

Your Medicines Your Health (YMYH)

Take Them If You Can Tell Us If You Can't

2023-2026:
Integrated plan

Comisiwn Bevan Commission

Let's Not Waste

Your Medicines Your Health (YMYH) Integrated Plan

Take Them If You Can Tell Us If You Can't



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YMYH supports our population to get the maximum benefit from their medication. To ensure that they stay well and independent for as long as possible and to report adherence problems before their health is adversely affected.

YMYH maximises positive health outcomes, releases health and social care capacity, reduces waste and benefits the environment.

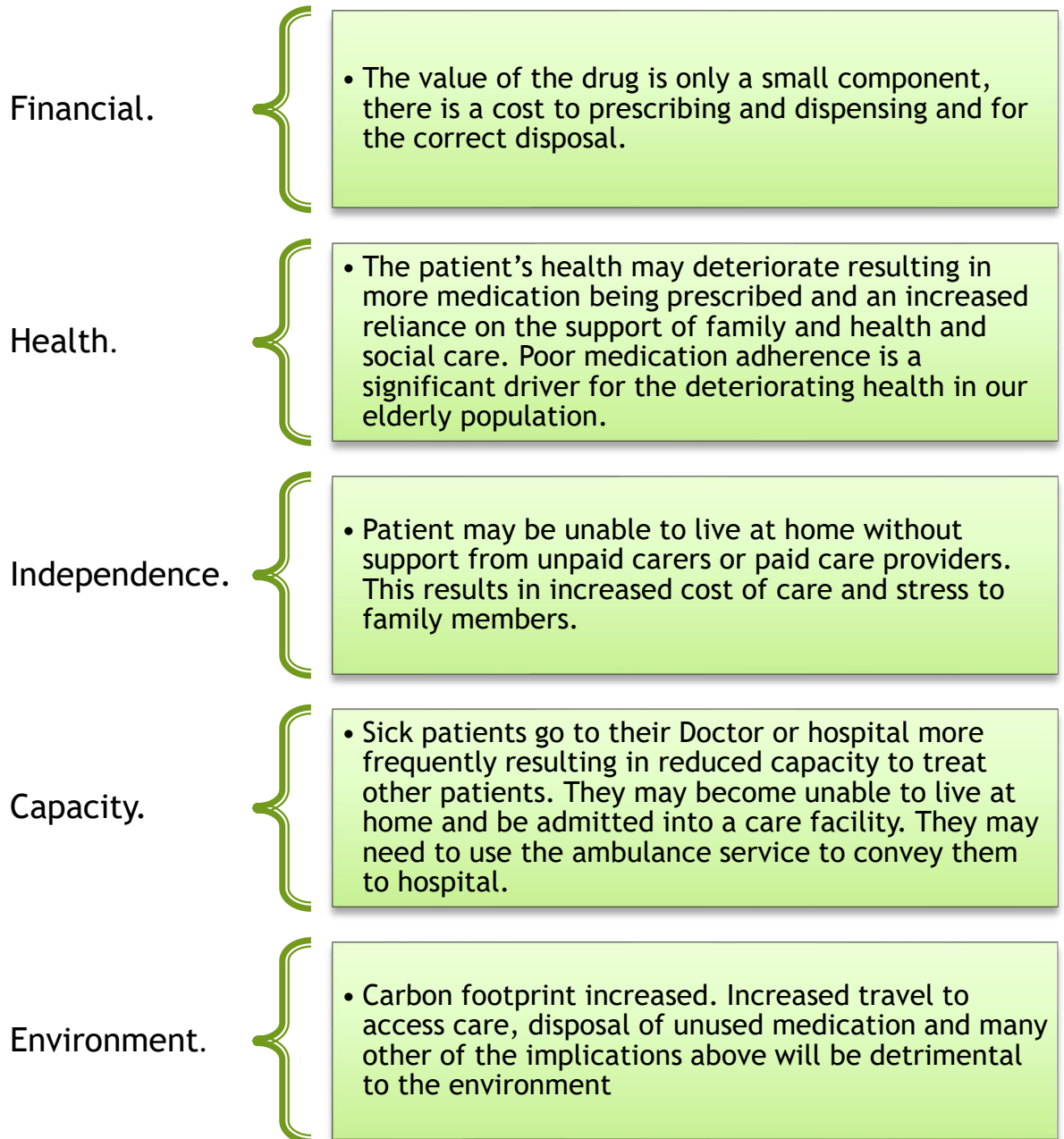
National Drivers

- Pharmacy: Delivering a Healthier Wales (WG) 2019
- A Healthier Wales: our plan for Health and Social Care (WG)
- Prosperity for All: the National Strategy (WG)
- Social Services and Well-being (Wales) Act 2014
- Well-being of Future Generations (Wales) Act 2015
- Environment (Wales) Act 2016
- Bevan Commission 'Let's Not Waste' campaign

This is what medication waste looks like



Poor compliance has many implications, both for the patient, the NHS, and society as a whole.



Adverse drug reactions (ADR) and poor adherence contribute to an increase in hospital admissions.

The National Institute of Clinical Excellence (NICE) reports:

Impact (English data)

- 6.5% non-elective admissions related to adverse drug reactions (ADR)
- 72% ADRs avoidable
- 5.7 million admissions per year related to ADR
- Average 8 bed days per ADR
- Just under 3 million bed days caused by ADR

Environmental impact

- 63.7 Kg CO₂ per bed day
- 36 Kg CO₂ for journeys to and from hospital per admission

Vision

Supporting the people in our communities to improve their health through effectively managing their medicines.

Mission

In all our communities, people have access to the medicines that will improve their health and wellbeing, and are supported to discontinue those that don't.

Objectives

Creating Health

- Pharmacy has always put patients at the centre of our work, and at the centre of the services we have pioneered. Your Medicines Your Health has paved the way for the next generation to be knowledgeable and active in independently managing their own health and wellness, starting with managing medicines. This framework continues our commitment to helping the population of Wales improve their health and wellbeing. Pharmacy as a profession is continuing to expand and develop skills that will deliver healthcare and services in the right place at the right time, focussing on patient facing clinical care. Our aim is that Pharmacy is an active participant in supporting our communities to improve both physically and mentally as we continue to grow our services.

Priority

- Work with our communities and partners to reduce inequality, promote wellbeing and prevent ill-health.

Outcomes

- Improve health outcomes by improving medication adherence
- Raise public awareness of medication related issues. Ensure that they know what medication they are taking, why they take it, how to store it and what to do if they cannot take it.
- Ensure the role of community pharmacy is optimised to support patients with their medication.
- Engage with all staff to ensure that medication adherence is always a consideration.
- Reduce waste
- Improve the carbon footprint.

Improving Care

Our strength is the skill and dedication of our staff. We work to improve the health and wellbeing of our population; this is done in partnership with our stakeholders whether they be other care providers or patients and their families. We aim to ensure that patients stay as well as they can be for as long as possible, maintain their independence and support their families. Adherence with medication is integral to achieving this goal.

Key Stakeholders



Stakeholder Objectives

Secondary Care Pharmacy Staff

- Medication adherence discussed at every patient opportunity, make every contact count
- YMYH integrated into all staff education and training
- YMYH statement in all job descriptions
- Pharmacy departments to have YMYH lead
- YMYH included in training of pre-registration pharmacists and technicians

Other Staff Working In Secondary Care

- Educate staff in the principles of YMYH so that they can get the most out of their medications. Staff are also patients and their health and well being is important to them, their patients and the organisation
- YMYH is a simple message and all staff to be made aware of the importance of medication adherence so that they can reinforce the message in their community
- Regular updates of YMYH initiatives on local communication platforms e.g. Sharepoint

Commissioned services

- Engage commissioned services including Doctors, Dentists, Community pharmacies, and others who provide services.
- Make every contact count, all prescribers and suppliers of medication to ensure that adherence is discussed with their patients.
- Medication adherence to be treated with the same urgency as smoking cessation, diet and exercise.
- YMYH to be included in the commissioning of contracts.

The public

- Public engagement to include presence at local events to promote YMYH, often in partnership with other agencies
- Social media
- Website giving advice to public and professionals
- Pharmaceutical industry to support raising awareness

Others

- Local authorities to be made aware of the YMYH message
- WAST to support the 'bag for life' scheme which encourages patients to take medication into hospital with them.
- School lesson plan to be reintroduced.
- Pharmaceutical industry engagement to improve adherence using technology, changing packaging, reducing waste.
- Update and maintain YMYH website

Sustaining our Future

As a healthcare system, we all have a responsibility to make the most of our resources: financial, social and our natural resources. Pharmacy has a long history of delivering efficient and effective care, and supporting other groups to achieve this: we seek to utilise the YMYH campaign to educate and inform. This will be essential in achieving net-zero targets set nationally and locally.

Priorities

- Ensure sustainability in all that we do, economically, environmentally and socially.
- Medicines optimisation; performance measures - support net zero; support improving adherence; support reducing waste.

Future Plan

- Embed YMYH into National and Local strategies
- Ensure YMYH is included in the commissioning agreements of service providers
- Engage our children and young people in the development and delivery of the YMYH message
- Pharmacy education and training to include medication adherence and the YMYH message
- Medication adherence message (YMYH) to be included in education and training of other healthcare groups e.g. nursing.

Supporting National Initiatives

Let's not waste is a campaign being developed by the Bevan Commission and is commissioned by Welsh Government. It targets all waste within the NHS in Wales by developing strategies that will be supported across all Health Boards and Trusts. YMYH will form part of this strategy and will help to reduce medication waste by improving adherence, improve health outcomes and in so doing move Wales closer to net zero. This will become an all Wales policy and all Health Boards and Trusts will be expected to engage.

The Yellow Card Centre (YCC) promotes the use of the National Yellow Card reporting service. This is the mechanism by which healthcare professionals and the public can report adverse drug reactions. YMYH supports the YCC by raising awareness of the scheme and are currently working with the YCC to engage our children and young people by developing a schools strategy.

Message in a bottle is a National scheme originally initiated by the Rotary Club. It encourages vulnerable patients to leave details of their condition, medication and personal contacts in a small plastic bottle that is stored in the fridge. Should the person require an ambulance a green cross sticker on the fridge notifies the ambulance crew of the bottle that helps them to make an accurate diagnosis. YMYH promotes the scheme and distributes the bottles at public facing events.

Behaviour change and barriers

The public will better engage if the principles of behavioural change science are used when guiding them into a specific action.

The use of the EAST behavioural insight framework is important in this respect:

- E for Easy. Making the actions easy to do.
- A for Attractive. Attract attention to the message and make the outcome attractive.
- S is for Social. Most people are aware of and perform the desired action.
- T is for Timely. The timing of messaging is important.

East

Making an action Easy is difficult. Asking the public to tell us if they have concerns about their medication requires easy access to either their pharmacy or the prescriber. At present this is neither easy or timely. Access to ones GP practice to discuss medication issues can take weeks if not months, by which time the patient will have given up. Community pharmacies are easier to access but they also have difficulty in contacting the prescriber. So we need a different solution e.g. could My Health On Line have a 'Medication Concerns' text box where patients or the community pharmacy can highlight adherence problems.

A different approach needs to be explored so that medication concerns can be rectified quickly.

Attractive

Messaging and signage needs to attract attention, YMYH uses a yellow background that stands out, and is easier to read by the visually impaired. Outcomes that are expected by the patient must be carried out, if they are not then patients will not engage again.

Social

Talking about medication concerns must become the norm so that all patients know that 'it's OK to say'.

Timely

Make sure that the messaging is presented in the right place at the right time. The community pharmacy or Doctor's surgery may not be the right place, social media may be more appropriate.

To achieve the best outcomes raising the awareness of behavioural science and nudge theory amongst staff is essential. Short self learning presentations may be the way forward to making this happen.

Targeting

National prescribing indicators give us guidance on which areas of clinical care are to be considered when developing strategies. These areas can be incorporated into the YMYH programme of to engage with the public to help to achieve our goals in these areas of concern. The areas include:

- Pain management
- Antimicrobial stewardship
- Anticoagulants
- Mental Health
- Inhalers
- Yellow Card Scheme
- Low value product