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YOUR MEDICINES
YOUR HEALTH

Cwm Taf University Health Board

Martin Davies

Alison Warner

Tracy Redman

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- Do I/They have out of date or not required medicines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

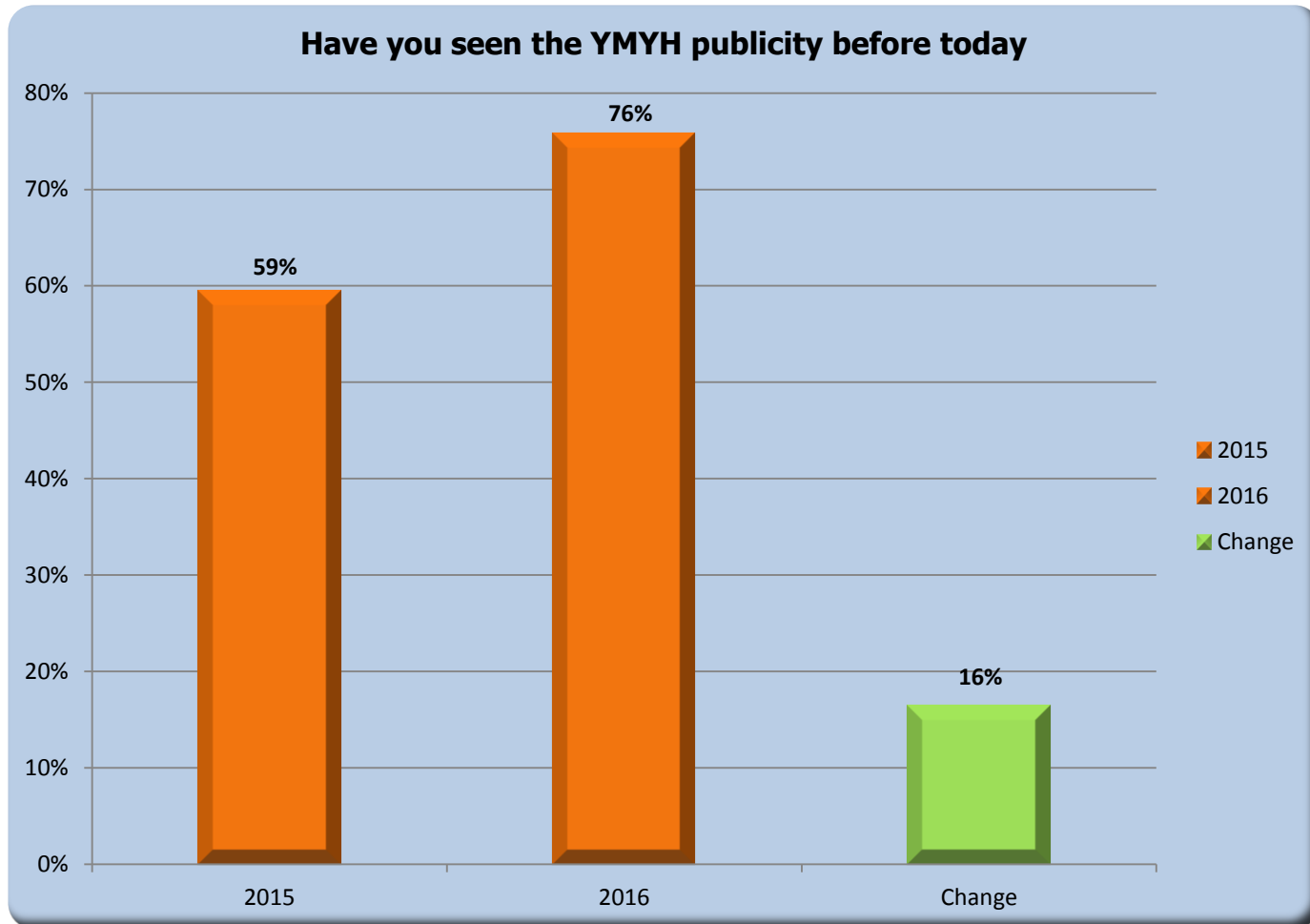
What would **Success** look like?

- 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

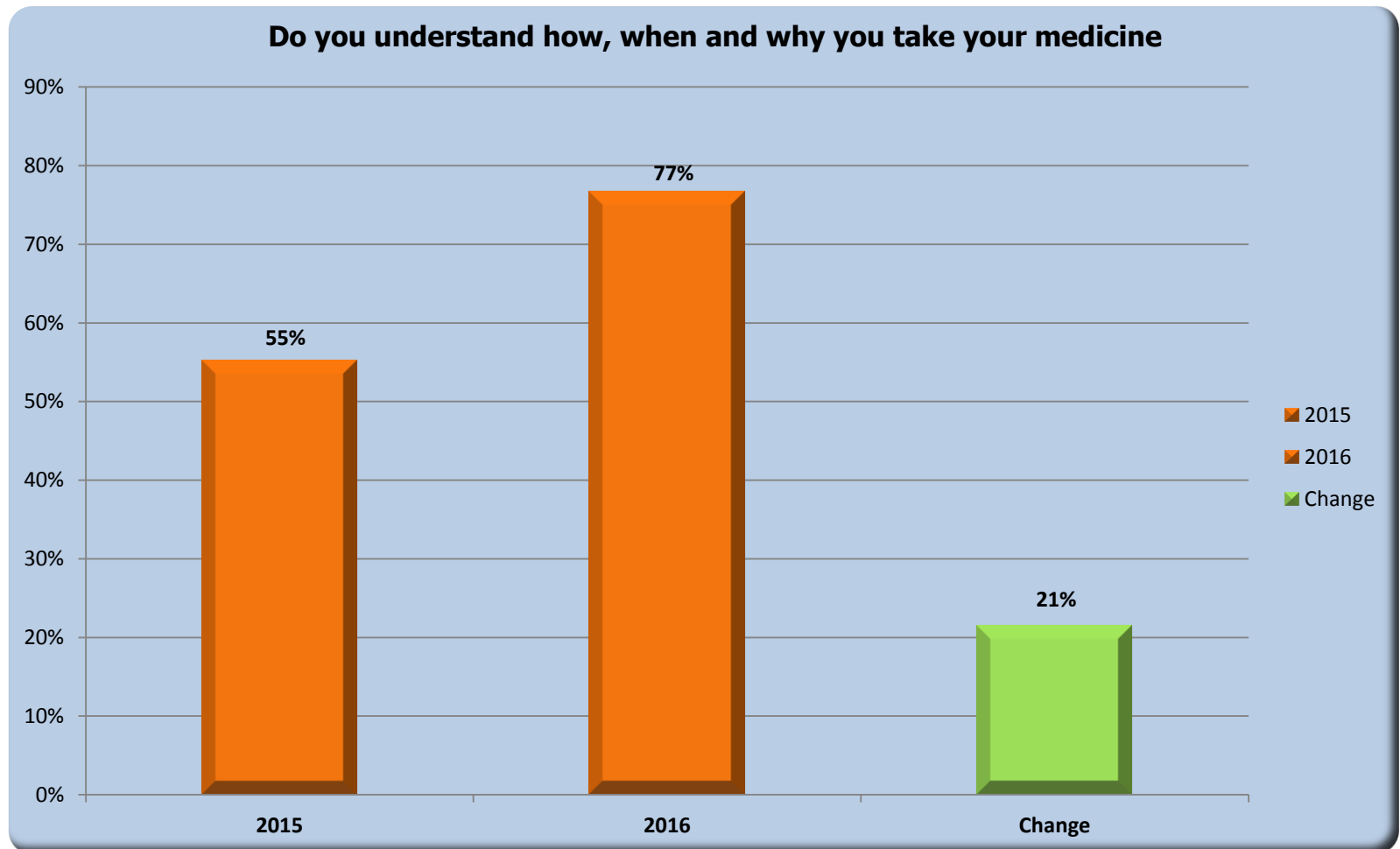
Data Collection and Evaluation

- *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 .

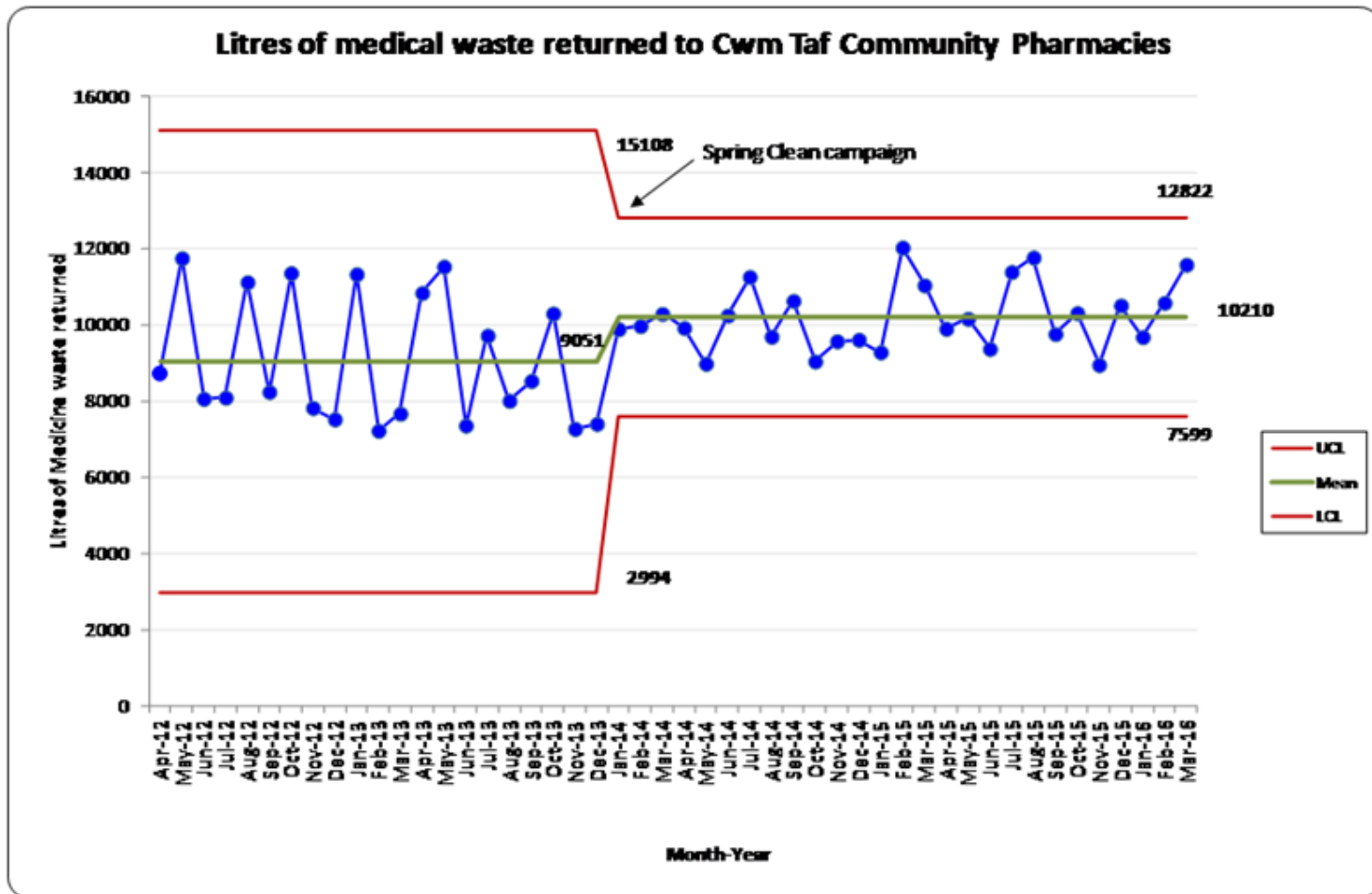
Margaret and John saw a **YMYH** promotion and spring cleaned their medicines cupboard!



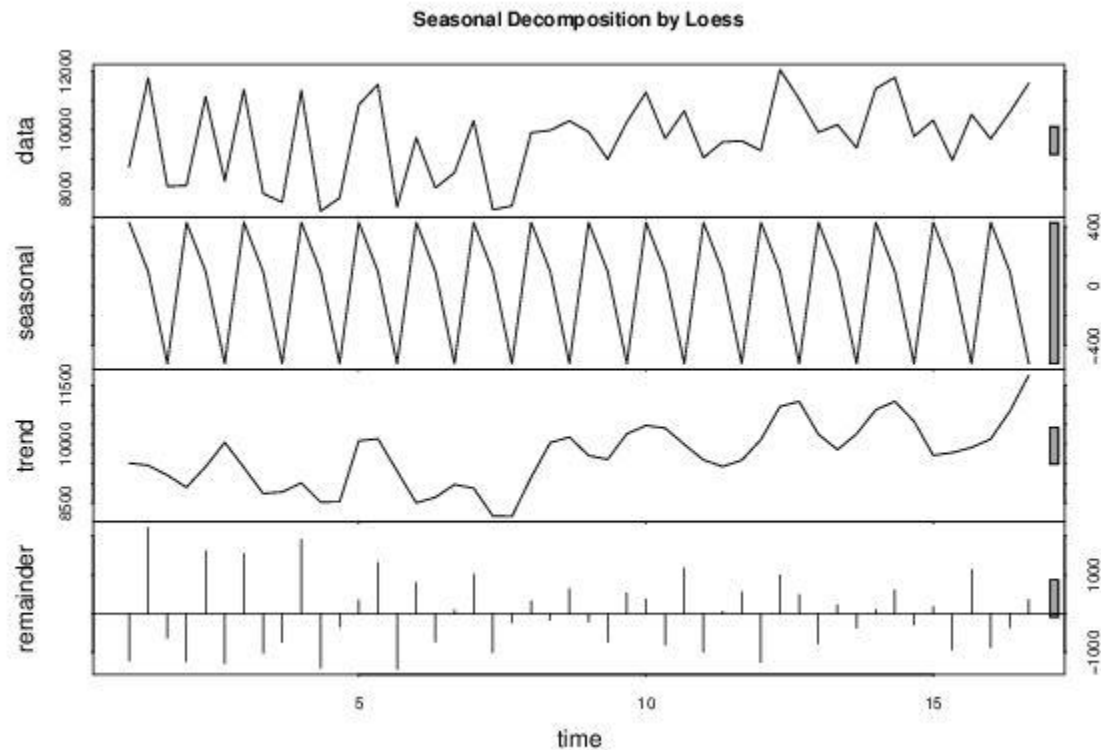
Medication returned to pharmacy in response to the spring clean campaign from a patient's home.



Returned waste



Another way of looking at it



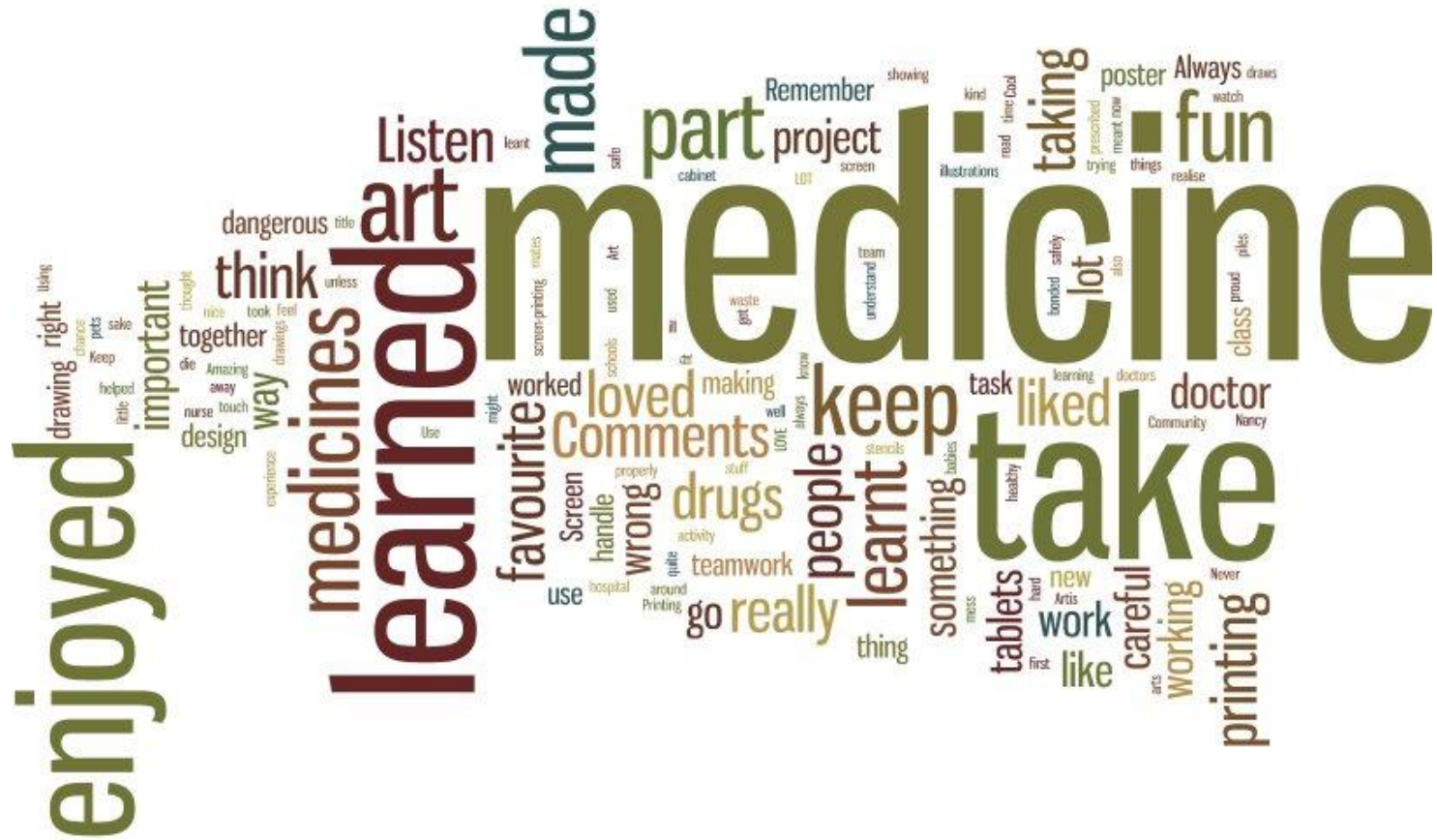
[New Window](#) | [Postscript](#)

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”



Children's Wordcloud



Evaluating the lesson



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 – 21st 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