

Anti-Smurfing Campaign Overview

ISSUE BACKGROUND

The manufacturers of popular cold and allergy medicines containing pseudoephedrine (PSE) – medicines such as Advil Cold & Sinus, Allegra-D, Claritin-D, Mucinex D, and Sudafed – remain committed to stopping the diversion of these products for illicit use.

Thirty-five states have enacted laws mandating the use of NPLeX – a manufacturer-funded real-time, stop-sale system that prevents the illegal sale of PSE at the point of purchase. This technology digitizes and unifies the paper logbooks that were previously kept in individual stores, preventing criminals from purchasing beyond the legal limit at multiple stores in a given time period. The system works across state lines and is provided free of charge to retailers and law enforcement.

There have been reports, however, that criminals are trying to circumvent the system by recruiting other individuals to make purchases on their behalf. This behavior is commonly referred to as “smurfing.” Making a PSE purchase for a meth cook is not only a crime, but it contributes to a societal ill that is plaguing communities.

THE ANTI-SMURFING CAMPAIGN

Manufacturers of medicines containing PSE have partnered with retailers, pharmacists, law enforcement and other local leaders to develop an education and awareness program known as the anti-smurfing campaign. The intent of the program is to educate the public about the dangers and criminality of smurfing.

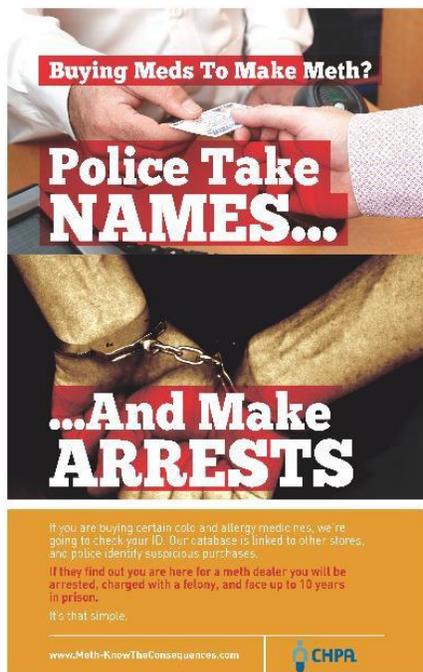
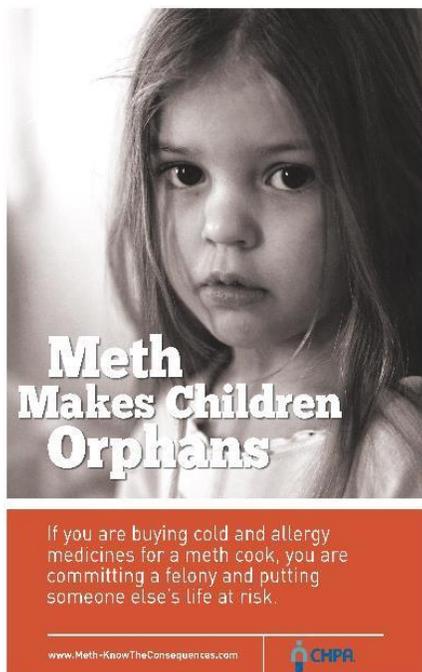
This program features posters, tent cards, flyers and other collateral material designed for pharmacy display that educates the public on the following theme – “if you’re buying PSE for a meth cook, you’re breaking the law. If you get caught, you’re going to jail.” The messages and artwork associated with the campaign have been focus group tested and researched to convey a strong, powerful message without alarming law-abiding consumers simply seeking relief from the common cold or allergies.

To date, ten states have launched their own anti-smurfing campaigns, each with successful results. Anti-smurfing events have brought together broad coalitions in Alabama, Indiana, Kentucky, Maine, Michigan, Missouri, Oklahoma, Tennessee, West Virginia and Wisconsin. Each garnered significant media attention and provided unique opportunities for lawmakers, retailers, pharmacists, patient advocacy groups and law enforcement groups to join forces in a common cause.

In recent years, the anti-smurfing campaign has also been expanded to college campuses in Indiana and West Virginia, with the possibility of broadening that outreach to other states as well.

For more information on the anti-smurfing campaign or to learn how to get involved, contact CHPA’s Carlos Gutierrez (cgutierrez@chpa.org or 202-429-3521).

POSTERS



ANTI-SMURFING CAMPAIGN VIDEOS

- Michigan Attorney General Schuette, Other Leaders Launch Anti-Smurfing Campaign
<https://www.youtube.com/watch?v=2kQrgncmrw0>
- Indiana Attorney General Zoeller, Other Leaders Launch Anti-Smurfing Campaign
https://www.youtube.com/watch?v=OtRZBic1v_o
- Kentucky Governor Steve Beshear, Other Leaders Launch Anti-Smurfing Campaign
<http://www.youtube.com/watch?v=rqI3sBRqYQQ>
- Missouri Attorney General Koster, Other Leaders Launch Anti-Smurfing Campaign
http://www.youtube.com/watch?v=hJanebJvr_w
- Tennessee Senator Mae Beavers, Other Leaders Launch Anti-Smurfing Campaign
<http://www.youtube.com/watch?v=sHb1DSMryx0>

For more information, please visit <http://www.meth-knowtheconsequences.com/>