



FDA Consumer Education on the Safe Use of Acetaminophen

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Education Campaign History

- **January 2004** – FDA launched the “Safe Use of Over-the-Counter Pain Relievers and Fever Reducers” Campaign
 - Messages covered both acetaminophen and NSAIDs
- **2008** – FDA is continuing the campaign
 - Messages focus on acetaminophen

Consumer Messages

Primary message:

Acetaminophen is generally a safe and effective drug as long as you:

- Read and follow the information given by your doctor and the medicine label
- Never use more than directed
- Never use more than 1 medicine containing acetaminophen at a time

Secondary messages:

Ask your doctor before using acetaminophen if you:

- Drink alcohol, 3 or more drinks every day
- Have liver disease
- Take warfarin, a blood thinning medicine

Consumer Education Materials

- Brochure (using 2004 brochure)
- “Medicines In My Home” Web interactive program
- Q&As (written and podcast)
- FDA “Consumer Corner” video
- FDA “Patient Safety News” video
- FDA Consumer Health Updates
- Fact Sheets for:
 - Parents
 - Seniors
 - Young Adults (college age students)
- Posters for Health Clinics and College/University Health Centers
- In-store 30 sec.broadcast announcement
- Radio and Print Public Service announcements
- Newspaper article (NAPS)



English and Spanish Brochure

The best way
to take your
over-the-counter
pain reliever?
Seriously.



U.S. Department of Health and Human Services
Food and Drug Administration

¿Cuál es la mejor
manera de tomar su
medicina comprada
sin receta médica?
Con seriedad.



U.S. Departamento de Salud y Servicios Humanos
Administración de Drogas y Alimentos

2004 Print Public Service Announcements

Acetaminophen

Why is it important to know that all these medicines contain acetaminophen?

Because too much can damage your liver.

Acetaminophen is an active ingredient found in more than 600 over-the-counter and prescription medicines, such as pain relievers, cough suppressants and cold medications. It is safe and effective when used correctly, **but taking too much can lead to liver damage.** Different medicines contain different amounts, so follow dosage directions carefully. And don't take more than one acetaminophen product a day without first speaking to a health care professional. To learn more, call 1-888-INFO-FDA or visit www.fda.gov/cder.

Read the label. Know the active ingredients in your medicines.

U.S. Department of Health and Human Services
Food and Drug Administration

NSAIDs

The best way to take your over-the-counter pain reliever? **Seriously.**

Know the active ingredients in your pain relievers. Read the labels.

Pain relievers such as aspirin, ibuprofen, and naproxen are known as nonsteroidal anti-inflammatory drugs (NSAIDs). These medicines are safe and effective when taken as directed, but can cause stomach bleeding or kidney problems in some people. So read the label warnings, and follow dosage directions carefully. And be sure to talk with your health care professional or pharmacist if you have any questions. You can also learn more by calling 1-888-INFO-FDA or visiting www.fda.gov/cder.

U.S. Department of Health and Human Services
Food and Drug Administration

Prescription leaflet

Why is it important to know that all these medicines contain acetaminophen?



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Know the active ingredients in your medicines. Read the label.

More about acetaminophen and other over-the-counter pain relievers/fever reducers

What are pain relievers/fever reducers?

There are two categories of over-the-counter pain relievers/fever reducers: acetaminophen and nonsteroidal anti-inflammatory drugs (NSAIDs). Acetaminophen is used to relieve headaches, muscle aches and fever. It is also found in many other medicines' such as cough syrup and cold and sinus medicines. OTC NSAIDs are used to help relieve pain and reduce fever. NSAIDs include aspirin, naproxen, ketoprofen and ibuprofen, and are also found in many medicines taken for colds, sinus pressure and allergies.

How do I use pain relievers/fever reducers safely?

These products, when used occasionally and taken as directed, are safe and effective. Read the labels of all your over-the-counter medicines so you are aware of the correct recommended dosage. If a measuring tool is provided with your medicine, use it as directed.

What can happen if I do not use pain relievers/fever reducers correctly?

Using too much acetaminophen can cause serious liver damage, which may not be noticed for several days. NSAIDs, for some people with certain medical problems, can lead to the development of stomach bleeding and kidney disease.

What if I need to take more than one medicine?

There are many OTC medicines that contain the same active ingredient. If you take several medicines that happen to contain the same active ingredient, for example a pain reliever along with a cough-cold-fever medicine, you might be taking two times the normal dose and not know it. So read the label and avoid taking multiple medicines that contain the same active ingredient or talk to your pharmacist or health care professional.

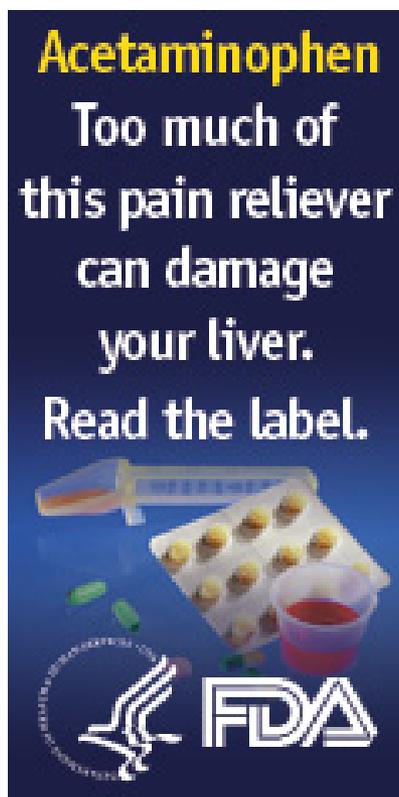
2004 Internet Banners

Placements

WebMD

HealthNewsDigest

MayoClinic





Posted on MayoClinic.com

Acetaminophen: Watch dosage for children - MayoClinic.com - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Home Printer Mail PDF PDF SPI

Address <http://www.mayoclinic.com/health/acetaminophen/HO00002> Go Links

Children's health (16)

- Children and TV: Limiting your child's screen time
- Fitness for kids: Getting your children off the couch
- Halloween safety starts at home
- [see all in Children's health](#)

Preschoolers (10)

- Bedtime battles? Put childhood bedtime problems to rest
- Acetaminophen: Watch dosage for children
- Constipation in children: Why it happens, what to do
- [see all in Preschoolers](#)

Elementary students (12)

- Bullying: Help your child handle a school bully
- Children's illness: Top 5 causes of missed school

Acetaminophen: Watch dosage for children

Acetaminophen overdoses are serious, and they can occur all too easily. Here's how to protect your child, and when to seek emergency care.

By Mayo Clinic staff

Acetaminophen (Tylenol, others) has long been the standard remedy for fever and pain in children. After all, it's safe, effective and readily available without a prescription. But even good things, in excess, can be harmful. Here's what you need to know about acetaminophen overdoses and children.

How do acetaminophen overdoses occur?

Acetaminophen overdoses are serious, and they can occur all too easily. Consider these scenarios:

You're in a hurry. You might unwittingly give your child too much acetaminophen if you don't take the time to carefully measure the medication.

You combine medications. If your child has various cold symptoms, you might combine acetaminophen with a cold remedy. But this can be dangerous because many cold medications already contain acetaminophen.

You use the wrong formulation. You might cause an overdose if you give your child adult acetaminophen tablets instead of the children's formulation. Even the children's versions of acetaminophen come in many different formulations, and the dosage varies for each one. For example, infant drops are three times as concentrated as the elixir or syrup typically given to toddlers. If you assume that both liquids contain the same amount of medicine, substituting infant drops for syrup could result in a dose of acetaminophen three times what it should be.

You decide that more is better. If you're not satisfied with the

Acetaminophen

Too much of this pain reliever can damage your liver.

Read the label.




U.S. Department of Health and Human Services
Food and Drug Administration

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Partnerships

- United Health Foundation
- National Council on Patient Information and Education
- National Consumers League
- Wellmark/Blue Cross Blue Shield
- New York State Dept. of Health

Reprinted the – brochure, print PSA (into a poster)

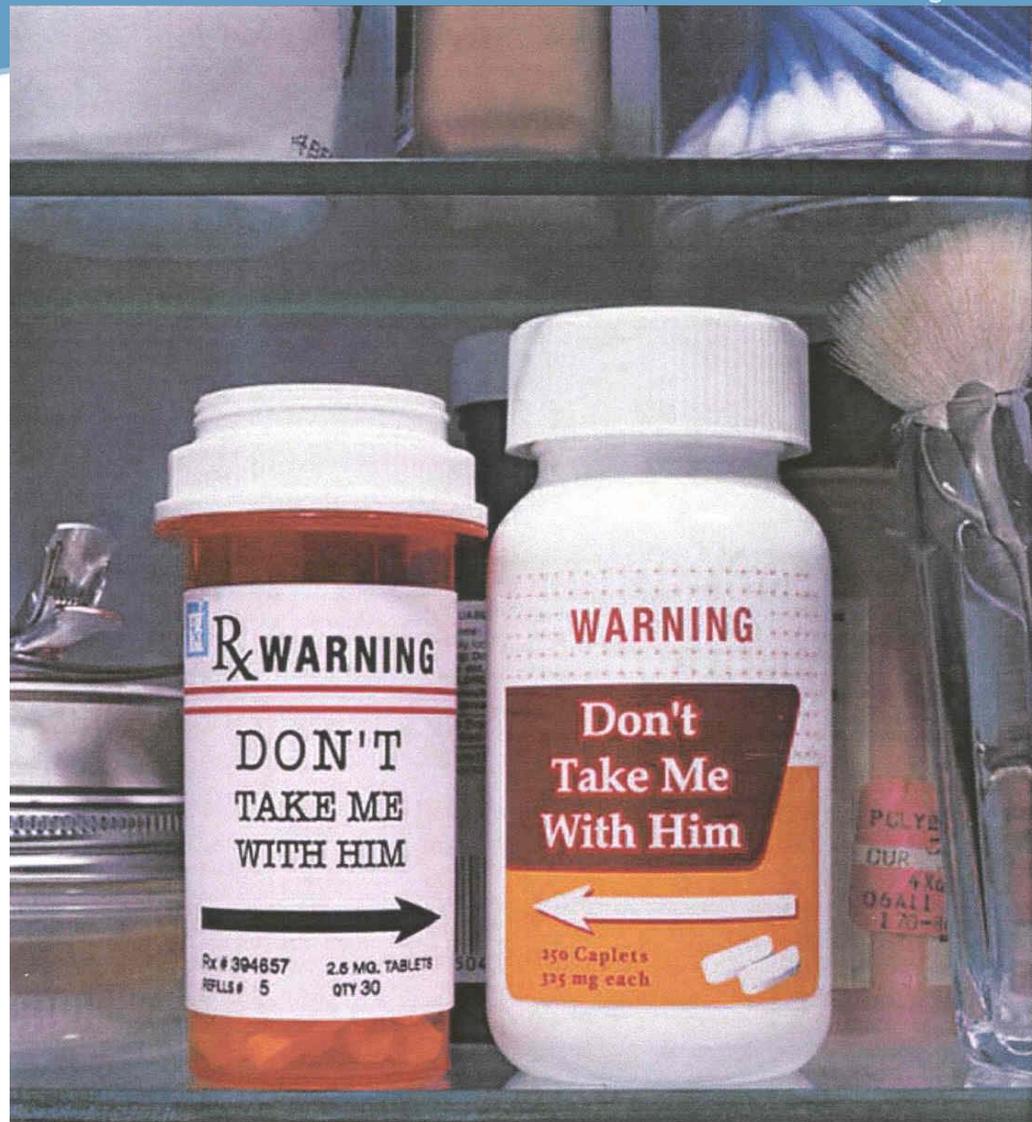
Disseminated to:

- NY retailers (4,000),
- hospitals (257),
- poison control centers (6),
- and each of NY county's Kidney Foundation, Liver Foundation, and Diabetes Association at no cost.



National Consumers League

Print PSA

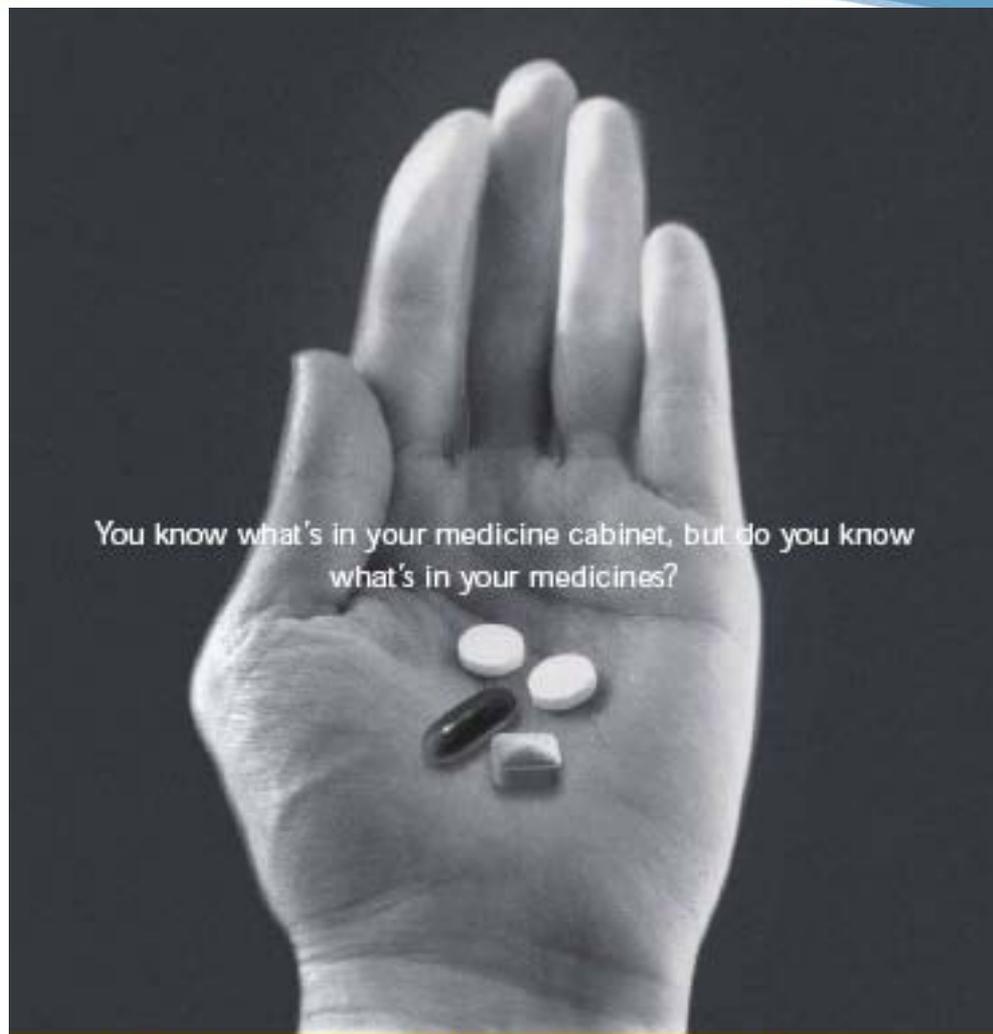


Just because a drug is sold without a prescription doesn't mean it isn't serious medicine. Sometimes different over-the-counter or prescription medicines contain the same ingredient. So when you take more than one medicine at the same time, it's possible to take too much. Read the label carefully to find out exactly what you're taking. When in doubt, ask your doctor or pharmacist.
It's simple. Read the label. www.nclnet.org

National Council on Patient Information and Education

- TV advertisement on TNT networks in 2005
- Media tour (radio) in 2004
- Print public service announcement

www.bemedwise.org



You know what's in your medicine cabinet, but do you know what's in your medicines?

You might be surprised to know that your over-the-counter medicine may contain the same active ingredient found in some prescription or common cold/flu medications. Taking more than one medicine means you could be receiving too much of the same active ingredient, and more is not better.

Know your medicines. Always read and compare labels. And consult your doctor or pharmacist if you have any questions. Take the time to be careful.

Learn more at: www.BeMedWise.org

N • C • P • I • E
National Council on Patient Information and Education



U.S. Food and Drug Administration



U.S. Food and Drug Administration
Protecting and Promoting Public Health

United Health Foundation

Print Media Outlets

Parade
People
Better Homes and Gardens
Family Circle
Ladies Home Journal
Prevention
Woman's Day
Ebony
Good Housekeeping
Reader's Digest
Parenting
WebMD
USA Weekend
MediZine

TAKE CHARGE OF YOUR CARE.

**EXCEEDING THE RECOMMENDED DOSAGE
CAN DO MORE THAN WIPE OUT YOUR PAIN.
JUST ASK YOUR MAJOR ORGANS.**

 **THE MISUSE OF OVER-THE-COUNTER DRUGS
CAUSES 178,000 HOSPITALIZATIONS A YEAR.**

Over-the-counter (OTC) drugs are just as serious as prescription drugs. Obey this checklist:

- Always read and follow directions on product labels.
- Avoid taking more than one medication with the same active ingredients.
- Stop use and ask a health care professional if you experience any side effects.

United Health Foundation and the FOOD AND DRUG ADMINISTRATION (FDA) believe that the more you know, the healthier you will be. Which is why we partnered to bring you these important health tips. We encourage you to get more involved in your care, to seek out information and to always make sure that the information you use comes from a reliable, evidence-based source. To find out more on this and other important topics, visit UHFtips.org.


United Health Foundation™

 U.S. Department of Health and Human Services
 FDA
Food and Drug Administration

Other Medicine Education Campaigns

- Antibiotic resistance
- Buying medicines online
- Counterfeit drugs
- Drug interactions
- General use of OTC and prescription medicine
- Generic drugs
- Giving medicine to children
- Medicines and seniors
- Misuse of prescription pain relievers

FDA Consumer Education Websites

- www.fda.gov/Drugs/ResourcesForYou/Consumers/BuyingUsingMedicineSafely
- www.fda.gov/cder/drug/analgesics
- www.fda.gov/Drugs/ResourcesForYou/Consumers/BuyingUsingMedicineSafely/UnderstandingOver-the-CounterMedicines/ucm092139.htm

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