



## AWAR<sub>x</sub>E

The AWAR<sub>x</sub>E consumer protection program is aimed at educating and raising public awareness about rogue Internet drug outlets, counterfeit medications, prescription drug misuse and abuse, and medication safety, among other serious issues.

- ✓ AWAR<sub>x</sub>E information is targeted to teens, as well as adults, and encourages the public to rely on pharmacists for information on medication safety, Internet pharmacies, and counterfeit medications.
- ✓ The program's Web site, [www.AWARERX.ORG](http://www.AWARERX.ORG), is the primary vehicle for delivering the AWAR<sub>x</sub>E message.
- ✓ [www.AWARERX.ORG](http://www.AWARERX.ORG) serves as an information source about illegal drug sites, counterfeit medicine, and prescription medicine take back facts.
- ✓ State boards of pharmacy and other pharmacy organizations will have the opportunity to use the AWAR<sub>x</sub>E tools as NABP further develops the program.
- ✓ AWAR<sub>x</sub>E was created and implemented by the Minnesota Pharmacists Foundation in 2007. In 2010, NABP formed an agreement with the Foundation to take on the program so that the Association could move it to a national platform.
- ✓ The AWAR<sub>x</sub>E campaign was inspired by the tragic death of 24-year-old Justin Pearson from an accidental mixed drug overdose.
  - Pearson, who was a resident of St Cloud, MN, ordered the prescription drugs that lead to his death from an illicit online pharmacy that did not require a valid prescription.
  - The drugs were dispensed from pharmacies around the country, including at least one in Minnesota.

*The AWAR<sub>x</sub>E consumer protection program is supported by the NABP Foundation, the educational and developmental arm of NABP. NABP is the independent, international, and impartial Association that assists its member boards and jurisdictions in developing, implementing, and enforcing uniform standards for the purpose of protecting the public health.*