



# Me + My Medicines Newsletter

December 2019

## Project update

Since June 2019, the **Me + My Medicines** campaign has been working with Yorkshire & Humber Academic Health Science Network to roll-out **Me + My Medicines** across the region with other Academic Health Science Network partners. To date, AHSN colleagues who are collaborating on the **Me + My Medicines** implementation include Wessex; Health Innovation Manchester; West Midlands; Kent, Surrey and Sussex and more recently Oxford.

Yorkshire & Humber AHSN has led the development of **Me + My Medicines** resources that include Frequently Asked Questions, a PowerPoint slide deck for other AHSNs to use, and a pilot site implementation pack. Further work to improve the website is underway and we are aiming to launch this in the New Year.

We have created an animation that is patient-focused and based around the Medicines Communication Charter. We recruited a patient/public focus group to review the key messaging of **Me + My Medicines** and to ensure it was appropriate for the target audience. The purpose of the animation is to increase patients' confidence to ask questions about their medicines, reinforcing the key message *'it's ok to ask'*.



Above: A still from our new patient-focused animation

The Yorkshire & Humber **Me + My Medicines** project team, expertly led by Lucie Osborne, regularly host project meetings to progress local plans and develop additional resources with Academic Health Science Network colleagues across England. If you would like your local AHSN to be involved, please contact your Medicines Optimisation lead.

The team has been working closely with Wessex AHSN to develop two videos that share patient stories and the positive impact **Me + My Medicines** had had on them. We are expecting to launch these in January alongside the animation – please look out for them and share with your network/family/friends.

## Other AHSN Activity

Kent, Surrey and Sussex AHSN, led by Liz Butterfield, has a strong pipeline of interest from various organisations and is now developing a more system wide approach. Additional local support was evident at the British Geriatric Society conference on 16<sup>th</sup> October 2019 with a large audience of doctors who expressed support for **Me + My Medicines**. Further local action will be required to build on this interest and activity.

Wessex AHSN produced additional supporting materials with a September 2019 launch. More details of how this is progressing will be shared in the next newsletter.

West Midlands AHSN is exploring strategic fit and the best approach to complement other local plans.





## Graham's update

On 8<sup>th</sup> October 2019, NHS England hosted the National Conference for the Four Regional Medicines Optimisation Committees for England. The event was chaired by Keith Ridge, Chief Pharmaceutical Officer, NHS England. My presentation on ***Me + My Medicines*** was well received by the audience with specific follow up requests to help explore local implementation ideas. I received some great messages of support on Twitter.



On 17th November 2019, West Yorkshire Research and Development invited Yorkshire & Humber AHSN to attend with the ***Me + My Medicines*** story. There were many positive comments on Twitter arising from the event and Pete Waddingham, Programme Manager at the Yorkshire & Humber AHSN, did an excellent job in waving the flag for ***Me + My Medicines*** which complements the [West Yorkshire and Harrogate Healthy Hearts programme](#).



Pete Waddingham said:

“It was lovely to be able to support the West Yorkshire and Harrogate Research and Development Team with their prescribing event last week. There was a really nice synergy with the event and the two initiatives that we promoted – ***Healthy Hearts*** and ***Me + My Medicines***.”

## Other News

In November 2019, the Yorkshire & Humber AHSN delivered a social media campaign, in collaboration with Wessex AHSN, linking in with 'Ask Your Pharmacist Week'. This campaign raised the ***Me + My Medicines*** profile significantly and at the end of November 2019, **we had nearly 1,000 Twitter followers**. The aim of our campaign was to encourage people to speak to their pharmacist if they have questions about their medicines.





## Royal Pharmaceutical Society Annual Conference – 17<sup>th</sup> November 2019

The theme of the conference was patient safety and the safe and effective use of medicines. ***Me + My Medicines*** was the contribution from England in the Global Patient Safety Challenge section of the agenda Chaired by Alpana Mair, Polypharmacy Lead at the World Health Organisation. There were 700 delegates at the event in London.

Judging by the responses on Twitter and the additional 42 Twitter followers that day, the main messages about the Medicines Communication Charter were well received by the audience and there was a crowd of people collecting copies of the [Medicines Communication Charter](#).



For further information about the project, please contact [Lucie Osborne](#), Programme Manager at the Yorkshire & Humber Academic Health Science Network. You can follow Me + My Medicines on [Twitter](#) using @MeAndMyMeds.

**Merry Christmas and a Happy New Year**  
**from the *Me + My Medicines* team!**



**It's OK  
to ask...**

