

INFO Brief: Summary of Results

About our Coalition

The *Coalition for Senior Medication Safety* is a collaboration of members from public and private affiliations including academia, business, healthcare, social services, nonprofits, and the media. Members represent various professional disciplines, cultures, and ages.

Coalition Accomplishments

- Design, implementation, and evaluation of the *Take it Seriously* campaign;
- Medication management services provided to more than 200 older adults;
- Increased awareness of perceived risk of harm from medication misuse and proper medication storage and disposal strategies among participants.

Next Steps

We are in the process of implementing *phase three* of our campaign in four senior centers in New Haven. During this phase of the campaign we will provide educational content and medication screening at Medication Safety Fairs. Stay tuned for our results!



The **Take it Seriously** campaign was developed by members of the Coalition for Senior Medication Safety to **enhance medication adherence by lower income minority older adults living in New Haven**. The focus of the campaign is to provide educational and screening services to older adults in selected senior housing buildings and senior centers throughout New Haven. **The long-term goal of the project is to reduce misuse/abuse of prescription medication among low income minority adults in New Haven by 3% from baseline to follow-up.**

Phase 1 of the project included start-up planning and campaign development. In Phase 2, the campaign was implemented in English and Spanish at seven senior centers in New Haven to more than 200 participants. The campaign occurred over four weeks:

- **Week 1:** *Kickoff* event with education materials, a trivia game, and giveaways (pretest survey administered before event);
- **Week 2:** *Brown Bag* event where pharmacists reviewed medications and provided consultation to participants;
- **Week 3:** A presentation about medication safety and tips to enhance medication adherence;
- **Week 4:** A *Medication Safety Bingo* event with educational content and prizes (posttest survey administered after event).

Project Short-term Outcomes	Pretest Result	Posttest Result	Improved Outcome
Increased awareness of harm from medication misuse	43%	74%	YES
Increased perceived risk of harm from medication misuse	46%	64%	YES