

# M.S.A.B.

Medication Safety Awareness for the Blind



**COMMUNICATE**  
**PARTICIPATE**  
**PUBLICIZE**  
**ENCOURAGE**

# How to Spread the News...

## COMMUNICATE

with your circle

- Tell family, friends and neighbors that Talking Prescription, Large Print and Braille Labels are FREE at thousands of participating pharmacies throughout the United States and Canada.
- Provide MSAB brochures and explain how individuals who are blind and visually impaired can receive free accessible prescription labels from their local pharmacies.
- Give demos on how talking labels work using the ScripTalk Mobile App or a ScripTalk Station reader. Be sure to mention that the App is free and the reader is free on loan as long as needed.

## PARTICIPATE

in community events

- Look for low vision fairs, health fairs and other community events both in-person and online where you can do demonstrations and explain the benefits of talking prescription labels, as well as other accessible labels.
- Provide brochures and demonstrations for local healthcare providers, including eye doctors, occupational/rehab groups, elderly care agencies, nurses and in-home caregivers. Other good organizations to share this information with include senior centers, low vision support groups, Lions Clubs, Kiwanis and Church groups.

## PARTICIPATING PHARMACIES

*Occasionally, store pharmacists are unaware of their corporate policy to offer accessible prescription labels. In other cases, an individual may be the first person to request these labels at a particular store location. If you need any assistance getting someone signed up, call 1-800-890-1180 for assistance. En-Vision America can work directly with the pharmacy to ensure the patient receives the labels.*

FOR TIPS, BROCHURES & SAMPLE BOTTLES  
CALL 1-800-890-1180

## PUBLICITIZE

the information

- Do social media posts on Facebook and Twitter spreading awareness of Medication Safety Awareness for the Blind and accessible labels.
- Reach out to local newspapers, radio stations and broadcast tv personalities to let them know what you're doing spreading the word.
- Reach out to local legislators and let them know about the need to introduce a talking prescription reader bill. Both Oregon and Nevada have passed such legislation. You can find your local legislators at [https://openstates.org/find\\_your\\_legislator/](https://openstates.org/find_your_legislator/)

## ENCOURAGE

patients to speak up

- Do you know someone using ScripTalk and accessible prescription labels? If so, encourage them to join you in spreading the word about MSAB and the benefits of these labels in increasing independence and safety.
- A great way to find someone is to ask an individual who you helped get signed up for these free accessible labels. You can also contact your local American Council of the Blind and National Federation of the Blind Chapters to ask if anyone uses ScripTalk. Encourage them to share their story on social media, to local media and especially to others in their friends' group.

### U.S. Chain Pharmacies:

Albertsons Brands: *Safeway, Jewel Osco, Osco Drug, Sav-On, Randalls, Haggen Foods, Carrs Pharmacy, Shaw's Osco*  
Bartell Drugs                      H-E-B                                      Marc's Pharmacy                      Veteran's Administration  
BI-LO                                      Hy-Vee                                      Rite Aid                                      Walmart/Sam's Club  
Harvey's                                      Kaiser Permanente                      Schnucks                                      Winn Dixie

### Mail Order Pharmacies:

Accredo                      CVS Home Delivery                      OptumRx  
Aetna                                      Express Scripts                                      Walmart Mail Order  
Caremark                                      Humana

### Canadian Chain Pharmacies:

Lawtons Drugs                      Sobeyes  
London Drugs                                      Safeway  
Shoppers Drug Mart                      Walmart

# EN.A.B.L.E. Accessible Labeling:

## ENCourage Audible, BRAILLE, Large Print, EVERYwhere!

Several different accessible prescription labeling options are available for FREE at thousands of pharmacies throughout the U.S. and Canada. Pharmacies can provide patients with Audible, Large Print, and Braille labels for their medications.



### AUDIBLE LABELS

ScripTalk relies on RFID and text-to-speech technology. A pharmacist programs a small electronic label with all your prescription information, including drug name, dosage, instructions, warnings, pharmacy information, doctor name, prescription number, date and more.



### BRAILLE LABELS

BRL Prescription Labels meet the guidelines and recommendations set by the U.S. Access Board. A clear, Grade 2 Braille overlay is added by the pharmacist on top of your existing prescription medication label.



### LARGE PRINT LABELS

This large print label is especially designed for patients with low vision. It presents all vital prescription information in an 18-point font on high-contrast, non-glare, durable media. A 2D barcode offers access via the mobile phone application.



### EVERYWHERE!

Access your prescription information with the FREE mobile ScripTalk App. Simply download from the App Store or Google Play, click the "scan" button and hold the bottle up to either the front of the screen (iPhones) or back of the phone case near the camera (Androids).