



nabp

National Association of Boards of Pharmacy

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TO: EXECUTIVE OFFICERS – STATE BOARDS OF PHARMACY
FROM: Carmen A. Catizone, Executive Director/Secretary
DATE: January 7, 2016
RE: New AWARE URL and Web Ad Available

As communicated in a National Association of Boards of Pharmacy[®] news release on Friday, November 6, 2015, the Association launched a redesigned website for the AWARE[®] Prescription Drug Safety Program that day. In addition, the URL of the site changed to www.AWAREx.pharmacy, helping consumers identify the site as a safe and legitimate source for pharmacy-related information.

If your board of pharmacy website has a link to AWARE, please ask your website administrator to update the link to www.AWAREx.pharmacy (the former URL was www.AWAREx.org); this will help keep our site prominent in search results. If you do not currently link to AWARE, please consider adding this helpful consumer website as a resource to your board of pharmacy's website.

In addition, some boards of pharmacy may have posted the AWARE web ad that was distributed in October 2012. If so, a redesigned web ad and the program's new logo are available to update your board's website. When your website administrator adds either image to your website, he or she can add a link that users can click to visit the AWARE website. The images shown are attached to this memo as .png files, if you would like to add them to your board's website.



If you have any questions, please feel free to contact Executive Office staff at 847/391-4400 or via email at exec-office@nabp.net; if you have any questions about AWARE, please contact Larissa Doucette, communications and marketing senior manager, at 847/391-4468 or via email at ldoucette@nabp.net.