

# Awareness of Acetaminophen Safe Use Remains High

Research shows that since 2010, pain medicine users have consistently understood how to use their medicines safely and remain aware of the 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](https://www.knowyourdose.org)  
Acetaminophen Awareness Coalition

Surveys conducted by David Binder Research for Consumer Healthcare Products Association. Data collected in May 2010 and April 2019 using online survey methodology. In 2010, data collected among 743 U.S. consumers who had taken an OTC pain medicine with acetaminophen in the last 6 months and/or Rx pain medicine with acetaminophen in the last 12 months. In 2019, data collected among 1,250 U.S. consumers who had taken an OTC or Rx pain medicine with acetaminophen in the last 6 months. Margin of error for each study is  $\pm 3.1$ .

