



Me and My Medicines newsletter

February 2020

More new resources!

Building on the interest and success of the resources launched last month, which included two patient [videos](#) and an [animation](#), we have also released another video, showing how carers have benefited from the Me and My Medicines approach to conversations.



The video shows how the **Medicines Communication Charter** has encouraged two carers to be more involved and better understand the medicines prescribed for the people they care for.

We have promoted these resources through a variety of channels including Twitter, the **Me and My Medicines** [website](#), newsletters and events. Please encourage colleagues and friends to take a couple of minutes to watch and share these messages more widely.

So far, the campaign to promote the launch of the resources is going well. We now have **1,150 Twitter followers** and the animation has proved to be the most popular video to watch. We've also seen an increase in visits to the **Me and My Medicines** [website](#) with 1,283 page views and 311 new visitors to the site. If you would like to add the video to information screens in surgeries and waiting areas please contact us and we will help to make it available.

Over the last couple of months, we have been developing a range of resources to further raise awareness of the **Me and My Medicines campaign**. We wanted to highlight the importance of patients knowing '**It's OK to Ask**' when it comes to speaking to a healthcare professional about their medicines.

Recent events and activities

We have been supporting new ways to contribute to the education and training of Pharmacists in collaboration with the **University of Bradford: School of Pharmacy and Medical Sciences**. On the 8th and 29th January 2020, recent pharmacy, clinical graduates and undergraduates, learned more about **Me and My Medicines** and the importance of supporting authentic involvement of people in their choice and use of treatments. There were some great engaging questions from the students and positive feedback from the course organisers, Helen Cook, Senior Lecturer in Clinical Pharmacy and Simon Tweddell, Senior Lecturer in Pharmacy Practice was on Twitter for all to see.





Prescribing and Research in Medicines Management (PRIMM) Annual Conference

I was in Manchester on 17th January 2020 and the focus was on medicines safety. Richard Cattell, Deputy Chief Pharmacist, NHS England and NHS Improvement included a mention of ***Me and My Medicines*** in his presentation. He highlighted the importance and need to progress with the World Health Organisation Third Global Patient Safety Challenge: Medication without Harm. The ***Me and My Medicines*** approach complemented the conference's safety theme by supporting patients and encouraging clinicians to address individual concerns about the effective and safe use of medicines.

On 30 January 2020 the ***Paramedics Best Practice Day*** in Bradford included an introduction to ***Me and My Medicines*** and the potential benefits of more honest and open conversations about how medicines are used. Paramedics are often called to people's homes because someone has injured themselves as a result of a fall. Frequently people have a cupboard full of unused medicines, an insight usually only seen by paramedics. The Yorkshire Ambulance Service is currently evaluating a Paramedic to Pharmacist referral pathway.

Finally, members of the ***Leeds GP Federation Medicines Optimisation*** group took some time to consider ways in which they could adopt the ***Me and My Medicines*** approach into their current activities and where they can add the greatest value. Following on from the discussion it was lovely to receive this feedback: "I just wanted to say how excited I was about the prospect of being part of [Me and My Medicines] and how I am going to push for this within the Confederation/Practices..."

If you have or are aware of any stories that would be interesting to share please let us know through the 'contact us' on the website and we will include them in the next newsletter.

To keep up to date with ***Me and My Medicines***, follow: [@MeandMyMeds](https://twitter.com/MeandMyMeds)

You can also contact us via the website: <https://meandmymedicines.org.uk/contact/>

