

WORDS YOU SHOULD KNOW

Generic Medicine - A drug that has the same medicine as the brand name drug. This will work the same way as the brand name drug, but often costs less.

Prescription medicine - A drug that can only be bought with permission from the doctor.

Pharmacist - The person in the drug store who is trained to fill your prescription and answer questions.

Women's Health: Take Time To Care for yourself...for those who need you

Specifically -



FDA
Office of
Women's
Health

My Medicines

*Women's Health:
Take Time To Care*

for yourself...for those who need you

USE MEDICINES WISELY

About 30% to 50% of those who use medicines do not use them as directed. This causes more doctor visits, hospital stays, lost wages and changed prescriptions. All this costs Americans as much as \$76.6 billion each year.

Women often take care of medicines for the whole family, as well as themselves. So we need to read the label, avoid problems, ask questions and keep a record.

READ THE LABEL

Before you take any medicine read the label. The label should show:

List of ingredients - If you know you are allergic to anything in the medicine, don't use it. Ask your doctor or pharmacist for a different medicine.

Warnings - Read these carefully.

The expiration date - Do not use a medicine after the date on the bottle. It may not work as well.

For more information on your medicines ask your pharmacist.

AVOID PROBLEMS

Medicines can cause problems, or side effects; such as sleepiness, vomiting, bleeding, headaches or rashes. Ask about the side effects of the medicines you are taking. Talk with your doctor, pharmacist, or nurse.

Organize your medicines.

Do not skip taking your medicines.

Do not share medicines.

Do not take medicine in the dark.

ASK QUESTIONS

- What is the medicine's name?
Is there a generic available?
- Why am I taking this medicine?
- When should I take it?
- Should I take this on an empty stomach or with food?
- Is it safe to drink alcohol with it?
- If I forget to take it, what should I do?
- How much should I take?
- How long am I to take it?
- What problems should I watch for?

Talk with your doctor, pharmacist or nurse. She/he will be happy to help you.

List any allergies _____

Doctor _____

Phone number _____

Drug store _____

Phone number _____

KEEP A RECORD OF
MEDICINES YOU USE

Check boxes for the ones you use:

- ☐ aspirin or other
pain/headache/fever
medicine
- ☐ Allergy medicine
- ☐ Antacids
- ☐ Cold medicine
- ☐ Cough medicine
- ☐ Diet pills
- ☐ Laxatives
- ☐ Sleeping pills
- ☐ Vitamins
- ☐ Minerals
- ☐ Herbals
- ☐ Others _____

NAME: _____

LIST YOUR PRESCRIPTION MEDICINES

Name of My Medicine	How Much Do I Take	When Do I Take It	What Do I Use It For
XXXX EXAMPLE	1 tablet 400 mg	3 times a day after meals	Arthritis

KEEP THIS IN YOUR PURSE AND SHOW IT TO YOUR DOCTORS,
PHARMACIST OR NURSE.

FOOD AND DRUG ADMINISTRATION

**OFFICE OF
WOMEN'S HEALTH**

FACSIMILE TRANSMISSION RECORD

**TO: Nara Tanden
White House**

**(202) 456-2876
Facsimile Phone Number**

**FROM: Marsha Henderson, Director
National TTTC Program**

**5600 Fishers Lane
Room 15-61 (HF-8)
Rockville, MD 20857**

**Phone: (301) 827-0350
Fax: (301) 827-0926**

See Attachments

Women's Health: Take Time To Care



NOTE TO NARA TANDEN:

**FROM: Marsha Henderson
National TTTC Program Director**

DATE: March 11, 1998

SUBJECT: *Women's Health: Take Time To Care* Program

The FDA's Office of Women's Health is pleased to be working with the National Association of Chain Drug Stores. We anticipate that millions of women across the country will benefit from this public/private partnership. There are currently 22 chain drug stores (approximately 3,500 outlets) partnering with us in 15 cities. Each chain will distribute our "My Medicines" purse brochures at their counters and ask their pharmacists to talk with their customers about the appropriate use of medications.

Grass-roots organizations will host interactive events across the city during the *Women's Health: Take Time To Care (TTTC) Week*. The 15 cities will plan all of the events and develop a calendar of activities. San Francisco will be the first city in our national roll-out beginning on March 21. The other cities will continue through December 1998. A copy of the San Francisco draft calendar is attached. I have also attached a copy of our TTTC Program Summary, participating cities' schedule, and calendars from our 1997 pilot cities (Chicago, IL and Hartford, CT).

I think you will see that we are using a pilot tested approach to reach women where they live and work. Our experience indicates that we have been able to solicit tremendous support at the community level. And now, with the support of NACDS, we will be able to maximize our outreach to women, particularly the underserved.

We welcome the opportunity to work with you. Please feel free to call me or Audrey Sheppard, Acting Director of the Office of Women's Health, at (301)827-0350.

Attachments

TTTC Program Summary
TTTC 15 Cities Schedule
San Francisco Calendar
Pilot Cities Calendars (Chicago & Hartford)

Women's Health: Take Time To Care



FDA
Office of
Women's
Health

PROGRAM SUMMARY

Women in America are playing multiple roles – caring for their families while fulfilling numerous community responsibilities and maintaining busy jobs. Many women feel they are so busy caring for others that they cannot take time to care for themselves. The result: their health may suffer.

To help women take better care of their health, the U.S. Food and Drug Administration's (FDA) Office of Women's Health developed *Women's Health: Take Time to Care*. The program is designed to reach women over 45 – particularly those who are underserved.

National and Local Collaboration

The FDA Office of Women's Health worked with a broad network of partners to shape *Women's Health: Take Time to Care*, including government agencies and officials, national health and consumer organizations, women's groups, health care providers and health institutions. By collaborating with these partners and others, FDA is delivering information through established messengers to reach women where they live and work.

Urgent Message to Women: Use Medicines Wisely

The program will start by emphasizing the message "Use Medicines Wisely." Between 30% and 50% of people who use medicines do not use them as prescribed. FDA estimates the total annual cost of preventable medicine-related illness is \$76.6 billion.

Because women often manage medications for their whole family as well as for themselves, they represent a pivotal target for medicine-related messages. They need to know more about important issues such as preventing interactions between drugs, following usage instructions, keeping track of medication regimens and getting professional advice.

Pilot Activities

The *Women's Health: Take Time to Care*, "Use Medicines Wisely" program was piloted in Hartford, CT and Chicago, IL in the Spring of 1997. In each city a week of activities were held in which the partner organizations hosted and handled all of the logistics for the events. FDA provided a local TTTC coordinator and program materials. The program was a tremendous success in both cities. The partner organizations were enthusiastic about the message and were ingenious with their event ideas. The program received the support of the Mayors, and in Illinois the Governor, in the form of proclamations and the participation of the public health offices. Secretary Shalala was interviewed by four radio stations in Chicago regarding the activities. The Secretary's office has been interested in and supportive of this program from its inception.

Articles on *Women's Health: Take Time to Care* were published as feature stories in the *Chicago Tribune's* Sunday edition of WOMANEWS, the *Hartford Courant*, *Pharmacy Today*, and *The Nursing Spectrum*.

The breadth and depth of the outreach in both cities was overwhelming. The two cities distributed approximately 235,000 pieces of educational literature regarding "Using Medicines Wisely" including, consumer kits, payroll stuffers, grocery bag stuffers, and brochures.

National Roll-Out

Take Time to Care, "Use Medicines Wisely," is a 1998 program of the FDA Office of Women's Health. The locations listed on the back have been identified for TTTC programs.

1998 CALENDAR TTTC CITIES

Month	Week of Activities	City	Contact	Phone
March	March 21-28	San Francisco Bay Area	Mary Ellen Taylor	510-337-6888
April	April 19-24	Atlanta	JoAnn Pittman	404-347-7355
April	April 13-19	Indianapolis	Janet LeClair	317-226-6500
May	May 2-10	Minneapolis/St. Paul	Don Aird	612-334-4100
May	May 10-16	Nashville	Sandra Baxter	615-781-5372
June		Denver	Virlie Walker	303-236-3018
July		Houston	Sheryl Lunnon Baylor	713-802-9095
August		Anchorage	Elizabeth Smaha	907-562-5454
August		New Orleans	Darlene Tollestrup	504-589-2420
September		Baltimore	Peter Martineau	410-962-3731
September		Cleveland	Ruth Weisheit	330-273-1038
October		Phoenix	Gil Meza	602-379-4595
November		Seattle	Ellen Phillips-Angeles	206-205-5679
November		St. Louis	Mary-Margaret Richardson	314-645-1167
December		Miami	Estela Niella-Brown	305-526-2800

OTHER POSSIBLE LOCATIONS FOR FALL AND WINTER 1998

RURAL OUTREACH W/ DEPARTMENT OF AGRICULTURE

3 Empowerment Zones	Counties
Kentucky Highlands	KY (Clinton, Jackson, Wayne)
Mid-Delta	MS (Bolivar, Sunflower, Leflore, Washington, Humphries, Holmes)
Rio Grande Valley	TX (Cameron, Hidalgo, Starr, Willacy)

3 HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

Spelman College - Atlanta, GA
 Xavier University - New Orleans, LA
 Meharry Medical School - Nashville, TN

INDIAN HEALTH SERVICE - TBA

SAN FRANCISCO BAY AREA **TTTC CALENDAR OF EVENTS – MARCH 21-28, 1998**

Saturday, March 21	Sunday, March 22	Monday, March 23	Tuesday, March 24
8:00 – 4:00 - Healthy Women 2000 Conference - UCSF – 3rd Ave. and Parnassus – Booth with Dr. Ron Ruggiero.(650) - Corinthian Baptist Church, People's Baptist Church and Westside Baptist Church – Use Your Medicines Wisely presentation with a pharmacist (30+)	8:00 – 12:30 -Our Lady of the Rosary Church – 703 C St., Union City – Distribution with a health professional - Distribution of Take Time To Care materials after service at the following churches: - Downs Memorial - New Hope - Allen Temple - Amos Temple - New Liberation Community - Center of Hope - St. James Lutheran - Faith Baptist - Faith Presbyterian - Beth Eden - Elmhurst Presbyterian - Bethlehem Community - Bethlehem Health Ministry - Acts Full Gospel - Taylor Memorial - Mt. Calvary	11:00- 1:00 – Community Health Resource Center – 2100 Webster, SF – Lobby display with pharmacist (100) 11:30 – 12:30 - Jewish Community Center – 1414 Walnut Street, Berkeley – Senior Lunch Program with a pharmacist (50) 1:30 – 2:30 – Highland Hospital Breast Cancer Support Group – Presentation by pharmacist (15)	9:00 – 5:00 - American Diabetes Association 10:30 – 11:00 – South Berkeley Senior Center – Discussion with a health professional (50) 10:30 – 1:30 – National Council of Negro Women – Bethel AME Church – 916 Laguna Street – Workshop – Panel discussion (200) 11:00 – 1:00 – Health Net Seniority Plus – San Mateo IPA – El Camino Senior Center – Educational talk with a doctor (200) 11:00 – 12:00 – Laguna Honda Hospital – 375 Laguna Honda Blvd., SF – Presentation with Dr. Fouts, clinical pharmacist 11:15 – 11:45 – North of Market Seniors – 333 Turk St. – Presentation with a pharmacist 11:30 – 2:30 – San Francisco Health Plan and San Francisco General Hospital – TTTC materials available with pharmacist 1:00 – 2:00 – National Association of Retired Federal Employees – Methodist Church – 980 Stannage, Albany (25) 1:00 – 2:00 – North Berkeley Senior Center – 1901 Hearst – Discussion with a pharmacist 6:00 – 7:00 - La Raza – 474 Valencia Street – Workshop

- Numbers in parenthesis represent anticipated number of attendees.

SAN FRANCISCO BAY AREA
TTTC CALENDAR OF EVENTS - MARCH 21-28, 1998 (CONTINUED)

Wednesday, March 25	Thursday, March 26	Friday, March 27	Saturday, March 28
• 10:30 - 11:30 - Self-Help for the Elderly at the Lady Shaw Senior Center - 1483 Mason Street - Workshop with Cantonese speaking pharmacist (100) • 10:30 - 11:00 - Center for Elder's Independence - 1955 San Pablo - Workshop • 11:00 - 12:00 - YMCA - 2350 Broadway • 11:30 - 1:00 - Health Net Seniority Plus - POD's Medical Group - W. Oakland Senior Center - 1724 Adeline St., Oakland - Educational talk with a registered nurse (200) • 12:00 - 1:00 - American Indian Family Health Center - Elder's Luncheon (30) • 12:30 - 1:30 - New Light Senior Center - 2901 California Street, Berkeley (40)	• 9:00 - 11:00 - Health Net Seniority Plus - Brown & Toland Medical Group - held at Laurel Heights - UCSF Auditorium - Educational talk about medicines with Dr. Kenneth E. Barnes (200) • 10:00-11:00 - Ambulatory Care Services - Senior Education on TTTC with Helen Kane (10) • 11:00 - 1:00 - Community Health Resource Center - 3838 California Street - Presentation and distribution with a pharmacist (75) • 11:30 - 12:00 - Northeast Senior Central and Self Help for the Elderly 660 Lombard St. - Presentation with pharmacist (80)	• 10:30 - 11:00 - Merry Retirement and Care Center - 3431 Foothill Blvd. - Coupled with food distribution - Spanish speaking population (50) • 11:00 - 1:00 - Health Net Seniority Plus - SCCIPA & Senior Friends - 2425 Samaritan Dr., San Jose - Educational talk with Dr. Norman Wood or Dr. Bill Washal (200) • 12:30 - 1:30 - Sponsored by San Francisco Public Health Department held at the New Main Library - Civic Center - Latino-Hispanic community - Presentation by pharmacist Brian Katcher (50)	• 8:30 - 12:30 - Sponsored by the Goldman Institute on Aging held at UCSF Laurel Heights Conference center - 3333 California St. - Osteoporosis conference - TTTC materials available • 8:30 - 5:00 - American Society on Aging Conference - San Francisco Hilton - TTTC materials available • 9:30 - 12:30 - Older Women's League at UCSF - Health Science West, Room 303 - 513 Parnassus - Two speakers: Ron Finley, "Using Medications Wisely" and Mitra Assemi, "What Consumers Should Know About Dietary Supplements" (120) • 10:00 - 12:00 - San Francisco Links - Take Time To Care presentation with pharmacist Brenda Grant (60)

A pharmacist will be available at the following drug stores to distribute and discuss the TTTC brochure:

- American Drug Stores
- COSTO
- Longs Drug Stores
- Kmart
- Rite Aid Corporation (125 stores in the Bay area)
- Safeway, Inc. (50 stores in the Bay area)
- Walgreen Company

Distribution with a Health Professional

- All Week - Community Health Network of San Francisco - Patient Education Resource Center - San Francisco General Hospital (10 clinics) - SFGH and Community Health Network Sites
- All Week - Buena Vista Women's Consultation Center - Nurse practitioners and counselors will distribute and discuss materials during counseling sessions
- All Week - Tiburcio Vasquez Health Clinic - Distribution with health professionals
- March 23 - March 27 - UCSF - 3rd and Parnassus Ave., Medical Sciences Lobby - Booth with pharmacist Ronald Ruggiero
- March 23 - March 28 - Distribution of TTTC brochures to Senior Centers in Alameda County, West Oakland Multicultural Center, Posada de Colours, RSVP Program (25 sites) and St. Benedict Senior Programs - Many sites will have health professionals available for questions

Distribution Only

- All Week - Bay Area Community Services, Inc. - Senior Nutritional Services (Meals on Wheels), HUD/Hope Project
- Area Agency on Aging
 - Senior Fairs in Alameda County
 - Leadership Conference
- Public Libraries in Alameda, Oakland, San Francisco and San Leandro
- Senior Centers - Emeryville Senior Center, Mastik Senior Center, Albany Senior Center and Newark Senior Center
- Mercy Brown Bag Food Distribution Centers
- Lakeside Senior Medical Center, 2501 Ocean Avenue
- Japanese American Services of the East Bay, 2126 Channing Way, Berkeley
- La Casa de la Madres, 965 Mission St., #300
- National Council on Aging - Distribution of brochures in newsletters
- City of Oakland - Distribution at local senior centers

Activities Taking Place Before or After TTTC Week

- March 7, 1998 - American Indian Family Healing Center - 16th Annual Lake Merritt Run - Distribution
- March 12, 1998 - 11:00 - 12:00 - Marin County Commission on Aging - Forum entitled, "Does Living Longer Mean Living Better?" - Speaker: Dr. Ruth Melkonian - 326 Mission Ave., San Rafael
- March 12, 1998 - Bay Area Council on Federal Women's Program Managers - Oakland Federal Bldg. - 1301 Clay Street
- March 12, 1998 - Area Agency on Aging - Senior Providers Roundtable - 8000 Edgewater Drive, Oakland - Distribution
- March 17, 1998 - 11:00- 12:30 - Buck Center for Research on Aging - Marin Civic Center - Panel Discussion with two doctors and a pharmacist, "Drug Interaction: A Panel Discussion on the Effect of Mixing Medications," Panel will be aired on a Marin local television station.
- March 18, 1998 - Center for Elder's Independence - Highland Site - 1411 E. 31st St., Oakland - Presentation by pharmacist
- April 2, 1998 - 1:00 - Mission Neighborhood Health Center - 240 Shotwell Street - Presentation with a Spanish speaking pharmacist
- April 8, 1998 - 1:00 - NARFE - First Presbyterian - 2619 Broadway - Oakland
- April 23, 1998 - 12:00 - Presbyterian Women of High St. Church - 1941 High St. - Alameda - Presentation with a pharmacist
- May 1998 - Area Agency on Aging - Senior's Night Out - Distribution
- May 9, 1998 - Cheung Memorial Lecture - Chinese Gardens - Presentation with Dr. Eddie Cheung and Dr. Tom Lee
- June 27, 1998 - California Black Women's Health Project - American Heart Association - Walking for Wellness - Saving Hearts, Saving Lives - Distribution
- September 26, 1998 - American Heart Association Conference - Women and Heart Disease - Oakland Convention Center - Distribution

Women's health TAKE TIME TO CARE

FOOD AND DRUG ADMINISTRATION

CHICAGO SCHEDULE OF EVENTS AND ACTIVITIES

Monday, June 16

- 9:00 - 11:00 am - Chinese American Service League, Youth Center - "Taking Medication Wisely" - Health education workshop given by pharmacist Tony Leung
- 10:00 am - Public Action to Deliver Shelter (PADS) - presentation and distribution of TTTC materials, discussion led by Marie Lindesy, Ph.D., RN, RNP from UIC and IL Nurses Association
- 10:00 am - 2:00 pm - Mile Square Health Center - Senior Citizen Health and Beauty Festival - distribution of TTTC materials with a pharmacist
- 1:00 - 2:00 pm - Older Women's League - Temple Judea Mizpah - "Using Medicines Wisely" - program using TTTC materials, led by educator Cathy Cameron
- 2:00 pm - Chicago Department on Aging Southwest Senior Center - presentation and discussion of TTTC materials led by Center Director
- All day - Iowa Pharmacy - in-store program with question and answer opportunities

Tuesday, June 17

- By appointment - Provident Hospital - women's health question and answer sessions sponsored by Chicago Pharmacists Association
- 10:00 am - 2:00 pm - Apostolic Church of God - presentation and distribution of TTTC materials by a pharmacist from Walgreens and a member of the American Heart Association
- 10:00 am - Infant Welfare Society - presentation and distribution of TTTC materials to consumers by an IWS medical provider
- 10:00 am - 4:00 pm - Presbyterian Homes - distribution of TTTC materials with question and answer opportunities with pharmacist Jerry Mosak
- 1:30 pm - Southeast Senior Center (ATLAS) - presentation and distribution of TTTC materials by regional director at an American Association of Retired Person Chapter meeting

- 6:00 - 8:00 pm - The Breast Cancer Group - presentation and distribution of TTTC materials by UIC Hospital Program Director Peggy Baker
- All day - Hines V.A. Hospital - distribution of TTTC materials at four women's health clinics by staff nurses

Wednesday, June 18

- 10:00 am - Hines V.A. Hospital - presentation and distribution of TTTC materials at a regularly scheduled women's mental health hygiene group led by a staff nurse
- 10:00 am - 2:00 pm - West Side V.A. Hospital Women's Health Program - Table-top display with TTTC materials in main hallway of hospital staffed by a health professional for question and answer opportunities
- 10:30 am - 12:00 pm - Special Workshop in Chicago Department of Public Health Board Room - a representative from each organization participating in TTTC week is invited to attend this special workshop to discuss their ideas concerning women's health issues and future FDA Office of Women's Health programs along with members of Mayor Daley's Task Force on Women's Health; convened by Task Force Co-chairs The Honorable Sheila Lyne, RSM and Hedy Ratner
- 11:00 am - Hines V.A. Hospital - presentation and distribution of TTTC materials at a regularly scheduled women's empowerment group led by a staff nurse
- 11:00 am - 2:00 pm - Bankers Life and Casualty Insurance Company - distribution of TTTC materials by two pharmacists in the cafeteria at lunchtime with question and answer opportunities
- 11:00 am - 12:30 pm - Health Care Financing Administration (HCFA) - presentation and distribution of TTTC materials at a regularly scheduled meeting with Mammography 2000 Team volunteers
- Lunchtime - Corn Products - distribution of TTTC materials by a health professional in cafeteria during lunchtime with question and answer opportunities
- 1:00 pm - Infant Welfare Society - presentation and distribution of TTTC materials to staff by an IWS medical provider
- Early afternoon - Southwest Senior Center - presentation and distribution of TTTC materials by Center's regional director to group of seniors before scheduled bingo game
- 6:00 - 6:25 pm - Cable Access Channel 21 - segment of call-in program entitled

"Healthcare Issues That Impact the African American Community" to be dedicated to "Using Your Medications Wisely" and promoting availability of TTTC materials hosted pharmacist Miriam Mobely Smith

Thursday, June 18

- **8:30 am - 3:15 pm - Chicago Public Nursing In-Service - presentation and distribution of TTTC materials by Mark Metusik, pharmacist from Walgreens, to all Chicago Public School nurses during their annual in-service; after the presentation, Mr. Metusik will staff a booth with TTTC materials for distribution and answer questions**
- **All day - Hines V.A. Hospital - presentation and distribution of TTTC materials to patients who attend regularly scheduled Women's Health Clinics**
- **All day - USDA Food and Consumer Service - TTTC information booth staffed by a health professional and nutritionist open to federal employees and to the public**

Friday, June 20

- **9:30 am - Southeast Senior Center - presentation and distribution of TTTC materials by regional director at a regularly scheduled Senior Citizens Caucus meeting**
- **Morning - Infant Welfare Society - presentation and distribution of TTTC materials to consumers by an IWS medical provider**
- **10:00 am - 2:00 pm - Our Lady of Grace Senior Citizens Summer Fest - distribution of TTTC materials by a Spanish speaking health professional with question and answer opportunities**
- **10:00 am - 2:00 pm - Southwest Women Working Together - homeless women's group discussion led by a health professional using TTTC materials**
- **2:00 - 3:00 pm - Asian Human Services, Inc. - presentation and distribution of TTTC materials by Dr. Rodin of Northwestern University at a breast cancer prevention workshop**
- **2:30 - 3:30 pm - North Shore Hotel - sponsored by Evanston Hospital - presentation and distribution of TTTC materials by the Hospital's Wellness coordinator**

Saturday, June 21

- **10:00 am - 1:00 pm - Five Dominick's locations - TTTC seminar presented by store pharmacist every hour with question and answer opportunities**

- 12:00 - 6:00 pm - Merlo Library - presentation and distribution of TTTC materials by educator Cathy Cameron at a regularly scheduled seniors group discussion
- 12:00 - 6:00 - American Cancer Society Relay for Life Health Fair - sponsored by Evanston Hospital - distribution of TTTC materials by the Institute for Women's Health
- 5:00 pm - Our Savior's Lutheran Church - TTTC information session with table for distribution and question and answer opportunities

Sunday, June 22

- 8:00 am - 12:30 pm - Our Savior's Lutheran Church - TTTC information session with table for distribution and question and answer opportunities
- After church - Crerar Presbyterian Church - presentation and distribution of TTTC materials by Dr. Udeani from UIC with question and answer opportunities
- 10:45 am (after church) - Gorham United Methodist Church - presentation and distribution of TTTC materials by Dr. Udeani from UIC with question and answer opportunities
- 12:30 pm - Faith United Methodist Church - presentation and distribution of TTTC materials by Dr. Udeani from UIC with question and answer opportunities

HARTFORD SCHEDULE

SATURDAY, MAY 17	SUNDAY, MAY 18	MONDAY, MAY 19
•10:00 - 2:00 Health Fair by the Claude Pepper Senior Center at Hartford Hospital's Education Resource Center •3:00 - 5:00 on WFCS 107.7 Radio Broadcast - West Indian Communities	•Distribution of packets after services at the following churches: •Center Congregational Church •Mount Calvary Baptist Church •Mount Olive Baptist Church •Mount Moriah Baptist •Shiloh Baptist Church	•12:15 - 1:15 - Latina Women's Health Workshop - Shepard Park
TUESDAY, MAY 20	WEDNESDAY, MAY 21	THURSDAY, MAY 22
•10:00 - 2:00 - Capital Building Concourse - Distribution of materials •10:00 - 2:00 - Aetna - Health Expo - Booth with a registered nurse to distribute and discuss TTTC materials •12:00 - Mayor's Resolution and a Panel discussion with the Commission on the Status of Hartford Women at the Hartford Public Library •12:00 - Capital Region Conference of Churches - Luncheon "Breakthrough on Aging" •1:45 - 2:45 - Latina Women's Health Workshop - Golden Age	•National Council of Jewish Women distribute materials at medical centers and clinics •Hadassah - Distribute materials at Federation Housing •10:00 - 11:00 - Sun Family Center Presentation with material for NEAT group (Older women's church group) •11:00 - 12:00 - Latina Women's Health Workshop - San Juan Edad De Oro •1:00 - Manchester Health Department - "Take Medicines Wisely" at the Manchester Senior Center •2:00 - 3:00 - Latina Women's Health Workshop - Mi Casa Elderly Home •4:15 - Commission on Aging - Radio Program on aging process & using medicine wisely - taping the 10 min. program that will be aired on Sunday 5/25. •5:00 - Reception at the State Capitol - Hall of Flags - Co-sponsored by Lt. Governor M. Jodi Rell and PCSW.	•National Council of Jewish Women distribute materials at medical centers and clinics •Hadassah - Distribute materials at Federation Housing •8:30 - 3:00 - Urban League - Multi-cultural health clinic at the Ramada Inn •9:00 - 4:00 - Commission on Aging Health Fair for seniors •11:00 - 12:00 - Latina Women's Health Workshop - Underwood Towers Apartments
FRIDAY, MAY 23		
•5:00 - 7:00 - Latina Women's Center Workshop		

DAILY ACTIVITIES

- Hartford Public Library and Mary Cheney Library - Display of TTTC kits with select health books and a complete applicable bibliography.
- Whiton Memorial Library - Distribute TTTC kits.
- Department of Social Services, Elderly Services Division - Home Feeding Program - Distribute and discuss TTTC materials during their visits.
- GPCSW will hold an event for state employees and distribute the kit. Additionally, every state employee will receive information with their payroll stub regarding TTTC.

The following stores will have TTTC brochures available at the pharmacy counter with a pharmacist present to answer questions. Stuffers announcing the TTTC program will be at the check-out counters:

- Stop & Shop - Hartford, West Hartford, East Hartford, Manchester, Newington, New Britain, Bloomfield, and Simsbury
- The BIG-Y - Manchester

The following stores in Manchester will have TTTC brochures available at the pharmacy counter with a pharmacist present to answer questions:

- Arrow Prescription Center
- The Medicine Shoppe
- Lenox Pharmacy
- Shop Rite Pharmacy
- Walgreen Drug Store
- Walbaum's Pharmacy
- Westown Pharmacy

The following store in Manchester will have TTTC brochures available at the pharmacy counter:

- CVS

Note: UCON is providing pharmacists paired with pharmacy students at selected workshops.

<u>Distribution Totals:</u>	15,000 consumer kits	6,000 payroll stuffers
	50,000 brochures	50,000 grocery bag flyers

*On Wednesday, May 28, TTTC materials will be distributed by Multiple Sclerosis at their Research Awards Night and by St. Francis Hospital at their Senior Wellness Day.

NACDS

National Association of Chain Drug Stores

Thomas M. Ryan
Chairman of the Board

Ronald L. Ziegler
President & CEO

Facsimile Cover Sheet

To: Neera Tanden, Associate Director for Domestic Policy
Company: Office of the First Lady, The White House
Phone: 202-456-6275
Fax: 202-456-2878

From: Phil Schneider
Phone: 703-549-3001
Fax: 202-739-6079

Date: 02/27/98

**Pages including
this cover page:** 5

Comments:

Attached is a brief description Barbara Wooley asked me to send you concerning our meeting next Tuesday.

The information contained in this facsimile message is confidential and intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient or you have received a telecopy in error, please immediately notify us by telephone and return the original message to us at the address below via US Postal Service.

413 North Lee Street, P.O. Box 1417-D49, Alexandria Virginia 22313-1480 Phone: 703-549-3001 Fax: 703-836-4869

NACDS

National Association of Chain Drug Stores

Thomas M. Ryan
Chairman of the Board

Ronald L. Ziegler
President & CEO

February 27, 1998

Via Facsimile

Neera Tanden
Associate Director for Domestic Policy
Office of the First Lady
The White House
West Wing, Second Floor
Washington, DC 20500

Dear Ms. Tanden:

I am looking forward to our meeting next Tuesday, March 3, that Barbara Wooley has scheduled to discuss an exciting public service campaign that is being targeted to women across America concerning proper use of prescription medications.

At the request of the Food and Drug Administration, members of the National Association of Chain Drug Stores are participating in a national outreach campaign in 15 major cities across the country to raise awareness of important facts women should know about taking prescription medications.

This campaign is just one of many activities NACDS and its member companies have participated in as part of our continuing support of the Administration's health care reform initiatives. Barbara can describe many other activities we have worked cooperatively with the Administration in the past.

A key objective of this campaign is to encourage women, who traditionally are the family caregiver, to take the time for themselves and to address their health needs.

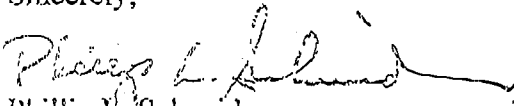
Approximately 3,500 chain pharmacies in the 15 markets selected by the FDA will be distributing information in those pharmacies, as well as participating in local community presentations arranged by regional FDA coordinators.

Page 2
Neera Tanden

We are planning a national media launch and I would like to discuss the possible involvement of the First Lady in this effort. Also, we would very much like to have the First Lady participate in a PSA about the program which we would distribute in the targeted markets. I have enclosed a draft outline of a possible SPA for Mrs. Clinton's consideration.

Again, I look forward to our meeting March 3 to discuss the First Lady's support and involvement in this important public service campaign.

Sincerely,



Phillip H. Schneider
Managing Director, Public Affairs

CC: Melann Verveer
Barbara Wooley

Rationale for Women's Health: Take Time To Care :Use Medicines Wisely"
A program of the FDA Office of Women's Health

FDA estimates the **total annual cost of preventable medicine-related illness is \$76.6 billion**. At a time when there are more medications than ever before, prescription and over-the-counter, and an inundation of drug advertising, the agency has launched a **new national program to encourage women to "Use Medicines Wisely."**

The program is **designed to reach women over 45**, particularly those **who are undeserved**. Mid-life and older women are the largest consumers of medications, and also are caregivers for their families.

Through TTTC it is anticipated that millions of women will have increased awareness about preventing interactions between drugs, following usage instructions, keeping track of medication regimens and getting professional advice. This program complements other efforts by the FDA to make medication use safer and easier for the public.

This program was conceived by the FDA Office of Women's Health. **Through collaboration with the National Association of Chain Drug Stores, the program will be in thousands of pharmacies nationwide and reach millions of Americans in 1998.** Also, it is being implemented as a partnership with more than four dozen national women's, health, consumer, minority and other non-profit groups. Dozens more grassroots organizations are involved in the 15 cities where TTTC weeks will be held in 1998.

The theme "Women's Health: Take Time To Care" acknowledges the fact that women need to take more time for themselves. Responding to the competing demands of family, work and community service, **women tend to put their families and others before themselves, at times to the detriment of their own health and well-being.**

This theme will be used in future years to deliver other messages to American women. These could include how to use food safely, the need for women to get screenings such as mammograms and pap smears, the idea that young women should resist starting to smoke.

For more information contact:

Marsha Henderson
Office of Women's Health
301-827-0350

Audrey Sheppard
Acting Director
Office of Women's Health

POSTER EXAMPLE

JUST A MINUTE

Is all you need to learn to use medicines wisely. Just remember these tips:

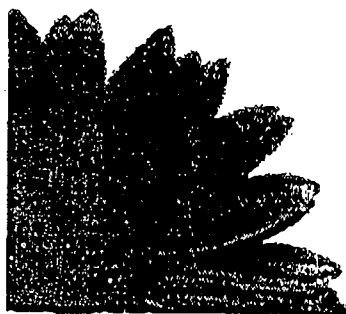
Read the label

Avoid problems, such as side effects

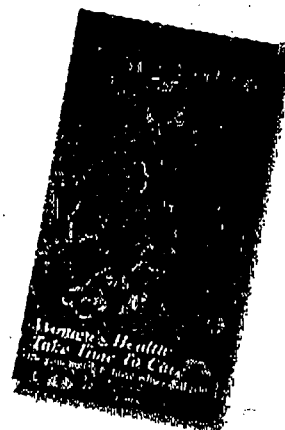
Ask questions of your doctor, pharmacist or nurse

Keep a record of the medicines you use

To learn more about how to use medicines
wisely, ask your pharmacist for a free guide.



**Women's Health:
Take Time To Care**
for yourself...for those who need you



DRAFT**ALTERNATE PROPOSED SCRIPT-FIRST LADY TELEVISION PSA**

VIDEO	AUDIO
Open on medium wide shot of Mrs. Clinton, sitting by end table that has medicine bottles and a full water glass on top of it. She is looking at a bottle in her hand and reading its label. She turns toward the camera...	Hello, I'm Hillary Rodham Clinton and I want to urge you to take time to care about the medications you take.
...and lowers the medicine bottle out of the camera's view.	Many of us take several medicines every day. Separately, each one works well. But if you take two or more medicines in combination without checking to be sure they work together, they can sometimes be harmful.
Slow zoom in to medium shot	
Mrs. Clinton says this line with a warm smile.	The next time you get a prescription, take time to care, ask your pharmacist or doctor if it will work safely with the other medicines you are taking.
Fade out	
Fade in to :02 super	This message is brought to you by the National Association of Chain Drug Stores and the Food and Drug Administration
Fade out	

NACDS

National Association of Chain Drug Stores

Thomas M. Ryan
Chairman of the Board

Ronald L. Ziegler
President & CEO

Facsimile Cover Sheet

To: Katy Button
Company: Office of The First Lady, The White House
Phone: 202-456-6266
Fax: 202-456-6244

From: Phil Schneider
Phone: 703-549-3001
Fax: 202-739-6079

Date: 02/27/98
**Pages including
this cover page:** 5

Comments:

Barbara Wooley suggested that I send you the attached letter to bring to Melanne's attention. Would you please be so kind as to do so. Melanne knows NACDS and our support of Administration initiatives.

Thank you.

The information contained in this facsimile message is confidential and intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient or you have received a telecopy in error, please immediately notify us by telephone and return the original message to us at the address below via US Postal Service.

415 North Lee Street, P.O. Box 1417-D49, Alexandria Virginia 22313-1480 Phone: 703-549-3001 Fax: 703-836-4869

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...and lowers the medicine bottle out of the camera's view.	Thanks to modern medicines, many of us live longer, healthier lives. But it's important to be careful about the medicines we take.
Slow zoom in to medium shot	Ask your pharmacist or doctor about any new medicine. Ask how and when to take it, about side effects or precautions, and ask if it will work with other medicines you take. Because if you take time to care to know about your medicines,
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NACDS

National Association of Chain Drug Stores

Thomas M. Ryan
Chairman of the Board

Ronald L. Ziegler
President & CEO

Facsimile Cover Sheet

To: Neera Tanden, Associate Director for Domestic Policy
Company: Office of the First Lady, The White House
Phone: 202-456-6275
Fax: 202-456-2878

From: Phil Schneider
Phone: 703-549-3001
Fax: 703-739-6079

Date: 03/04/98
**Pages including
this cover page:** 2

Comments:

Attached are some additional talking points regarding the Take Time to Care Program we discussed yesterday.

We are every excited about the possibility of doing a PSA with Mrs. Clinton.

Please let me know if there is additional information you need.

Thank you.



CC: Barbara Wooley

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National Association of Chain Drug Stores

Thomas M. Ryan
Chairman of the Board

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President & CEO

February 27, 1998

Via Facsimile

Neera Tanden
Associate Director for Domestic Policy
Office of the First Lady
The White House
West Wing, Second Floor
Washington, DC 20500

Dear Ms. Tanden:

I am looking forward to our meeting next Tuesday, March 3, that Barbara Wooley has scheduled to discuss an exciting public service campaign that is being targeted to women across America concerning proper use of prescription medications.

At the request of the Food and Drug Administration, members of the National Association of Chain Drug Stores are participating in a national outreach campaign in 15 major cities across the country to raise awareness of important facts women should know about taking prescription medications.

This campaign is just one of many activities NACDS and its member companies have participated in as part of our continuing support of the Administration's health care reform initiatives. Barbara can describe many other activities we have worked cooperatively with the Administration in the past.

A key objective of this campaign is to encourage women, who traditionally are the family caregiver, to take the time for themselves and to address their health needs.

Approximately 3,500 chain pharmacies in the 15 markets selected by the FDA will be distributing information in those pharmacies, as well as participating in local community presentations arranged by regional FDA coordinators.

Neera -
do you know
where we are on
this?
m
yes, for Neera

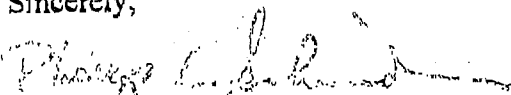
Page 2

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Sincerely,



Phillip L. Schneider
Managing Director, Public Affairs

CC: Melanne Verveer
Barbara Wooley

PARTICIPATING DRUG STORES BY CITY

San Francisco	Indianapolis	Atlanta	Minneapolis	Nashville	Denver
Long Drug Stores	Marsh Drugs (13)	Eckerd Corporation	Kmart	CVS	Kmart
Kmart	Phar Mor (1)	Kmart	Wal-Mart	Eckerd Corporation	Walgreen Company
Walgreen Company	CVS	Wal-Mart	Walgreen	Kmart	Safeway, Inc.
American Drug Stores	Kmart	Publix Super Markets, Inc. (82)		Walgreen Company	Wal-Mart
Rite Aid Corporation	Kroger Company	CVS		Rite Aid Corporation	Phar Mor (2)
Safeway, Inc.	American Drug Stores			Wal-Mart	
	Walgreen Company			<i>Kroger</i>	
	Wal-Mart				

Houston	New Orleans	Baltimore	Phoenix	St. Louis	Cleveland
Randalls Pharmacy	Eckerd Corporation	CVS	Kmart	Kmart	Ritzman Pharmacies
Eckerd Corporation	Kmart	Kmart	American Drug Stores	Kroger Company (2)	CVS
Kmart	Walgreen Company	Rite Aid Corporation	Fry's Food and Drug	Walgreen Company	Walgreen Company
Walgreen Company	Rite Aid Corporation	Safeway, Inc.	Safeway, Inc.	Wal-Mart	Discount Drug Mart
Wal-Mart	Wal-Mart		Wal-Mart		Rite Aid Corporation
			Walgreen		Wal-Mart

Miami
Eckerd Corporation
Kmart
Walgreen Company
Publix Super Markets (40)

SEATTLE

Bartell Drugs
Kmart
Safeway

Anchorage

Wal-Mart
Kmart
Fred Meyer