

Take a fresh look at what medicines you take



Medicines Efficiency
Campaign Briefing Pack



For more information, visit
letstalkmedicines.com



INTRODUCTION:

The Audit Scotland report 'Prescribing in general practice in Scotland' noted the scope to make potential national savings of between £12 and £18 million by reducing avoidable medicines waste. The need to reduce waste through more efficient use of medicines was therefore identified as a key priority by the West of Scotland (WOS) Prescribing Steering Group and supported by the WoS Chief Executive Regional Planning Group and Directors of Finance. A programme of prescribing initiatives, pilot projects and existing examples of good prescribing practice are already being taken forward across the West of Scotland and a regional project manager has been appointed to co-ordinate this work.

Following a review of previous campaigns across the UK, extensive insight gathering, focus groups and creative pre-testing, a new campaign has been developed to support this work. This features a new creative approach which was positively received during pre-testing carried out with both public and professional audiences. It also features a new graphic device 'Let's Talk Medicines' which will be used as an overarching banner to bring together the wide range of medicines projects and initiatives across the West of Scotland. The graphic uses a traditional pill shape combined with a speech bubble to suggest a conversation between two people.

KEY CAMPAIGN AIMS:

To get the public to think differently about the prescription medicines they are taking by empowering and encouraging them to:

- Discuss the medicines they are taking, why they are taking them and whether they still need to take them
- Become better informed about the medicines they have been prescribed
- Build better, more trusted relationships between patient, pharmacist and GP
- Have more personal ownership for their medicines and health
- Be more thoughtful when ordering repeat prescriptions
- Feel more confident about asking questions or raising any concerns about the medicines they are taking
- Avoid medicines 'stockpiling'

KEY CAMPAIGN MESSAGES:

- **It's important to take a fresh look at the medicines you are taking**
- **It is always ok to ask - your GP and pharmacist are there to answer any questions you may have about the medicines you are taking and are happy to answer your questions or concerns**
- **Things can change over time and to make sure you're getting the best medications for you, you should talk to your pharmacist or GP**

THE CAMPAIGN IN DETAIL:

The campaign will be launched on Tuesday 22nd April 2014 and run for six weeks until 3rd June 2014. The initial phase includes pharmacy poster panels, press advertising, local radio and a new website www.letstalkmedicines.com which will be hosted on NHS Inform.

Pharmacy Panels:

Central to the campaign is the poster, which is fronted by a local community pharmacist. These will run in local community pharmacy panels from the 22nd April, throughout Scotland.

Radio:

A 30 second radio advert that will run on local commercial and community radio stations throughout the West of Scotland for the 6 week duration of the campaign. These include West Sound, Radio Clyde, Smooth Radio and Central FM, Sunny Govan and Your Radio.

Press:

Adverts will appear in the Herald, Evening Times, Daily Record (West Coast, Stirling Observer, five Lanarkshire local titles, Falkirk Herald, Dumfries and Galloway Standard, Ayrshire Post and Arran Banner.

Website:

The campaign will also be supported by a new website www.letstalkmedicines.com which will be hosted on NHS Inform and included in a new Medicines Zone which is currently under development.

The campaign aims to encourage patients to think about the medicines they are taking and speak to their pharmacist or GP if they have any questions or concerns. As feedback from patients suggests that they would be more likely to discuss medicine issues with their community pharmacist or raise a question at a routine GP appointment it is felt that the overall impact on general practice activity is likely to be minimal.

HOW YOU CAN HELP:

To help raise awareness and reach our target audience, we'd appreciate your support. You can do this in a number of ways by:

- Sharing this pack with your colleagues and any other relevant stakeholders to help us raise awareness and maximise support for the campaign
- Promoting the Let's Talk Medicine campaign poster within your organisation, workplace or community (PDFs available for printing and hard copies will also be circulated)
- Displaying the poster electronically on any screens within your hospitals, health centres and GP practices
- Promoting the campaign through your website, local publications, intranets and social media channels #letstalkmedicines (digital banners, audio clips and media release available)
- Linking to the new website www.letstalkmedicines.com from your own web and intranet sites
- Identifying local case studies. If you have examples of good practice in improving medicines efficiency we can share these via the new website (contact your local NHS Board Lead to discuss)

EVALUATION AND FUTURE CAMPAIGN ACTIVITY:

Work will be undertaken to measure the effectiveness of this new campaign through pre and post campaign awareness tracking, monitoring levels of public awareness and intentions to act after being exposed to campaign communications. This evaluation will inform the development and further roll-out of the campaign. Work is also being undertaken to explore how the new creative approach could be used across a number of different advertising platforms and adapted for use on a number of resources including prescription bags. The campaign aims to encourage patients to think about the medicines they are taking and ask about their medicines. As the feedback from patients suggests that they would be more likely to discuss medicine issues with their community pharmacist or raise a question at a routine appointment it is felt that the overall impact on general practices is likely to be minimal.

CAMPAIGN CONTACTS:

We look forward to working with you to deliver this WoS marketing campaign as we encourage patients to **'let's talk medicines'**. Please don't hesitate to contact any of the following campaign contacts if you have any questions or require further information.

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RESOURCES:

CAMPAIGN POSTER

Take a fresh look at what medicines you take



Perhaps you've been using the same repeat prescription for a while, so you're not sure how effective it is, or even if it's still required.

To make sure you're getting the best possible care, talk to your pharmacist or GP. Healthcare is always changing... it's always OK to ask.



For more information, visit letstalkmedicines.com



CAMPAIGN BRANDING

The campaign features a new graphic device 'Let's Talk Medicines' which will be used as an overarching banner to bring together a wide range of medicines projects and initiatives.



RADIO ADVERT

A 30 second radio advert has been produced to support the campaign. A copy of the script is listed below and an audio clip will be available on the website www.letstalkmedicines.com

Script

I've been a local pharmacist for over 15 years now and a lot has changed in that time. It's the same with healthcare – it's always changing too, but my patients know they can talk to me about anything. Perhaps they've been using the same repeat prescription for a while and are not sure how effective it is, or even if they still need it.

To make sure you're getting the best possible care, talk to a local pharmacist like me, or your GP. It's always OK to ask about the medicines you're taking. To find out more, visit letstalkmedicines.com

WEBSITE

The campaign will be supported by a new website www.letstalkmedicines.com which will be hosted and promoted on NHS Inform. Initially details will be included in the existing Medicines Information section and in the future it will form part of a new Medicines Zone which is currently under development.