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**YOUR MEDICINES**  
**YOUR HEALTH**

**Cwm Taf University Health Board**

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# Please read before I start

- Half of you take prescribed medication
- 80% of you have a relative that takes more than 3 medications

## Ask yourself

- Do I/They know the 3 Ws. What, why and when.
- Do I/They have out of date or not required medicines
- Do I/They know the importance of talking about problems and have the confidence to do so.

# Your Medicines Your Health

Take them if you can, tell us if you can't

**YMYH** is a novel, multifaceted public education campaign.

- Using behaviour change methodology, the objective is to engage with the public by raising awareness to promote medication adherence.
- The pacesetter project set out to evaluate public brand awareness and the effectiveness of specific campaign initiatives.

# YMYH supports Ministerial Priorities



*YMYH supports the principles of both the Prudent Healthcare and the Choose Wisely initiatives.*

- *Encourages co-production*
- *Targets those with greatest needs*
- *Reduces variation*

## Process Measures (what we have done)

- *Over 20,000 face to face contacts at YMYH promotional events 2013-2016.*
- *HB vehicle logos, community newsletters and adverts to every home in RCT , flyers , posters in GPs, Pharmacies etc.*
- *School art project delivered in five schools and lesson plan evaluated*

# The Importance of Evidence

The evaluations measured:

- YMYH brand awareness
- The knowledge and understanding of medicines use
- Response to Spring Clean Your Medicines Cupboard
- Learning from School Art Collaborative Project

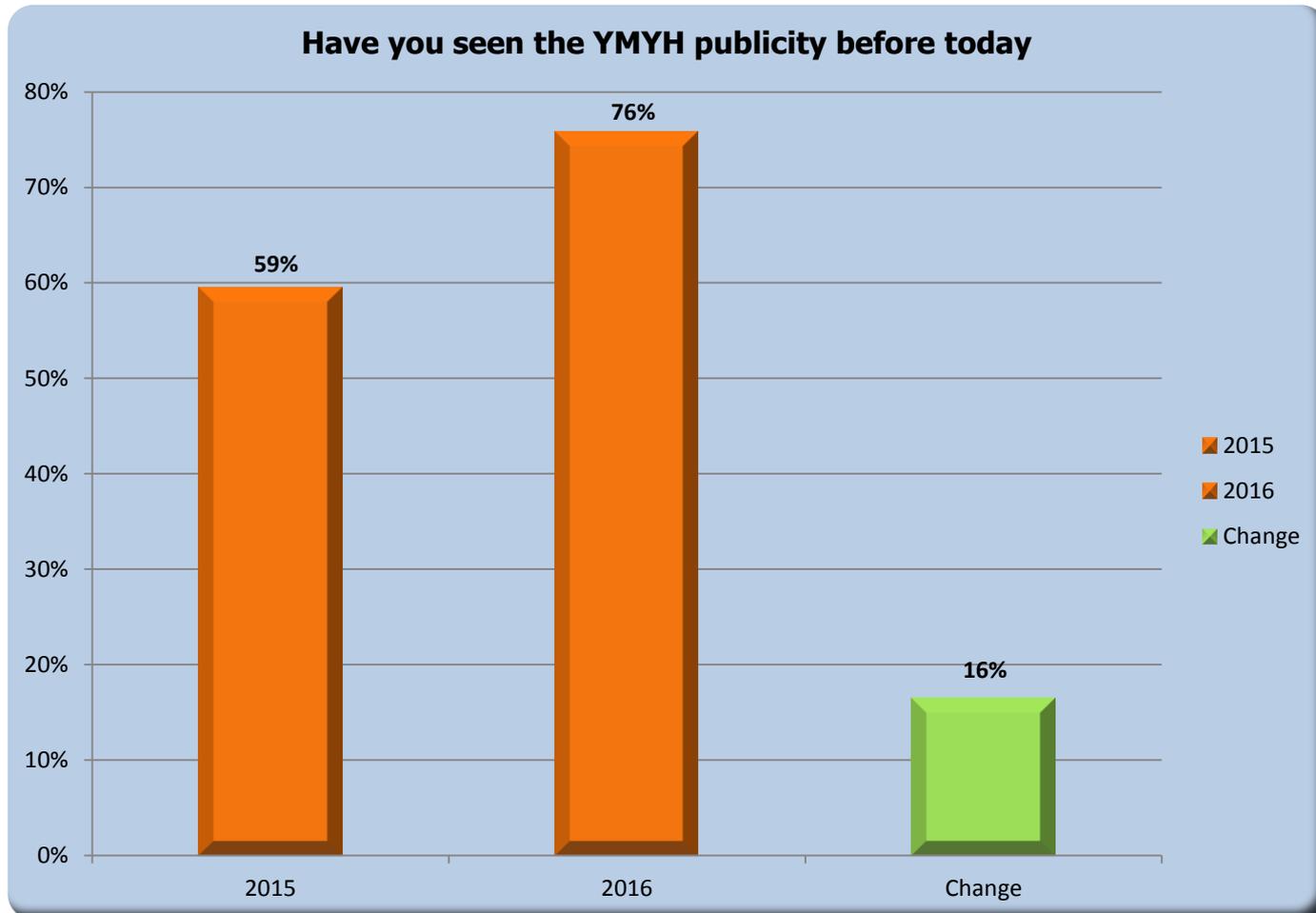
# What would **Success** look like?

- Increased YMYH brand awareness
- High understanding of YMYH message
- An improved understanding of how, when and why to take medicines
- Positive response to the Spring Clean Your Medicines Campaign
- Positive learning outcomes and community involvement arising from collaboration between health, education and creative practice

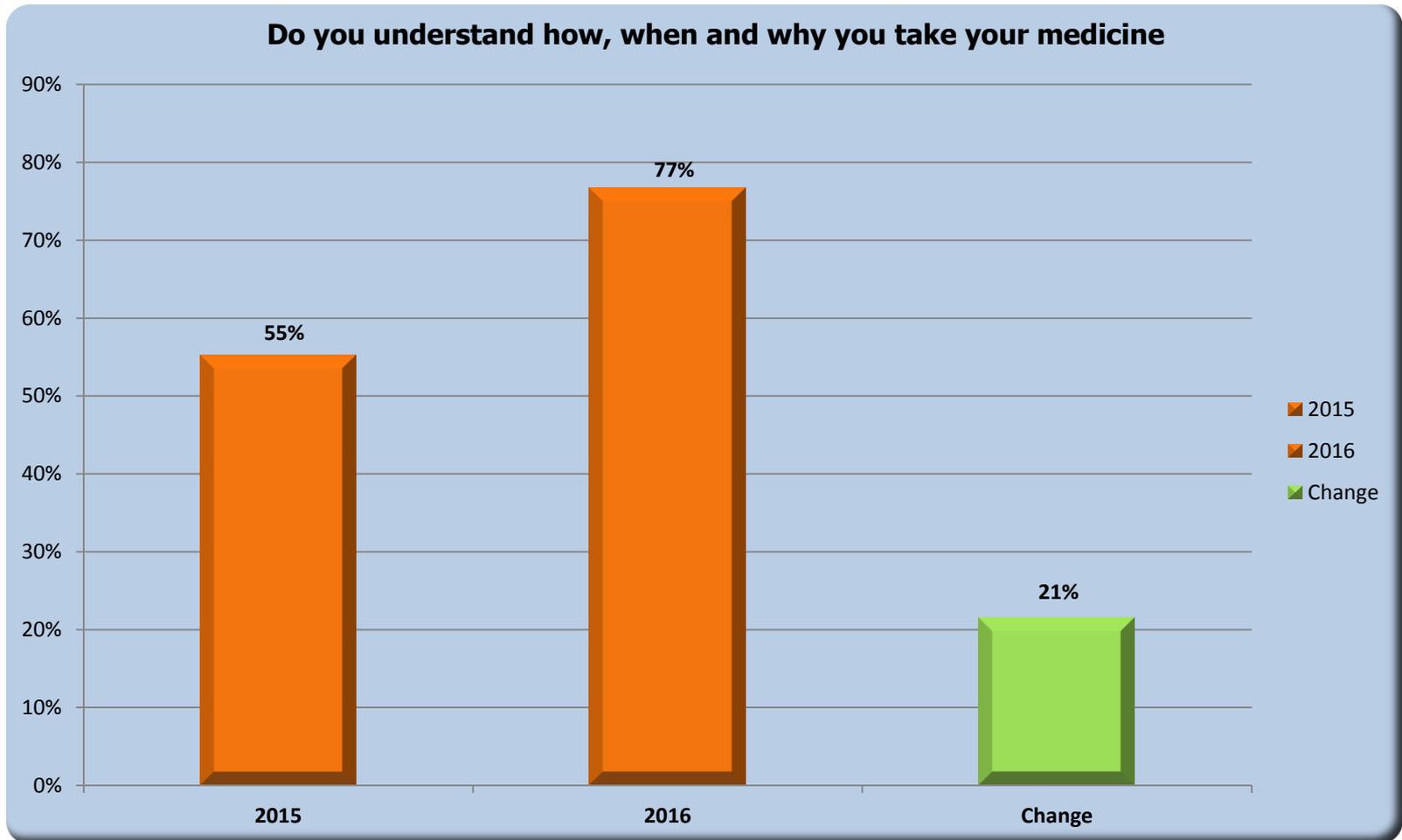
# Data Collection and Evaluation

- *500 attendees surveyed in June/July 2015 and repeated in Feb March 2016 (95% understood the message)*
- *Medicines waste returns measured across CTUHB community pharmacies year on year.*
- *Learning outcomes: ..... PhD student sought to demonstrate that pupils learnt about medicines safety, acquired new art skills and benefited as community members*

# Outcomes: Survey Results 2015 vs 2016



# Survey Results 2015 v's 2016



# Spring Clean Your Medicines Cupboard

- Medicine waste returns increased significantly since YMYH began .

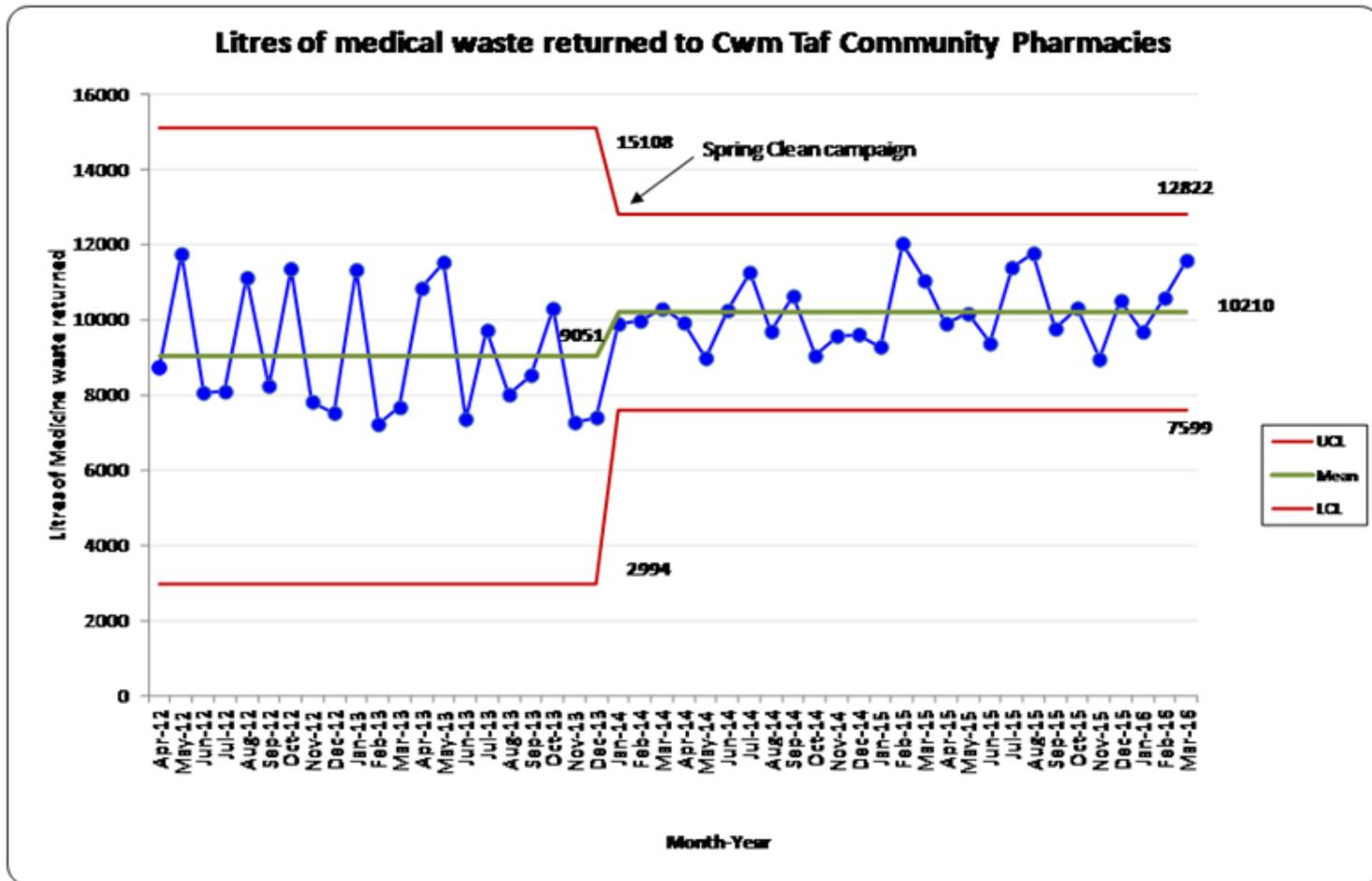
Margaret and John saw a **YMYH** promotion and spring cleaned their medicines cupboard!



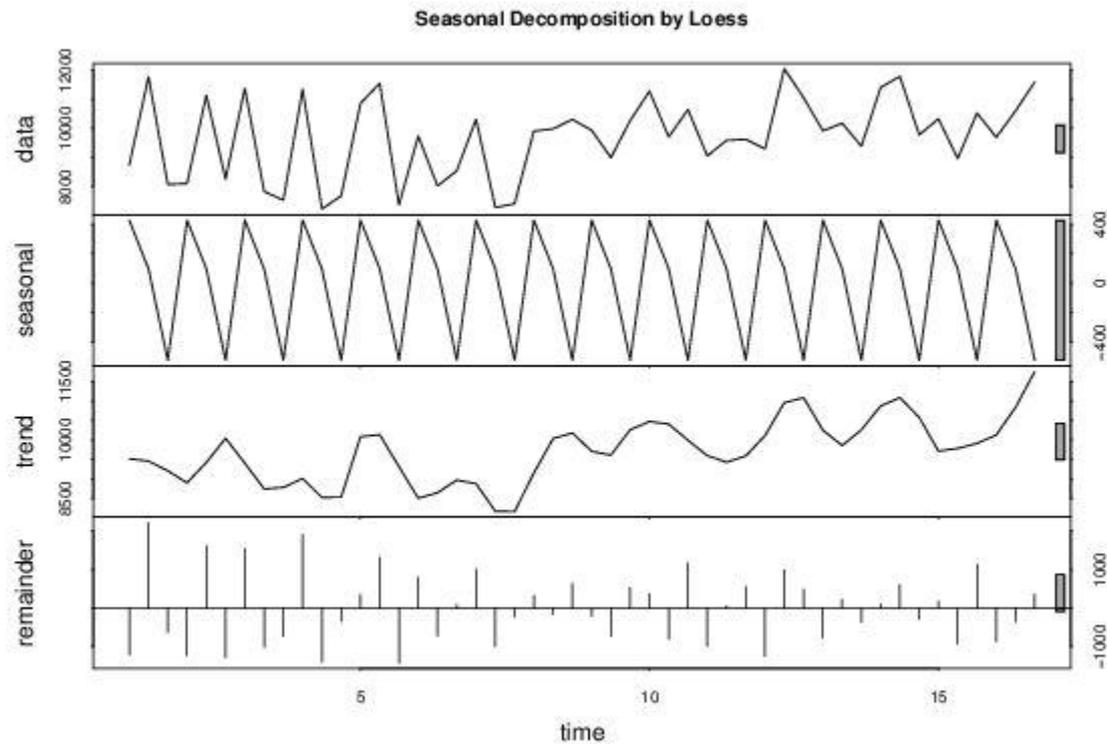
Medication returned to pharmacy in response to the spring clean campaign from a patient's home.



# Returned waste



# Another way of looking at it



[New Window](#) | [Postscript](#)

# School Art Project Learning Outcomes

- “Listen to your doctor”
- “It helped me to understand to watch what things you take”
- “I’ve learned that you take medicine to keep you safe”
- “It has made me realise you have to think before you take something”
- “Always take your medicine”
- “I enjoyed learning more about medicines and how dangerous they can be”
- “I learned about how medicines are important”
- “I’ve learnt not to mess with medicines and drugs”
- “It was a fun experience. It was the first time I did screen-printing. We really enjoyed ourselves”
- “I liked taking part because it was nice showing other people what we can do”







# What else is going on in Cwm Taf

- Work has started on the needs of residents in social housing
- Working with PHW and Bevan Commission to explore self referrals to MURs
- Reinvigorating and evaluating existing initiatives like message in a bottle and the green bag scheme

# YMYH works

- *A high brand awareness of YMYH*
- *Improved knowledge of medicines use*
- *Positive responses and behaviour change following key initiatives*
- *Good learning outcomes and the will to extend the use of the school art project.*
- *A transferable local campaign model established*

*Recommendation: YMYH should be rolled out across Wales either as a local Campaign model and/or a National campaign model.*

# Does YMYH have support

The campaign has the support of

- PPIG
- All Wales Chief Pharmacists
- Cwm Taf patients and public

# The Next Steps

- *Cwm Taf Lead & co-ordinate the roll out across Wales of the local campaign model for **Your Medicines Your Health***
- *Develop a YMYH website (started)*
- *Continue to deliver, grow and evaluate new initiatives within Cwm Taf University Health Board.*
- *Embed the school art teaching pack as part of the National Curriculum for primary schools*
- *Promote the use of the school art evaluation tool kit*
- *Promote the benefits of collaborative working and creative art in promoting health and well being*

# Discussion – 21<sup>st</sup> Sept 2016

- YMYH works! Groups now inviting YMYH team to talk
- 500 patients surveyed and repeated - 9% understood the message
- Medicines waste – team is confident stats show an increase caused by campaign
- Schools project - demonstrates increase in pupil knowledge of medicines issues
- Behaviour change methodology – use of wording, etc to influence behaviour
- Exploring issues of non-compliance with medicines
- Recommendation is to roll out as a national model across Wales.
- Next steps planned:
  - Roll out nationally, led by Cwm Taf
  - Website
  - Embed into national curriculum for schools - link into future wellbeing act
  - Promote benefits of creative art across health - transference of methodology
  - Need evaluation of other initiatives to show impact differential
- How YMYH links into MURs? Does it help to reduce prescription volume? Need for evidence of impact on patient behaviour. YMYH promotes conversations re problems with medicines - lead to MUR.
- Selective domiciliary MUR for house-bound patients
- Green bags for hospital medications – patients don't see advantage as meds often thrown away by staff. Need for patients to see positive outcome of green bags.
- Information vs medication – need for conversation/support in consultation before given meds
- Timing of counselling is critical eg at discharge has less impact than 3 days later. Need for further research
- Exploration of behaviour management - has wider implications for service delivery