



**COMMUNITY PHARMACY FOUNDATION
COMPLETED GRANT SYNOPSIS**

**Michigan Pharmacists Association Project:
“Use Caution, Drive Safely” Campaign**

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Michigan Pharmacists Association

Objective

- 1) Develop, publish and communicate a public awareness and education campaign to alert Michigan citizens to the critical need for using caution when taking prescription and nonprescription medications in conjunction with driving a vehicle.

Design



Results

- The educational insert was published in the March/April 2006 Michigan Pharmacist journal.
- Distribution of educational kits containing informational posters and literature holders with two-sided educational cards to 2,300 pharmacies, 230 hospitals and 250 Secretary of State offices.
- Press releases, media campaigns, website postings and state-wide billboards were part of the education campaign.

Conclusion

The educational campaign was successfully communicated and benefits pharmacy by the consistent promotion of the pharmacist role as the medication expert and directed patients to their local community pharmacy.

For further information and/or materials on this grant, please visit
www.CommunityPharmacyFoundation.org and submit your inquiry through **Contact_Us**.