

*For Immediate Release*  
September 28, 2015

## **Before mixing your medications, have a word with yourself and your pharmacist** *Preventable cautions about the dangers of self-medicating during the flu season*

**Vancouver, BC** – With the cooler weather and flu season upon us, the Community against Preventable Injuries (Preventable) and London Drugs have partnered to bring the “Have A Word With Yourself and Your Pharmacist” campaign to communities across British Columbia. Starting October 5<sup>th</sup>, a month long awareness campaign will focus on the issue of mixing medications and will encourage British Columbians and London Drugs customers to talk with their pharmacist before mixing any medications.

"Our focus is to raise awareness about the dangers of mixing medications and the 1,284 preventable poisonings and 322 preventable deaths due to poisoning that occur annually in BC," says Dr. Ian Pike, spokesperson for Preventable. "No one expects to have a serious drug interaction, yet they are preventable simply by having a word with yourself and your pharmacist before self-medicating and mixing medications."

As a part of this campaign all 50 London Drugs locations throughout British Columbia will be distributing co-branded London Drugs and Preventable pharmacy prescription bags to raise awareness, provide information about this important issue, and encourage customers to talk with their pharmacist before they mix any prescription and non prescription medications.

"London Drugs is proud to partner with Preventable because we believe in actively taking steps to promote a culture of safety," adds John Tse, Vice-President of Cosmetics and Pharmacy, London Drugs. "With prescribed medications, pharmacists have to be aware of everything a patient may be taking so they can quickly identify and avoid potential problems resulting from combining medications."

### Did You Know?

- Each year in British Columbia, over 25,000 poisonings are reported.
- There is an average of 1,284 preventable poisonings in BC that require hospitalization annually.
- There is an average of 322 preventable poisoning deaths in BC annually.
- Nearly 50% of all poisonings involve young children, with the highest rate between 1 and 3 year olds.
- 75% of childhood poisonings involve substances that are in use at the time or are not in their proper storage place, including over-the-counter and prescription medications.
- Risky behaviors include transferring pills or chemicals from original containers into unlabeled bottles, storing chemicals near medications, and not reading product label instructions.

### Helpful Tips:

- Keep a list of all of the medications and supplements you're taking, and let your pharmacist know.
- Always talk to your pharmacist before taking any new medications or supplements.
- Use the same pharmacy for all of your prescription medications. That way your pharmacist can let you know if you're at risk of drug interactions.
- Read the labels on your medications and supplements carefully, and follow all directions exactly.

Preventable is the first organization to undertake a province-wide social marketing strategy focusing on attitudes to prevent injuries. Using integrated advertising, guerrilla marketing activities and social media, Preventable asks people to adjust their behaviours by thinking before they act, remembering to exercise preventative measures at all times whether on the road, at work, home, play or in water.

To learn more about road safety and preventable injuries, visit [www.preventable.ca](http://www.preventable.ca)

- 30 -

### **About Preventable**

Preventable (also known as The Community Against Preventable Injuries) is a province-wide, multi-partner organization raising awareness, transforming attitudes, and ultimately changing behaviours. The goal of the organization and its partners is to significantly reduce the number and severity of preventable injuries in BC.

Preventable's strategy is based on two years of extensive research to develop a comprehensive understanding of how and why preventable injuries occur throughout the province. Preventable's work is made possible through the financial and in-kind support of a variety of organizations that continue to sign on as partners in fighting the epidemic of preventable injuries in BC. Now in its 3<sup>rd</sup> year of activity, the "have a word with yourself" campaign is an evolution in Preventable's ongoing discussion with British Columbians about the epidemic proportions of preventable injuries.

[www.preventable.ca](http://www.preventable.ca)

### **About London Drugs**

Founded in 1945, B.C.-based London Drugs has 79 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store [www.londondrugs.com](http://www.londondrugs.com) London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,500 people with pharmacy and health care services being the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring company and continues to position itself for future growth and development.

### **Media contact:**

Almira Bardai

Jive Communications

Tel : 604-561-7516

Email : [almira@jivecommunications.ca](mailto:almira@jivecommunications.ca)