

get to know your medicines

National Awareness Campaign Newsletter

July 2007

www.nps.org.au



About the campaign

Commencing August 2007 the National Prescribing Service Limited (NPS) is conducting a National Awareness Campaign (NAC) called *Get to Know Your Medicines* to promote Quality Use of Medicines (QUM).

The campaign focuses on general issues around medicines use, including: what is a medicine; talking openly with your doctor and pharmacist; keeping an up to date medicines list; where to find accurate, evidence based information; and generic medicines.

The campaign features

- Television commercials prompting viewers to call NPS Medicines Line.

- *Get to know your medicines* website at www.nps.org.au
- *Get to know your medicines* fact sheets.
- *Get to know your medicines* peer educator community information sessions.

Background to the campaign

Seniors and people with chronic conditions are the people in our community who take the most medicines.¹ Between 2% and 4% of hospital admissions are medication related and between 50% and 75% of these are potentially preventable.^{2,3}

Message from Philip Herreen, 2007 Senior of the Year (left)

"Anyone taking medicines, including people with a chronic condition like myself, and those like my wonderful wife who care for us, will benefit from learning more about our medicines choices.

Most importantly, remember there is always someone you can talk to. It may be your doctor, chemist, a pharmacist on Medicines Line or one of our highly proficient peer educators. Combined with the range of independent information provided by NPS, everyone has the opportunity to make the most of their medicines choices for better health and wellbeing."

Top left: Jane Bowman, COTA coordinator for peer education. Top right: Mike Watson, senior peer educator.

About NPS phone services



For consumers: NPS Medicines Line

- Gives independent, accurate and up to date information about medicines.
- Is staffed by pharmacists and operated by Mater Pharmacy Services.
- Is not an emergency service.
- Does not replace advice from your doctor or pharmacist.
- Is the cost of a local call when calling from a landline.
- Is available 9am-6pm Monday to Friday (Eastern Standard Time).

For health professionals: NPS TAIS (Therapeutic Advice and Information Service) 1300 138 677

- Provides independent evidence based information on medicines.
- Is available for the cost of a local call (when calling from a landline) 9am-7pm Monday to Friday (Eastern Standard Time) or fill in an online inquiry form at www.nps.org.au then click on TAIS.
- Is staffed by pharmacists.



National Prescribing Service Limited



Beris and Des Mortimer, senior peer educators

Program partners and working group

NPS acknowledges the valuable contribution of the following program partners in the development of campaign resources:

- Consumers' Health Forum of Australia for *Get to know your medicines* fact sheets.
- Council on the Ageing (COTA) organisations for peer educator community information sessions.
- Federation of Ethnic Communities' Councils of Australia (FECCA) for Medimate.
- Medicare Australia for distribution of resources
- Working group: Campaign strategies are informed by the Community Quality of Use Medicines (CQUM) working group comprising consumer, academic and health professional representatives.

Campaign aim

To improve consumers' awareness, confidence, skills and knowledge about medicines.

Campaign objectives

- To increase consumers' active participation in their decisions about medicines, including choice about the use of generics.
- To improve communication between health professionals and consumers about quality use of medicines.
- To increase the ability of consumers to recognise credible and reliable sources of information about medicines, including NPS resources.
- To improve and increase QUM partnerships with communities and organisations to increase access to consumer medicines information.

What is a medicine?

Medicines include anything available on prescription, over the counter, traditional and herbal remedies.

Campaign target audience

Primary

- Seniors (people over 50) with chronic conditions who take medicines, and their carers.

Secondary

- Organisations which promote health and well being for seniors, people with chronic conditions, and people who are carers.
- Health professionals particularly doctors, pharmacists and nurses.

Campaign strategies

The campaign has two stages:

Stage One: August 1 – Mid September

Incorporates information about Quality Use of Medicines.

Stage Two: Mid September - November

Incorporates information about generic medicines.

Campaign evaluation

Get to know your medicines campaign is evaluated before, during and directly after the campaign via:

- An omnibus survey measuring awareness of the television advertisements and levels of knowledge about medicines pre and post TV screening.
- The number of calls to Medicines Line and the type of enquiry.
- The number of visits to NPS website and the number and type of resources ordered and downloaded.
- Analysis of NPS engagement with stakeholders and community groups.

Evaluation findings detailing the above will be available in late 2007.

¹ Australian Bureau of Statistics. National Health Survey: Use of Medications. Report No: 4377.0. Canberra: Australian Bureau of Statistics, 1995.

² Runciman W, Roughead E, Semple S, Adams R. Adverse drug events and medication errors in Australia. *Int J Qual Health Care* 2003;15:i49-i59.

³ Roughead E, Barratt J, Gilbert A. Medication-related problems commonly occurring in an Australian community setting. *Pharmacoepidemiol Drug Saf* 2003;13:83-7.

PROGRAM PARTNERS





Peter Wong, participant at a community information session

See back page to order

Quality Use of Medicines means:

- Selecting management options wisely.
- Choosing suitable medicines if a medicine is considered necessary.
- Using medicines safely and effectively.

Consumer Resources



MEDIMATE BROCHURES (DL)

Medimate brochures help consumers understand and use medicines in partnership with their doctor, pharmacist, nurse and other health professional.

AVAILABLE IN: English, Chinese and English, Greek and English, Italian and English, Vietnamese and English.



CONSUMER MEDICINE INFORMATION (CMI) GUIDE (A4)

NPS provide a guide to understanding the CMI about each medicine. CMIs are sometimes included as a package insert with each medicine. The guide details the layout of a CMI and how to find the important facts to know before, during and after taking medicine.

CMIs are also available at www.nps.org.au or ask your doctor or pharmacist.



GET TO KNOW YOUR MEDICINES FREE INFORMATION SESSIONS BROCHURE (DL)

NPS and COTA (Council on the Ageing) organisations work in partnership to deliver free *Get to know your medicines* information sessions nationally. Sessions are delivered by trained senior peer educator volunteers. The brochure gives further details and booking information.



GET TO KNOW YOUR MEDICINES FACT SHEETS (A4)

- Generic medicines.
- Are new medicines better?
- Read the label, it is important
- Talking with your doctor or pharmacist
- Remember to take your medicines.
- Using the internet to find reliable health information
- What is a medicine?



MEDICINES LINE FRIDGE MAGNET ON CARD (DL)

Expands on the information provided on the front page of this newsletter.

NPS can also supply brochures from the following organisations:



RUM Program: RETURN YOUR UNWANTED MEDICINES (RUM) BROCHURE (DL)

The RUM program is a national not-for-profit organisation set up to enable consumers to return unwanted or out-of-date medicines to participating pharmacies.



The Pharmacy Guild of Australia: HOME MEDICINES REVIEW BROCHURE (DL)

For consumers who use several medicines, this brochure explains what an HMR is and how to organise one.



COMMUNITY ENGAGEMENT: GET TO KNOW YOUR MEDICINES KIT

Get to know your medicines kit has everything you need to plan and host a successful event in your community about Quality Use of Medicines.



MEDICINES LIST AND WALLET

Medicines List enables consumers to carry a list of medicines wherever they go. The List folds neatly into a clear plastic wallet.



MEDICINESTALK NEWSLETTER (A4)

MedicinesTalk is a quarterly newsletter produced by consumers for consumers. Subscription is absolutely free posted directly to you. To subscribe go online to www.nps.org.au. Bulk copies are available of the special 'Generic medicines explained' issue. Please see back of this page to order.



Magda Palmer, COTA coordinator for peer education

Fax Order Form

Online orders are quicker!
www.nps.org.au

Or fax this form to **02 9283 2028**

Inquiries: **02 8217 8700**
 or email info@nps.org.au

Materials	Quantity	Fact Sheets (A4)	Quantity
Medimate (English)	<input type="text"/>	• Generic medicines	<input type="text"/>
Medimate (Chinese + English)	<input type="text"/>	• Are new medicines better?	<input type="text"/>
Medimate (Greek + English)	<input type="text"/>	• Read the label, it is important	<input type="text"/>
Medimate (Italian + English)	<input type="text"/>	• Talking with your doctor or pharmacist	<input type="text"/>
Medimate (Vietnamese + English)	<input type="text"/>	• Remember to take your medicines	<input type="text"/>
<i>Medicines Line</i> (fridge magnet with DL-card)	<input type="text"/>	• Using the internet	<input type="text"/>
Medicines List wallet	<input type="text"/>	• What is a medicine?	<input type="text"/>
Home Medicines Review (DL-brochure)	<input type="text"/>		
Return your Unwanted Medicines (DL-brochure)	<input type="text"/>	Consumer Medicine Information (A4-guide)	<input type="text"/>
Free information sessions (DL-brochure)	<input type="text"/>		
Get to Know Your Medicines Kits			
Kit in CD format			<input type="text"/>
Kit in box version (maximum copies one)			<input type="text"/>
MedicinesTalk quarterly newsletter special issue 'Generic Medicines Explained'			<input type="text"/>

Please use **BLOCK LETTERS**

Title (please cross) Miss Mrs Ms Mr Dr

Orders within Australia are free!

Given name

Family name

Business name (if applicable)

Address

Town or suburb

State or Territory Postcode Daytime phone number ()

Email address

Please tell us if you are

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> General public | <input type="checkbox"/> Community organisation | <input type="checkbox"/> General Practice | <input type="checkbox"/> NPS Facilitator |
| <input type="checkbox"/> Community Health Centre | <input type="checkbox"/> Peer educator/co-ordinator | <input type="checkbox"/> Community pharmacy | <input type="checkbox"/> NPS |
| <input type="checkbox"/> Childrens' service | <input type="checkbox"/> School | <input type="checkbox"/> Hospital | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> Community /neighbourhood centre | <input type="checkbox"/> Library | <input type="checkbox"/> Nurse | <input type="text"/> |
| | <input type="checkbox"/> Professional organisation | <input type="checkbox"/> Government | <input type="text"/> |