



making the difference



Medicine Waste Initiative

The Client

The Medicine Waste campaign, launched in 2006 was initially piloted jointly by NHS Sheffield, Doncaster, Rotherham and Barnsley. The campaign has proven to be extremely popular with over 95 PCT's having now run the initiative.

The Challenge

According to the latest report from the National Audit Office*, unused medication and unnecessary repeat prescriptions currently cost the NHS at least £100 million a year – money which could be better spent improving local healthcare services for patients nationwide

The Dynamic Solution

The aim of the campaign was to raise awareness among patients on multiple prescriptions. Some of these patients over-order or stock piles their medicine at home which leads to out of date or unused medicines. The campaign uses the message 'only order what they need' to highlight the problem and inform and educate patients about the consequences and costs of their actions.

Campaign materials were developed to target GP surgeries, Pharmacies and Care Homes to focus the attention on the 50+ audience and carers.

They included:

- Posters
- Leaflets
- Prescription bag inserts
- Bus shelters
- Bus interiors

All of the materials were extensively focus grouped by the target audience and choices were made according to their reactions.

The launch of these campaigns always receives a high amount of media interest and has included television news bulletins, newspaper stories and radio interviews. This extensive coverage generates a high amount of PR for the participating PCT and helps to support the campaign message.



The Results

The Medicine Waste campaign is evaluated to help justify the inclusion of our partners. We question GP's, Pharmacists and the patients themselves about the campaigns and what their reactions are to them.

The recent patient evaluation from the East Midlands campaign showed:

- A 26% change in the way people ordered their medicines
- A 66% campaign re-call
- A 29% in the way people dispose of their medicines.

The Medicine Waste campaign has also proven to save our partners money. NHS Suffolk ran the campaign in 2007 and attributed a £114,000 saving to the campaign run by Dynamic Initiatives.

Partner feedback

All materials were of high quality and very well received – part of the campaign was to create an innovative display using the advertising materials and the best display won a prize.

The PCT received coverage in virtually every newspaper in Derbyshire during the campaign. We received further coverage when announcing the prize winners for the best display. The whole process ran very smoothly and Dynamic were a pleasure to work with.

Rob Steel Head of Corporate Communications Derbyshire PCT

The Dynamic Group developed a strong, well researched campaign, provided faultless execution and went beyond the call of duty to ensure the success of this campaign both internally and externally

John McIvor Chief Executive Rotherham PCT

The recent Medicines Waste campaign has proved very successful and the excellent campaign material provided by the Dynamic Advertising Group has generated significant interest from both patients and health professionals.

Jo Aldred Head of Medicines Management Leeds PCT