NABP
National Association of Boards of Pharmacy

Rogue Online Pharmacies Can Be Deadly

RADIO PUBLIC SERVICE CAMPAIGN

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NATIONAL ASSOCIATION OF BOARDS OF PHARMACY

Founded in 1904, NABP is the impartial, professional organization that works tirelessly to support its member state regulatory boards of pharmacy at the national and state level to protect public health each day. NABP aims to ensure the public's health and safety through its pharmacist license transfer and pharmacist competence assessment programs, as well as through its digital pharmacy, drug distributor, and DMEPOS accreditation programs.

Learn more at **safe.pharmacy.**

Learn more about National Association of Boards of Pharmacy

ABOUT NABP

FACEBOOK

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Dear Public Service Director,

Buying medicine online may seem cost effective and easy, but rogue websites selling fake, substandard, and counterfeit prescription medication online continues to be a growing public health risk. Many websites and social media accounts that sell fake prescription drugs may look professional and legitimate but they're not. These unlicensed, rogue sites often sell unapproved or fake medications that can contain toxic fillers such as drywall, rat poison, sawdust, or deadly amounts of fentanyl. The National Association of Boards of Pharmacy (NABP) has reviewed more than 25,000 websites selling prescription medications and found that nearly 95% operate out of compliance with United States patient safety and pharmacy practice standards, or applicable laws. 89% of illegal online pharmacies reviewed by NABP did not require a prescription for the sale of prescription-only medicine. The scope of this problem is expansive.

Staying informed about safe ways to buy medication is essential. That's why the NABP offers a free tool that can help consumers identify safe, licensed online pharmacies before making a purchase. Simply visit safe.pharmacy and enter the pharmacy web address to know if the site you're using is safe. Sites that have been verified through NABP's .Pharmacy Verified Websites Program or have gone through the extra step of earning NABP's Digital Pharmacy accreditation will display as "Recommended." Sites that appear to be out of compliance with NABP patient safety and pharmacy practice standards, or applicable law will display as "Not Recommended."

Please help inform your listeners about the risks of buying counterfeit online medications by airing the new PSA titled **"Rogue Online Pharmacies Can Be Deadly" (:60, :30, :15)**. This powerful PSA features a mother and father, as they discuss the passing of their son Charlie, who died after taking medication that turned out to be counterfeit. The PSA encourages listeners to visit safe.pharmacy to learn more about rogue websites and to help identify safe outlets for purchasing medications online. **This PSA has no end date for use.**

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Thank you in advance for your support of this public service campaign.

Sincerely,

Lemrey "Al" Carter, PharmD, MS, RPh
Executive Directory
National Association of Boards of Pharmacy

Rogue Online Pharmacies Can Be Deadly

Staying informed about safe ways to buy medication is essential. Although you may be able to find low-priced medication online, you want to make sure that the site is safe before making a purchase. Any medication not purchased from a licensed pharmacy could have serious health risks or even be deadly. That's why the NABP offers a free tool that can help consumers identify safe and licensed online pharmacies before making a purchase.

To learn more, please watch the new PSA "**Rogue Online Pharmacies Can Be Deadly" :60** which is also available in :30 and :15 second formats. The PSA has no end date and can be aired as soon and often as possible.

— Rogue Online Pharmacies Can Be Deadly (:60)

RADIO PSA SCRIPTS

Download All PSA Scripts

"Rogue Online Pharmacies Can Be Deadly" (:60)

MUSIC UP AND UNDER

DAD V/O: CHARLIE DIED AFTER TAKING A SINGLE PILL THAT TURNED OUT TO BE COUNTERFEIT.

MOM V/O: HE WAS HAVING BACK ISSUES AND IT WAS A COUNTERFEIT POISONOUS PILL.

NARRATOR V/O: WEBSITES AND SOCIAL MEDIA SELLING FAKE MEDICINES MAY LOOK LEGITIMATE. BUT THEY'RE NOT. DRUGS FROM THESE ROGUE PHARMACIES COULD HAVE FILLERS LIKE SAWDUST OR DEADLY FENTANYL.

DAD V/O: HE DIED IN LESS THAN 15 MINUTES AFTER TAKING THE PILL.

NARRATOR V/O: NOW THERE'S A FREE TOOL THAT CAN GIVE YOU PEACE OF MIND. AT SAFE.PHARMACY ENTER THE PHARMACY WEB ADDRESS AND YOU'LL KNOW IF THE SITE YOU'RE USING IS SAFE.

DAD V/O: IF YOU'RE NOT GETTING YOUR PRESCRIPTIONS FROM A LEGITIMATE SOURCE THAT NEXT DOSE YOU TAKE COULD BE YOUR LAST.

MOM O/C: WE JUST DON'T WANT OTHER PEOPLE TO GO THROUGH WHAT WE'RE GOING THROUGH. IT'S JUST HORRIFIC.

NARRATOR V/O: GO TO SAFE DOT PHARMACY. FIND OUT ABOUT FAKE MEDICINE ON SOCIAL MEDIA AND IF THE SITE YOU'RE BUYING FROM IS SAFE.

FADE SOUND OUT

RADIO PSA SCRIPTS

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"Rogue Online Pharmacies Can Be Deadly" (:30)

MUSIC UP AND UNDER

DAD V/O: CHARLIE DID NOT DIE FROM AN OVERDOSE.

DAD V/O: CHARLIE WAS POISONED.

NARRATOR V/O: WEBSITES AND SOCIAL MEDIA SELLING FAKE MEDICINES MAY LOOK LEGITIMATE. BUT THEY'RE NOT.

DAD V/O: HE DIED IN LESS THAN 15 MINUTES AFTER TAKING THE PILL.

NARRATOR V/O: ANY MEDICATION NOT PURCHASED FROM A LICENSED PHARMACY COULD BE DEADLY.

DAD V/O: NO OTHER FAMILY SHOULD GO THROUGH THIS. IT'S JUST HORRIFIC.

NARRATOR V/O: GO TO SAFE DOT PHARMACY. LEARN ABOUT FAKE MEDICINE ON SOCIAL MEDIA AND IF AN ONLINE PHARMACY IS SAFE.

FADE SOUND OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

www.c360m.com/PSAConnect/NABP/

No End Date For Use

Rogue Online Pharmacies Can Be Deadly (:60, :30, :15)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:
http://psa.c360m.com/?p=C141118

Please let us know your preferences on receiving PSAs by contacting Holly Mulé via e-mail at hmule@c360m.com or by phone at (212) 624-9196.

501 (c)(3) certificate

Illinois Sales Tax Exemption Certificate

NATIONAL ASSOCIATION OF BOARDS OF PHARMACY

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Director
DEPARTMENT OF REVENUE

www.safe.pharmacy