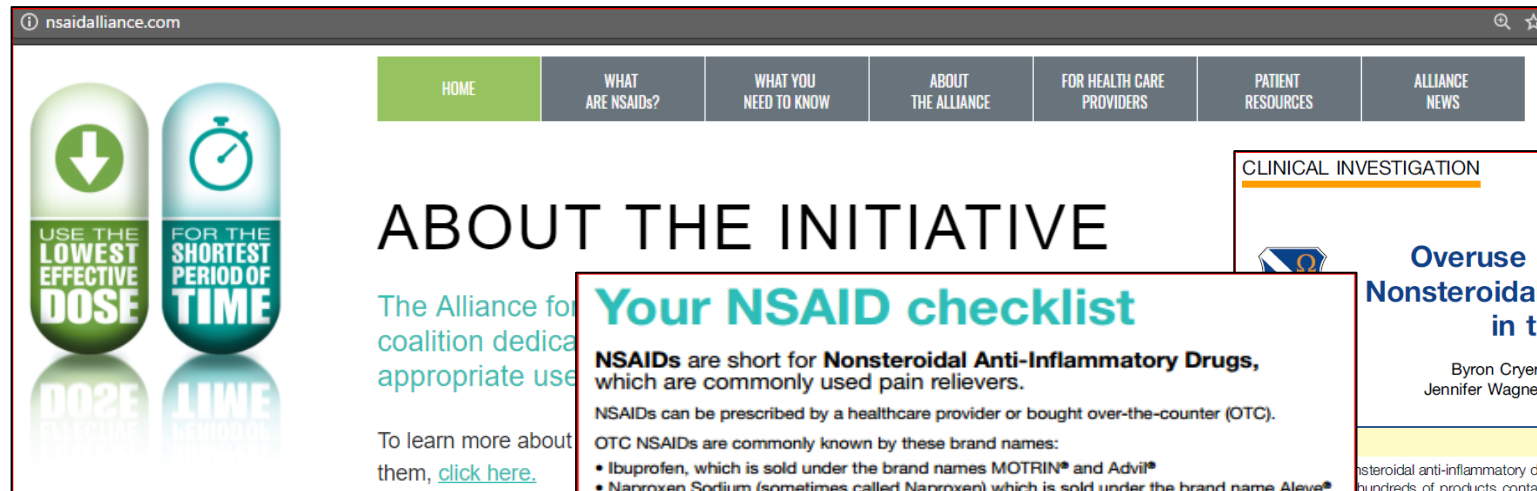


Raising Awareness: Ensuring Safe Use of Medications

Case	Challenge	Strategy	Solution
<p>Alliance For Rational Use of NSAIDs</p> <p>More than 20 million Americans use over-the-counter (OTC) nonsteroidal anti-inflammatory drugs (NSAIDs) daily, and approximately 100 million prescriptions for NSAIDs are filled yearly.</p>	<p>NSAIDs are helpful for reducing pain and inflammation but, like any medication, they may cause serious side effects. However, awareness among patients of the risk of adverse events due to inappropriate use, especially with OTC NSAIDs, was extremely low.</p>	<p>A market shaping public health coalition was developed because creating behavioral or systemic change requires the sustained involvement across a range of constituents.</p>	<p>Ardelis Health members founded the Alliance for Rational Use of NSAIDs, a public health coalition dedicated to promoting the safe and appropriate use of NSAIDs to HCPs and the public.</p> <p>Result: The Alliance uncovered unmet educational needs, implemented HCP educational programs, and increased awareness among NSAID consumers.</p>



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USE THE LOWEST EFFECTIVE DOSE | **FOR THE SHORTEST PERIOD OF TIME**

ABOUT THE INITIATIVE

The Alliance for Rational Use of NSAIDs is a coalition dedicated to promoting the safe and appropriate use of NSAIDs.

To learn more about them, [click here.](#)

Your NSAID checklist

NSAIDs are short for **Nonsteroidal Anti-Inflammatory Drugs**, which are commonly used pain relievers.

NSAIDs can be prescribed by a healthcare provider or bought over-the-counter (OTC).

OTC NSAIDs are commonly known by these brand names:

- Ibuprofen, which is sold under the brand names MOTRIN® and Advil®
- Naproxen Sodium (sometimes called Naproxen) which is sold under the brand name Aleve®
- Aspirin is also an NSAID

If not taken correctly, NSAIDs can adversely affect your kidneys, heart and digestive system.

Overuse and Misperceptions of Nonsteroidal Anti-inflammatory Drugs in the United States

Byron Cryer, MD, Michael A. Barnett, MD, DPhil, Jennifer Wagner, LPN, ASN, BS and C. Mel Wilcox, MD

Nonsteroidal anti-inflammatory drugs (NSAIDs) are some of the most commonly used medications worldwide. Hundreds of products containing an NSAID, combined with a lack of recognition and understanding of the potential of consumers to inadvertently exceed the recommended NSAID dosage, which can cause serious side effects. Physician and consumer education regarding the appropriate use of NSAIDs can help reduce this issue. Evaluations of current consumer patterns of NSAID use and perceptions about NSAIDs are necessary to develop targeted educational programs.