in America's healthcare system through science, education, and advocacy.

chpa.org