



**National Association of
Boards of Pharmacy
FOUNDATION**

AWAR_xE

The AWAR_xE prescription drug safety program aims to educate and raise public awareness about rogue Internet drug outlets, counterfeit drug dangers, prescription drug misuse and abuse, and medication safety, among other serious issues.



- AWAR_xE information is developed to reach all consumers including teens, as well as young adults, parents, and seniors, and encourages the public to rely on pharmacists for information on medication safety, Internet pharmacies, and counterfeit medications.
- The AWAR_xE website, www.AWARErx.ORG, is the program's primary communication vehicle and serves the public as an authoritative information source. The website provides facts and news on illegal drug sites, counterfeit drug dangers, and prescription drug abuse. The site is also a resource for information on prevention efforts including medication disposal sites and links to the VIPPS[®] (Verified Internet Pharmacy Practice Sites^{CM}) and Vet-VIPPS[®] (Veterinary-Verified Internet Pharmacy Practice Sites^{CM}) lists.
- AWAR_xE's expanded outreach efforts include a national social media campaign; presentations to civic groups and health care organizations; participation in health care expos, and toolkits for corporations, health care organizations, and students. In addition, AWAR_xE reaches out to the public through its Facebook page, www.facebook.com/AWARxE, and Twitter, www.twitter.com/AWARErx.
- State boards of pharmacy and other pharmacy organizations will have the opportunity to contribute to and use the AWAR_xE tools. Flyers, posters, bookmarks, and news articles are some of the many tools available.
- AWAR_xE was created and implemented by the Minnesota Pharmacists Foundation in 2007. In 2010, NABP formed an agreement with the Foundation to take on the program so that the Association could move it to a national platform.
- The AWAR_xE campaign was inspired by the tragic death of 24-year-old Justin Pearson from an accidental mixed drug overdose.
 - o Pearson, who was a resident of St Cloud, MN, ordered the prescription drugs that lead to his death from an illicit online pharmacy that did not require a valid prescription.
 - o The drugs were dispensed from pharmacies around the country, including at least one in Minnesota.

The AWAR_xE prescription drug safety program is supported by the National Association of Boards of Pharmacy Foundation, the educational and developmental arm of National Association of Boards of Pharmacy (NABP). NABP is the independent, international, and impartial Association that assists its member boards and jurisdictions for the purpose of protecting the public health.