

MEDICINE MISUSE CAN HAPPEN TO ANYONE

Follow the right advice



CAMPAIGN TOOLKIT

BE
Medicinewise
21 - 27 AUGUST **WEEK 2017**

 **NPS
MEDICINEWISE**
Independent. Not-for-profit. Evidence based.

This initiative is funded by the Australian Government Department of Health.

CONTENTS

BACKGROUND	3
▶ What is Be Medicinewise Week?	3
▶ About NPS Medicinewise	3
THE CAMPAIGN	4
▶ Medicine misuse can happen to anyone	4
▶ What is misuse?	4
▶ Did you know...	4
▶ Being medicinewise means asking the right questions	4
GET INVOLVED	5
▶ Share our materials and resources	5
▶ Use our social media guide	5
▶ Host your own event	5
▶ Enter our competition	5
SOCIAL MEDIA GUIDE	6
▶ Supporting the campaign on social media channels	6
▶ Suggested tweets	7
▶ Images	7
▶ Animated videos	7
CHOOSING WISELY AUSTRALIA®	8
▶ 5 Questions to ask	8
MEDICINEWISE APP	9
HOST YOUR OWN EVENT	10
▶ Campaign materials	10
▶ Collect unwanted medicines	10
▶ Wear purple	10
▶ Plan a morning tea	10
▶ Start a conversation on social media	10
▶ Get creative	10

BACKGROUND

What is Be Medicinewise Week?

2011

Be Medicinewise Week was introduced in 2011 as the launch event for the Be Medicinewise Campaign. It sparked a national conversation about how to be safe and wise about medicines.

2012

In 2012 following encouragement from community groups and pharmacies, it was decided to establish the week as an annual campaign to raise awareness of the importance of being medicinewise.

2013

In 2013, the campaign focused on medicines and older people. Entertainer Bert Newtown came on board along with Dr John D'Arcy as celebrity ambassadors for the week.

2014

In 2014, the theme was 'Are your medicines helping or hindering?' with an emphasis on medication safety. The themes covered over the week included: complementary medicines, inadvertent medicines misuse, pain killers/analgesia, hazardous environments and medicines use in the home environment.

2015

In 2015, the campaign theme was 'Be medicinewise at all ages and life stages'. One size doesn't fit all when it comes to your medicines – people at different ages and stages in life may need to use medicines quite differently. Jimmy Rees (better known as Jimmy Giggle from 'Giggle and Hoot') helped us remind parents and carers how to properly administer medicine to children to prevent adverse events.

2016

In 2016, the theme of the campaign encouraged Australians to 'Take Charge!' of their medicines and their health. This was achieved by getting people to: Ask the right questions; Ask the right people; and Follow the right advice.

2017

This year, the theme of the campaign is 'medicine misuse can happen to anyone'. Prescription medicine misuse has been declared a 'national emergency'. This year we are encouraging everyone to be aware of the potential dangers and the importance of using medicines safely and according to instructions to avoid potential harm.

ABOUT NPS MEDICINEWISE

We exist to help people make the best decisions about medicines and other medical choices.

Independent, not-for-profit and evidence based, NPS MedicineWise enables better decisions about medicines, medical tests and other health technologies. Since inception in 1998 we have adapted to the changing health landscape, ensuring sustainable, safe and effective use of medicines and medical tests and delivering better health and economic outcomes.

Consumers are at the centre of quality use of medicines and medical tests and we have continued our conversations with consumers through our campaigns, community work, communication initiatives and resources to help build a medicinewise Australia.

THE CAMPAIGN

BE
Medicinewise
21 - 27 AUGUST WEEK 2017

MEDICINE MISUSE CAN HAPPEN TO ANYONE

The seventh annual Be Medicinewise Week is 21 - 27 August 2017, promoting the safe and wise use of medicines by all Australians.

WHAT IS MISUSE?

If you're NOT taking your medicines as directed then you may be misusing them.

You might be:

- ▶ Taking medicines at the wrong time, or the wrong dose.
- ▶ Sharing your medicines with family or friends.
- ▶ Taking multiple medicines which could lead to incorrect dosing or side effects.
- ▶ Taking medicines with other substances like illegal drugs or alcohol.

Misusing medicines can harm you or someone you care about. It can lead to health problems, addiction or dependency, poor judgement and accidents, as well as legal trouble.

Simple actions can prevent medicine misuse. Follow advice from your doctor, nurse or pharmacist and read the labels and packaging of your medicines carefully.

DID YOU KNOW...

- ▶ Alcohol interacts with over 150 medicines.
- ▶ Codeine-related deaths are on the rise.
- ▶ One in 10 Australians over 14 years old has misused prescription pain-relievers or opioid medicines.
- ▶ Sleeping pills are not useful long-term and can do more harm than good.

If you have questions about your medicines, speak to your doctor, nurse or pharmacist.

BEING MEDICINEWISE MEANS ASKING THE RIGHT QUESTIONS

- ▶ Find out the 5 most important questions to ask your doctor and more about Be Medicinewise Week at nps.org.au/bemedicinewise.
- ▶ Call our Medicines Line on 1300 MEDICINES (633 424).
- ▶ Download our free Medicinewise app.
- ▶ Follow us on Facebook and Twitter.



GET INVOLVED



SHARE OUR MATERIALS AND RESOURCES

NPS MedicineWise has created a suite of materials and resources that you can use to spread the message of Be Medicinewise Week (available for you to download or order).

▶ Poster

Medicine misuse can happen to anyone

▶ Digital elements

Web banner (750x250px)

EDM banner (600x180px)

Be Medicinewise Week logo Twitter (440x220px)

Facebook (800x417px)

LinkedIn (800x489px)

▶ Animations

Animated videos promoting medicinewise behaviour have been developed, and are available for embedding on websites and to use on social media during Be Medicinewise Week.

These will be available on the NPS MedicineWise YouTube channel at www.youtube.com/user/npsmedicinewise.



USE OUR SOCIAL MEDIA GUIDE

The social media guide included in this campaign toolkit has been created to assist you with copy to include as you share Be Medicinewise Week resources and messages.



HOST YOUR OWN EVENT

Take a break from the regular grind at work and host your own Be Medicinewise Week event. Use this kit to download our campaign resources to display in your workplace and find suggestions for encouraging medicinewise behaviour.



ENTER OUR COMPETITION

Win a voucher up to \$500 for morning tea for your organisation – take a picture of your decorated office/organisation and tag us on Facebook and/or Twitter with #BeMedicinewise to enter.

SOCIAL MEDIA GUIDE

**BE MEDICINEWISE WEEK
21-27 AUGUST 2017**

THEME: MEDICINE MISUSE CAN HAPPEN TO ANYONE

Use the suggested information below for ideas on how to join in #BeMedicinewise Week, keep an eye on our channels to see what we're up to! If you've got questions or would like to talk about resources, please get in touch.

Follow us on Twitter @NPSMedicineWise or Facebook

www.facebook.com/npsmedicinewise and remember to use the #BeMedicinewise tag.

SUPPORTING THE CAMPAIGN ON SOCIAL MEDIA CHANNELS

Be Medicinewise Week is a national awareness campaign to promote the safe and wise use of medicines by all Australians.

This year we are reminding Australians that medicine misuse can happen to anyone. To help minimise potential harm you should:

1. Ask the right questions

- ▶ Take a more active role in your health by asking relevant questions about the tests and medicines you use.
- ▶ Have valuable conversations with healthcare professionals by using these 5 Questions www.choosingwisely.org.au/5-questions-to-ask-your-doctor.
- ▶ Read medicines labels and packaging.

2. Ask the right people

- ▶ Remember there's a huge difference between asking the pharmacists on MedicinesLine at NPS MedicineWise for advice and asking a Facebook group.
- ▶ Google is great for general information, but make sure you double-check with a qualified health professional.
- ▶ Check your sources – is this website or social presence evidence based? Is it trustworthy? Is it up to date?

3. Follow the right advice

- ▶ Follow dosing instructions from your doctor or pharmacist, and ask for clarity if it doesn't make sense.
- ▶ Speak to a health professional before you stop taking a medicine, there may be side-effects you don't know about.
- ▶ Need help with translations? Get in touch – we've got multilingual resources that you can use.



SOCIAL MEDIA GUIDE

SUGGESTED TWEETS

Did you know? #MedicineMisuse is taking medicines at the wrong time, or the wrong dose. <http://www.nps.org.au/bemedicinewise> #BeMedicinewise

Facebook friends know the best gelato in town, but stick with a GP when asking about medicines. <http://www.nps.org.au/medicinewise> #BeMedicinewise

Before you stop taking your medicines, find out what the effect could be. <http://www.nps.org.au/bemedicinewise> #BeMedicinewise

Take charge of your medicines – download the info and join in #BeMedicinewise week! <http://www.nps.org.au/medicinewise>

Need a hand to #BeMedicinewise? Download a free app to take charge of your medicines! <http://www.nps.org.au/app>

Active ingredients add up. Check the labels of your medications to prevent double doses #BeMedicinewise! <http://www.nps.org.au/medicinewise>

Did you know that taking multiple medicines could lead to incorrect dosing or side effects? #BeMedicinewise and ask your GP. <http://www.nps.org.au/bemedicinewise>

IMAGES

The Materials and Resources page has links to Be Medicinewise Week digital elements including web banner, EDM banner and logo, as well as Twitter, Facebook and LinkedIn images.

ANIMATED VIDEOS

Videos to share and embed are now available <http://www.youtube.com/npsmedicinewise>. If you or your team would like access to the files please get in touch and email media@nps.org.au.

CHOOSING WISELY AUSTRALIA[®]

5 QUESTIONS TO ASK

This Be Medicinewise Week, as we ask Australians to ‘ask the right questions’, we will be promoting the Choosing Wisely Australia resource “5 questions to ask your doctor or other healthcare provider before you get any tests, treatment or procedure”. The resource promotes conversations about what care is needed, to support better decisions.

The 5 questions you should consider asking your doctor or health provider are now available in 10 community languages (Arabic, Chinese simplified, Chinese traditional, Croatian, Greek, Italian, Korean, Macedonian, Spanish and Vietnamese).

Choosing Wisely Australia
An Initiative of NPS Medicinewise

NPS MEDICINEWISE

5 QUESTIONS

TO ASK YOUR DOCTOR OR OTHER HEALTH CARE PROVIDER BEFORE YOU GET ANY TEST, TREATMENT OR PROCEDURE

Some tests, treatments, and procedures provide little benefit. And in some cases, they may even cause harm. Use the 5 questions to make sure you end up with the right amount of care — not too much and not too little.

- DO I REALLY NEED THIS TEST OR PROCEDURE?** Tests may help you and your doctor or other health care provider determine the problem. Procedures may help to treat it.
- WHAT ARE THE RISKS?** Will there be side effects? What are the chances of getting results that aren't accurate? Could that lead to more testing or another procedure?
- ARE THERE SIMPLER, SAFER OPTIONS?** Sometimes all you need to do is make lifestyle changes, such as eating healthier foods or exercising more.
- WHAT HAPPENS IF I DON'T DO ANYTHING?** Ask if your condition might get worse — or better — if you don't have the test or procedure right away.
- WHAT ARE THE COSTS?** Costs can be financial, emotional or a cost of your time. Where there is a cost to the community, is the cost reasonable or is there a cheaper alternative?

For further information visit choosingwisely.org.au

Join the conversation @ChooseWiselyAU

Adapted from material developed by Consumer Reports. Choosing Wisely Australia[®] is an initiative enabling clinicians, consumers and healthcare stakeholders to start important conversations about unnecessary tests, treatments and procedures. With a focus on high quality care, Choosing Wisely Australia is being led by Australia's medical colleges and societies and facilitated by NPS Medicinewise. Responsible care is to provide accurate information at the time of choice. This information is not intended as a substitute for medical advice and should not be used to replace a medical consultation. Choosing Wisely Australia[®] is a service provided by NPS Medicinewise. For more information, please visit www.choosingwisely.org.au

Click on the links below to download this resource as a PDF.

- [A4 size - 5 questions to ask your doctor](#)
- [A4 size - 5 questions to ask your doctor translated](#)
- [Poster size - 5 questions to ask your doctor](#)

MEDICINEWISE APP

Using the app

The more medicines people take, the more difficult it can be to remember important information about them. That is why we created the MedicineWise app, to help keep track.

Using the free MedicineWise smartphone app helps people take charge of their medicines. Encouraging patients to use the app is a great way for health professionals to facilitate medicinewise behaviour this Be Medicinewise Week and beyond.

Turn your smartphone into a wise phone this Be Medicinewise Week and download the app.

Helping you to be medicinewise

Medicinewise App allows you to take charge of your health with the following features:

- ▶ Build a list of medicines using a simple barcode scanner or by searching our comprehensive Australian medicines database
- ▶ Record important health info such as medical conditions, allergies and health professional contact details
- ▶ Set reminders for when to take medicines, attend doctor's appointments and refill prescriptions
- ▶ Follow links to medicine and health information on the NPS MedicineWise website
- ▶ Share medicine lists and usage reports with healthcare professionals
- ▶ Record and graph test results to self-monitor treatment progress
- ▶ Store notes and questions to ask your doctor.

Helping you to ask the right questions

The MedicineWise app allows you to store medicines, medical conditions, allergies, test results and questions for your health professional in one handy location.

Bring this app along to medical appointments and use it as a conversation aid to ensure you are asking the right questions about your medicines and healthcare.

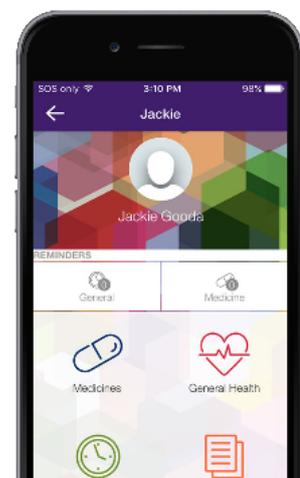
You can also use the carer functionality in the MedicineWise app to manage medicines and health info for those in your care, so you can ask the right questions on their behalf during medical appointments or emergencies.

Helping you to follow the right advice

The MedicineWise app allows you to set dose reminders so you can take the right medicine, at the right dose, at the right time, exactly as directed by your health professional.

You can also access trusted Consumer Medicines Information (CMIs) via the app, to learn more about how to take your medicines correctly, so you can stay safe and get the most out of your medicines.

Share the animated MedicineWise app video, 'Helping You Remember Your Medicines and Health Appointments Helping You Communicate Better with Health Professionals Helping you manage medicines and health information for others'.



HOST YOUR OWN EVENT

If you'd like to inspire others around your workplace to be medicinewise, consider hosting your own Be Medicinewise Week event and support the campaign week.

Email pictures of your event to media@nps.org.au or hashtag #BeMedicinewise and we can share it on social media.



CAMPAIGN MATERIALS

Utilise our resources and materials to create a buzz around the workplace. Display posters in common areas. Encourage your IT or web team to add Be Medicinewise Week graphics to your intranet, homepage or email signature; hyperlink all digital elements to nps.org.au/bemedicinewise. Send a letter to management or your workplace wellness team requesting that your workplace take part in Be Medicinewise Week by hosting an event and/or displaying campaign materials.



COLLECT UNWANTED MEDICINES

Could your medicine cabinet use a clean out? Collect unwanted/expired medicines throughout the week and ask a volunteer to take them to any pharmacy at the end of the week. It's important that expired medicines are disposed of safely so they don't end up polluting the environment or so that you don't continue using them - most medicines slowly deteriorate over time which can make them less effective or harmful.



WEAR PURPLE

To support Be Medicinewise Week, choose a day to wear purple (the NPS MedicineWise key colour). Take a photo and tag @NPSMedicineWise or hashtag #BeMedicinewise.



PLAN A MORNING TEA

Plan a morning tea for your team one day during the week. You can decorate cupcakes with question marks to inspire medicinewise questions, or bring in healthy foods that encourage people to think about their health, and ask your co-workers what it means to them to be medicinewise.



START A CONVERSATION ON SOCIAL MEDIA

Use our social media guide to send live tweets from your Be Medicinewise Week event. Take photos and tag @NPSMedicineWise or hashtag #BeMedicinewise on all social media platforms. Tag people who you think might benefit from learning more about being medicinewise.



GET CREATIVE

Whether it's an intranet quiz, email to all staff, using the campaign posters or an activity that you can perform together, everything helps to build knowledge and understanding of the importance of building a medicinewise Australia.



CONTACT US

If you'd like to get in touch, please contact media@nps.org.au
or call **02 8217 8667** to speak to a member of the
Media & PR team at NPS MedicineWise.

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