

¡Nunca Más!

Novela Health Series

www.fda.gov/nuncamas



Diga nunca más al mal uso de los medicamentos.

Organizations across the country are joining ¡Nunca Más! – an educational initiative developed by the U.S. Food and Drug Administration Office of Women's Health (OWH).

The goal of the initiative is to use video novelas to educate Hispanic women and their families about the importance of safe medication use. This education is vitally important because each year thousands of injuries and deaths are caused by improper medication use. Many of these injuries could have been prevented.

The ¡Nunca Más! initiative provides leaders like you with access to four video novelas and free materials to help you organize educational activities in your community. To help you get started, this toolkit includes:

- An Overview of the ¡Nunca Más! Novela Series
- Talking points on Safe Medication Use
- Free FDA Fact Sheets and Brochures

Use su voz para ayudar a educar a su madre, hermanas, hijas y amigas.

Use your influence to teach other women to say ¡Nunca Más! Your efforts may help others avoid the problems and pain that come when they do not use medicines wisely.

¡Nunca Más! Video Novela Series

Dramatic, suspenseful, funny, educational...

The ¡Nunca Más! video novelas follow the experiences of Lourdes and her extended family: Miguel (husband), Michelle (daughter), Eugenio (Michelle's boyfriend) and Sonia (Lourdes' best friend).

In each episode, the family experiences a problem caused by medication misuse. Does Lourdes get sick? How will the family handle the challenges? What lessons do they learn about medication safety?



There are four episodes in the ¡Nunca Más! novela series. Watch each episode and share them with the women in your community.

EPISODE 1

Lourdes loses the prescription for her high blood pressure medicine. Her friend Sonia thinks she has a way to help. Does Lourdes put her life in danger?

EPISODE 2

Eugenio tells Michelle about the pain medicine the doctor gave him for his leg. Will peer pressure convince him to ignore the medicine instructions so he can have fun at the party?

EPISODE 3

Michelle and her father struggle to hold the family together. Will Lourdes and Eugenio recover? Did Eugenio break his promise to Michelle?

EPISODE 4

What have Lourdes and her family learned from their mistakes? What does the pharmacist give Lourdes to help her keep track of her medicines?

To view the novela series visit:

www.fda.gov/nuncamas

To embed the videos on your site, visit FDA's YouTube Channel:

www.youtube.com/user/USFoodandDrugAdmin

Get Involved!

Planning a **¡Nunca Más!** activity is easy. Activities can be held in a variety of settings like a club meeting, language class, potluck dinner, movie night, diabetes group or other health class.

Follow these three simple steps to plan and implement your **¡Nunca Más!** activity.

1. PLAN - Be creative. Think about times when the women in your community get together. Choose activities that will work with the resources available to you and your group. Remember to:

- Order free copies of the OWH fact sheets and brochures on safe medication use to distribute at your event.
www.fda.gov/womenshealthpubs
- Contact organizations like your local pharmacy, community health center, and public health department that may be able to help with free materials, speakers, or health screenings.
- Spread the word!

2. SHOW - The **¡Nunca Más!** video novelas are available on the FDA YouTube Channel. Decide the best way to show the videos to your group.

- Be sure to have a computer, tablet, or other equipment available to show the videos.
- Have fun! Hold a viewing party where participants can eat and mingle after you review the novelas.

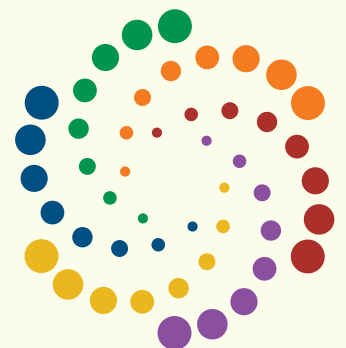
3. DISCUSS - Use the OWH materials and talking points to help your group discuss the videos and medication safety tips.

- Ask the participants to discuss what they learned from the novelas.
- Give each participant a free **My Medicines** record keeper. Encourage them to fill it out when they get home.

¡NUNCA MÁS! VIEWING PARTIES



MANA - A National Latina Organization, held **¡Nunca Más!** viewing parties and discussions at their meetings throughout the U.S. MANA chapters and affiliates held festive "red carpet" themed parties where participants viewed the novelas and listened to guest speakers. Some parties also provided gift bags that included a free **My Medicines** record keeper and other FDA materials on safe medication use.



¡Nunca Más! **Novela Health Series**

Educating Hispanic Women about Safe Medication Use

The ¡Nunca Más! novelas showcase the pitfalls of medication misuse, but more importantly they highlight several easy steps women can take to use medicines wisely.

- **KEEP A RECORD** – Make a list of the medicines you take including prescriptions, aspirin, vitamins, herbs, and other supplements.
- **ASK QUESTIONS** – Talk to your doctor, nurse, or pharmacist about your medicines.
- **READ THE LABEL** – Know the name of the medicine, why you take it, how much you take and when.
- **AVOID PROBLEMS** – Do not share your prescriptions. Use your medicines as directed.

Help educate the Hispanic women in your community about safe medication use. Share the ¡Nunca Más! videos and free resources listed below.

¡Nunca Más! Video Novela Series

www.fda.gov/nuncamas

Safe Medication Use Tips for Women

www.fda.gov/womenshealthsafemeds

Free Fact Sheets and My Medicines Record Keeper

Download: www.fda.gov/womenshealthpubs

Order Free Copies: www.pueblo.gsa.gov/rc/owhspanish.htm



Office of
Women's
Health

The ¡Nunca Más! Novela Series was developed by the U.S. Food and Drug Administration Office of Women's Health.
September 2011