For 35 years, October has been observed as Talk About Your Medicines Month (TAYMM). Started by the BeMedWise Program at NeedyMeds (formerly known as the National Council on Patient Information [NCPIE]), this awareness month is an annual opportunity to spotlight safe medicine use with the goal of improved health outcomes.

The TAYMM theme for 2020 is Medication Adherence – On Track With Your Meds and Your Health. Medication adherence is a vital part of maintaining your health. Our goal this year is to empower patients to maximize the benefits while minimizing the risks of the medications they are taking, and provide the tools they need to talk about their medicines.

Medication adherence has been called America’s “other drug problem." Nonadherence can lead to illness progression, complications, and preventable deaths. Studies have shown that approximately 50% of patients with chronic conditions do not take their medications as prescribed. Nonadherence can include delaying or not filling a prescription, skipping doses, splitting pills, or stopping a medication early.

Communication is essential. Patients benefit from being proactive in asking questions and seeking information about their medicines, and healthcare providers must be able to share medical information with their patients so they are able to understand.

Talk About Your Medicines Month is a great time to organize an event in your community for the general public, patients, caregivers, healthcare professionals, businesses, social/service organizations, health fairs, or social media channels. This October (and beyond) the BeMedWise Program at NeedyMeds urges you to encourage and empower every consumer, patient, and caregiver in your community to adhere to their medications and maintain their health.

Whether you are a consumer organization, medical society, clinical group, or health educator, we encourage you to use this Talk About Your Medicines Month Social Media Toolkit to help get started encouraging conversations about medication adherence. This toolkit includes sample social media posts and graphics to share with your own members, followers, constituents, and audiences about TAYMM.

Please let us know by email if you are planning to share TAYMM information with your members and stakeholder networks or need any more information – we would love to hear from you.
• Kick-off Talk About Your Medicines Month with a webinar! Join @BeMedWise and @NeedyMeds Thursday, October 1, 2020 at 1:00pm ET. Register today and reserve your space. https://register.gotowebinar.com/register/3809281532449162768

• October is Talk About Your Medicines Month. The theme for 2020 is Medication Adherence – On Track With Your Meds and Your Health, and we are working to set patients up for success with adhering to their prescribed medicines and maintaining their health. There are many barriers that contribute to nonadherence. Being able to identify these barriers is the first step in being able to overcome them for both patients and healthcare providers. BeMedWise/NeedyMeds also has resources and tools to promote better adherence. www.talkaboutyourmedicines.org

• Taking medications as directed by your healthcare providers is key to treating illnesses and maintaining your health. Talk about your medicines with your doctor or pharmacist to practice good communication and improve your understanding of your treatments. www.talkaboutyourmedicines.org

• Do you take multiple prescription medications? Do you have a hard time adhering to complicated dosages or timing? Do you have a fear or distrust of pharmaceuticals? Do you have to skip or split doses due to financial reasons? These and other factors can all contribute to medication nonadherence and cause significant risks to your health. Talk about your medicines with your doctor or pharmacist to learn more. BeMedWise/NeedyMeds has resources and tools to promote better adherence. www.talkaboutyourmedicines.org

• Among chronic disease patients, approx 50% do not take their medications as prescribed and more than 25% of newly-written prescriptions are never brought to the pharmacy to be filled. There are many barriers that contribute to nonadherence, from financial cost to lack of understanding. Being able to identify these barriers is the first step in being able to overcome them for both patients and healthcare providers. www.talkaboutyourmedicines.org

• Patients who practice good communication with their healthcare providers are more likely to be satisfied with their care, follow advice, and adhere to the prescribed treatment. Talk about your medicines to maximize the benefits while minimizing the risks of your treatment and maintain your health. www.talkaboutyourmedicines.org

• Medication adherence has been called America’s “other drug problem.” Nonadherence can lead to illness progression, complications, and preventable deaths. Talk About Your Medicines Month aims to raise awareness of healthcare issues and empower patients and healthcare providers to overcome them together. www.talkaboutyourmedicines.org

• Communication is essential. Patients who practice good communication with their healthcare providers are more likely to be satisfied with their care, follow advice, and adhere to the prescribed treatment. We have tips for how to talk to your patient, doctor, pharmacist, caregiver, and children about your medicines. https://www.talkaboutyourmedicines.org/tips-and-question-for-talking-to-your-doctor/
Communications Toolkit:
Sample Posts for Twitter

• Kick-off #TalkAboutYourMedicines Month with a webinar! Join @BeMedWise & @NeedyMeds Thurs October 1, 2020 at 1:00pm ET. Register today to reserve your space. https://register.gotowebinar.com/register/3809281532449162768 #TAYMM

• October is #TalkAboutYourMedicines Month & this year’s theme is #MedicationAdherence – On track with your meds & your health. Set yourself up for success by practicing good communication. https://bit.ly/30NrAXK #TAYMM

• The objective of any communication between patients and their healthcare providers is to improve the patient’s health & medical care. #TalkAboutYourMedicines with your doctor or pharmacist to practice good communication & improve understanding. https://bit.ly/30NrAXK #TAYMM

• Education is vital to #MedicationAdherence. Patients are ultimately responsible for taking their prescriptions as directed, but healthcare providers can set them up for success and help avoid pitfalls through mutual understanding. https://bit.ly/30NrAXK #TAYMM

• Do you take multiple prescription medications? Do you have a hard time adhering to complicated dosages or timing? #TalkAboutYourMedicines to set yourself up for success with maintaining your health or treating illness. https://bit.ly/30NrAXK #TAYMM

• Patients who practice good communication with their healthcare providers are more likely to be satisfied with their care, follow advice, & adhere to the prescribed treatment. #TalkAboutYourMedicines to maximize the benefits and minimize the risks. https://bit.ly/30NrAXK #TAYMM

• There are many barriers that contribute to nonadherence. Being able to identify these barriers is the first step in being able to overcome them for both patients and healthcare providers. Visit https://bit.ly/30NrAXK for resources and tools to help promote adherence. #TAYMM

• Among chronic disease patients, approx 50% do not take their medications as prescribed & more than 1/4 of newly written prescriptions are never brought to the pharmacy to be filled. #TalkAboutYourMedicines to promote better #MedicationAdherence. https://bit.ly/30NrAXK #TAYMM

• #MedicationAdherence is America’s “other drug problem.” Nonadherence can lead to illness progression, complications, & preventable deaths. #TalkAboutYourMedicines to raise awareness & empower patients/healthcare providers to overcome them together. https://bit.ly/30NrAXK #TAYMM

• Communication is essential. We have tips for how to #TalkAboutYourMedicines with your patient, doctor, pharmacist, caregiver, and children. https://www.talkaboutyourmedicines.org/tips-and-question-for-talking-to-your-doctor/ #TAYMM

Tag @BeMedWise [https://twitter.com/BeMedWise] & @NeedyMeds [https://twitter.com/NeedyMeds]
Use hashtags:
#TalkAboutYourMedicines
#TAYMM
#MedicationAdherence
Communications Toolkit:
Graphics for Social Media

Set yourself up for success

Medication Adherence Should Matter to You

Do you take multiple medications? Find out why taking them correctly is critical to your health.

TalkAboutYourMedicines.org

Good communication is key

Medication Adherence Matters

We have tips for how to effectively talk with your patient, doctor, pharmacist, caregiver, and children about the importance of Medication Adherence.

TalkAboutYourMedicines.org

Communication is essential

Medication Adherence Matters

Learn how good communication between you and your healthcare provider can lead to more satisfaction with your care.

TalkAboutYourMedicines.org

Medication Adherence Should Matter to You

America’s other drug problem

Learn why not taking medications correctly can lead to illness, disease progression and medical complications.

TalkAboutYourMedicines.org

OCTOBER IS

Talk About Your Medicines Month

Set yourself up for success by learning all you need to know about Medication Adherence.

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BeMedWise Program at NeedyMeds