

# Awareness of Acetaminophen Safe Use is On the Rise

New research shows a growing number of pain medicine users understand how to use pain medicine safely and are aware of medicine risks—specifically when it comes to acetaminophen, a common drug ingredient found in more than 600 prescription (Rx) and over-the-counter (OTC) medicines.



## Label reading:

More agree that it is “important to check the label to find out the maximum daily dose” of pain medicines.



## Following dosing instructions:

More agree it is “important not to exceed the dosing directions on the label” of pain relievers.



## Awareness of risk:

More understand that “exceeding the recommended daily dose of acetaminophen may lead to liver damage.”



## Avoidance of “doubling up:”

More understand that “it is possible to exceed the maximum daily dose when taking an OTC acetaminophen product at the same time as an Rx pain medicine.”



## Impact of education:

Through educational initiatives such as the Know Your Dose campaign and others, more know that “acetaminophen can be found in many OTC and Rx pain medicines.”



For acetaminophen safe use tips and resources, visit:

[KnowYourDose.org](http://KnowYourDose.org)  
Acetaminophen Awareness Coalition

Surveys conducted by David Binder Research for Consumer Healthcare Products Association. Data collected in May 2010 and October 2016 using online survey methodology among 1,000 U.S. consumers in each survey who had taken OTC pain medicine in the last 6 months and/or Rx pain medicine in the last 12 months. Margin of error is  $\pm 3.1$  percent for each survey.

