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Health initiative focuses on prescription drugs

Helping people to better understand their prescription drugs and over-the-counter medications is the goal of a program highlighted Monday by city officials and health professionals.

The Prescription 4 Health initiative aims to enhance health literacy by having people focus on four issues. Health professionals in clinics and pharmacies are being urged to discuss with patients why they're taking a particular medication, how it should be administered, what factors they can look for to make sure it's working, and whom they should call if they have questions.

Deputy Mayor Donna M. Brown met with members of the Community Health Foundation Fellows Program and other partners to discuss the effort. The Northwest Buffalo Community Health Center, at 155 Lawn Ave., will be a focal point for the initiative. Five pharmacies, including four in Buffalo's Black Rock-Riverside neighborhood, will serve as pilot locations for the program.

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