

Subject: NASPA and the Alaska Pharmacists Association are partnering with the Know Your Dose campaign to raise awareness of the proper use of medicines that contain acetaminophen.

Now that the cold and flu season is upon us, more people are reaching for medicines that contain acetaminophen to reduce fevers, quiet coughs, ease headaches and much more. Acetaminophen is found in more than 600 different prescription and over-the-counter medicines. That's why it is especially important during this time of year to remind patients, caregivers, pain sufferers and the public to always read and follow the labels of their medicines and to never take two medicines that contain acetaminophen at the same time.

On prescription labels, acetaminophen is sometimes listed as "APAP," "acetam," or other shortened versions of the word. When used as directed, acetaminophen is safe and effective, but there is a limit to how much you can take in one day. Taking more acetaminophen than directed is an overdose and can lead to liver damage.

Free Know Your Dose campaign education materials are available that and can be displayed in your office, pharmacy or waiting room to help educate patients and consumers on how to appropriately use medicines that contain acetaminophen. Visit [KnowYourDose.org](http://knowyourdose.org) to order the free materials. The site also offers talking points for speaking with patients and consumers as well as helpful tools for the public including a list of common medicines that contain acetaminophen, tips on reading over-the-counter prescription labels and more.

Sample Facebook Post Language

Acetaminophen is found in more than 600 different prescription and over-the-counter medicines, including pain relievers, fever reducers, and sleep aids as well as cough, cold, and allergy medicines. During this cold and flu season, make sure you Know Your Dose. Learn more at <http://knowyourdose.org>

Sample Tweets (140 characters or less):

Cough? Fever? Make sure you Know Your Dose when taking medicines that contain acetaminophen. Learn more at <http://knowyourdose.org>