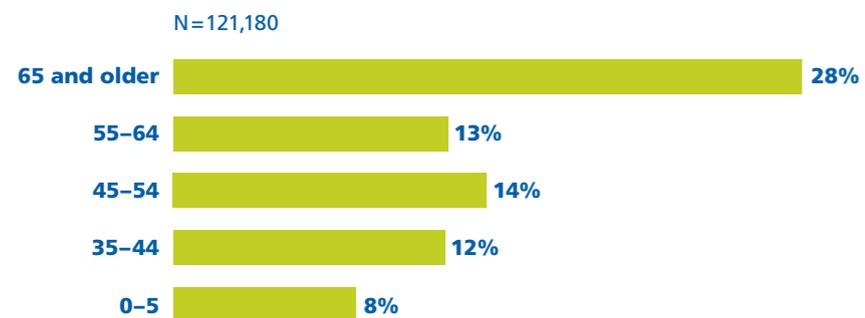


What is DAWN?

DAWN is a national public health surveillance system. DAWN works with more than 250 hospitals nationwide gathering data on adverse health events resulting from drug use, misuse, and abuse. Hospital emergency departments (ED's) are key to the success of the DAWN network.

The increasing availability of prescription and over-the-counter (OTC) pharmaceuticals may also increase the potential for adverse reactions among vulnerable populations. Hospital ED's are the first line of defense for treating such problems as cough syrup use by young children, or adverse reactions for new medications, or combinations of medications taken by older adults. DAWN measures the national impact of these problems with the help of ED's from around the country.

Adverse Reactions Among 5 Leading Age Groups, 2007



Source: DAWN Live! Case Reports through 12/27/2007

DAWN is sponsored by the Office of Applied Studies, Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services, with data collection overseen by Westat, a private research firm.



<http://DAWNinfo.samhsa.gov>

What Hospitals Should Know About DAWN

The Story Behind the Headlines

"Misuse of pharmaceuticals linked to more ER visits"

USA Today, March 2007

"New warnings about over-the-counter cold medicines"

American Journal of Nursing, 2007

"Drug abuse hitting middle-aged more than Gen-Xers"

Psychiatric Times, 2006



Why Hospitals Join DAWN

“We joined DAWN because it offered important benefits for our hospital. One benefit is DAWN *Live!* to help with quality assurance. And, we can use DAWN information to work with our community.”

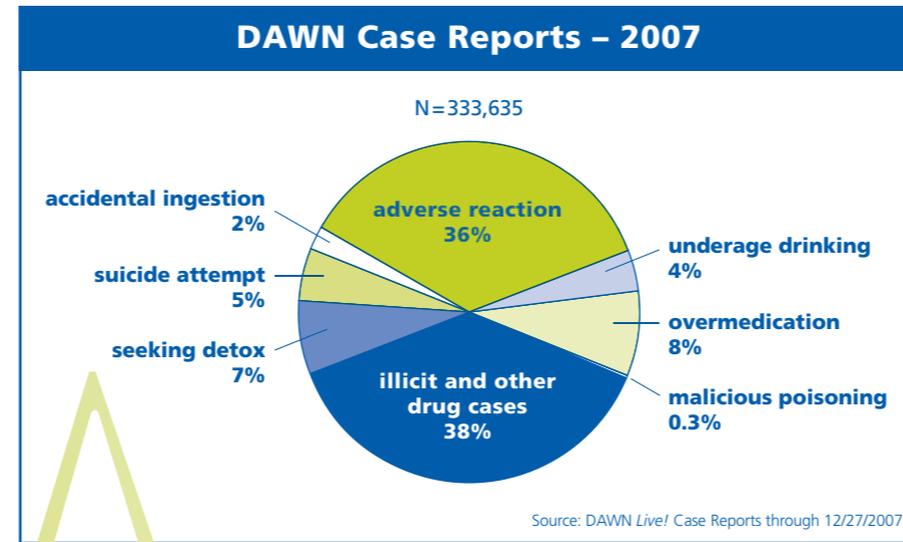
City Hospital Administrator

Hospitals receive several benefits for participation:

- Free membership;
- Incentive payments for participation;
- DAWN *Live!* system for real-time access to the hospital's data;
- Flexible data collection options;
- Ongoing DAWN support for training and technical assistance; and
- Access to the latest drug-related health statistics through the DAWN website.

How Are DAWN Data Collected?

DAWN works with each participating hospital to arrange the most convenient approach for data collection. Data are reported for each drug-related ED visit, including adverse reactions, the nonmedical use of prescription and OTC medications, and accidental poisonings. Patients, their physicians, or families are never interviewed. DAWN Reporters follow strict protocols to protect patient confidentiality. DAWN requests only the minimum information necessary to fulfill its purpose. Hospitals that participate in DAWN are fully compliant with the HIPAA Privacy Rule.



Why Your Hospital Should Participate

One of the key benefits of DAWN participation is access to your hospital's data in "real time." This up-to-the-minute searchable DAWN data can help you in managing resources, improving patient care, and developing staff training. Specifically, data can help:

- Evaluate the burden placed on your ED by drug-related events;
- Allocate staff resources based on patient needs;
- Identify new emerging events and trends for in-service staff training;
- Support outreach programs and partner with local organizations to address community health problems;
- Provide data to staff physicians and pharmacists on adverse reactions; and
- Identify the need for increased services for your hospital, such as an additional psychiatric unit.

Who Else Uses DAWN?

Many audiences depend on the information provided by DAWN.

- Local public health agencies use DAWN to identify problems, such as the adverse effects of psychiatric medications in teenagers.
- Epidemiologists use DAWN to identify new drug combinations and medical complications associated with drug use. The population of aging "baby boomers" with drug abuse histories may signal future medical problems.
- Federal agencies, like the Centers for Disease Control and Prevention (CDC) and the Food and Drug Administration (FDA), use DAWN to identify public health risks and drug safety issues.
- Pharmaceutical companies use DAWN data to track potential adverse reactions to new medications as soon as the medications enter the market.

“...To help prepare for and respond to future influenza outbreaks...we will be using DAWN data to help monitor adverse effects of influenza vaccines and antiviral medications.”

Director, CDC Division of Healthcare Quality Promotion

Find Out How You Can Join DAWN

Please check out the DAWN website at: <http://DAWNinfo.samhsa.gov>, or give us a call at **1-800-FYI-DAWN**. You may also send a message to DAWNinfo@Westat.com. A member of our Facility Relations team will be happy to answer your questions and discuss the enrollment process.