## 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

- **Use Caution, Drive Safely** Campaign

## 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.