

# GET TO KNOW THE LANGUAGE OF MEDICINES

So you can make  
better decisions about  
your health



## CAMPAIGN TOOLKIT

BE  
**Medicinewise**  
19-25 AUGUST **WEEK 2019**

 **NPS  
MEDICINEWISE**  
Independent. Not-for-profit. Evidence-based.

This initiative is funded by the Australian Government Department of Health.

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# BACKGROUND

## What is Be Medicinewise Week?

2011

Be Medicinewise Week was introduced in 2011 as the launch event for the Be Medicinewise Campaign. It sparked a national conversation about how to be safe and wise about medicines.

2012

In 2012 following encouragement from community groups and pharmacies, it was decided to establish the week as an annual campaign to raise awareness of the importance of being medicinewise.

2013

In 2013, the campaign focused on medicines and older people. Entertainer Bert Newton and Dr John D'Arcy were our ambassadors.

2014

In 2014, the theme was 'Are your medicines helping or hindering?' with an emphasis on medication safety. Themes covered included: complementary medicines, inadvertent medicines misuse, pain killers/analgesia, hazardous environments and medicines use in the home environment.

2015

In 2015, the campaign theme was 'Be medicinewise at all ages and life stages'. One size doesn't fit all when it comes to your medicines – people at different ages and stages in life may need to use medicines quite differently. Jimmy Rees (better known as Jimmy Giggle from 'Giggle and Hoot') helped us remind parents and carers how to properly administer medicine to children to prevent adverse events.

2016

In 2016, the campaign encouraged Australians to 'Take Charge!' of their medicines and their health. This was achieved by getting people to: Ask the right questions; Ask the right people; and Follow the right advice.

2017

In 2017 the theme of the campaign was 'medicine misuse can happen to anyone'. We encouraged everyone to be aware of the potential dangers and the importance of using medicines safely and according to instructions to avoid potential harm.

2018

In 2018 the theme was 'Medicinewise families'. We promoted tips for being medicinewise in the home, the safe use of medicines during pregnancy and when caring for children, the safe storage and disposal of medicines and where families can find trusted sources of information about medicines.

### ABOUT NPS MEDICINEWISE

**Independent, not-for-profit and evidence-based, NPS MedicineWise exists to help people make and act on the best decisions about medicines, medical tests and other health choices.** Since our inception in 1998, we have adapted to the changing health landscape, ensuring sustainable, safe and effective use of medicines and medical tests and delivering better health and economic outcomes.

Consumers are at the centre of quality use of medicines and medical tests. And initiatives like our campaigns, community engagement, communication tools and resources aim to encourage community conversations and help build a medicinewise Australia.

# THE CAMPAIGN

## GET TO KNOW THE LANGUAGE OF MEDICINES

The ninth annual Be Medicinewise Week is 19–25 August 2019 and is about knowing how to communicate and learn about medicines to get the most out of them, safely. This is important in both English and non-English speaking communities.

### HOW CAN YOU LEARN THE LANGUAGE MEDICINES?

**1. Know** all the medicines you take and why you take them. Keeping an up-to-date medicines list is a great way to keep track of your medicines.

**2. Understand** the instructions for taking your medicines. Medicines only work if you take them properly, and you can only take them properly if you understand the instructions.

**3. Check** with your health professional before starting any new medicine. A health professional can help you balance the benefits of a medicine with any potential risks.

**4. Ask questions** if there is anything you don't understand about your medicines. Seeking information from a trusted source can help you get the most out of your medicines, safely.

To find all the information about this year's campaign, please go to [nps.org.au/bemedicinewise](https://nps.org.au/bemedicinewise)



# THE CAMPAIGN

## TIPS ON LEARNING THE LANGUAGE OF MEDICINES



### Use

a medicines list in your language to keep track of your medicines  
[nps.org.au/bemedicinewise](https://nps.org.au/bemedicinewise)



### Read

the latest information about being medicinewise at  
[nps.org.au/consumers](https://nps.org.au/consumers)



### Find 5 questions

you can ask your doctor or other healthcare provider about tests, treatments and procedures at  
[choosingwisely.org.au/5questions](https://choosingwisely.org.au/5questions)



### Call

consumers can call our Medicines Line on  
1300 MEDICINE (1300 633 424)



### Download

our free MedicineWise app



### Follow us

on Facebook and Twitter



To find information about this year's campaign, please go to  
[nps.org.au/bemedicinewise](https://nps.org.au/bemedicinewise)



Find out more at  
[nps.org.au](https://nps.org.au)

BE *Medicinewise*  
19-25 AUGUST WEEK 2019



### CAMPAIGN POSTER

Download the campaign poster 'Get to know the language of medicines' and display this during Be Medicinewise Week.

# GET INVOLVED



## SHARE OUR MATERIALS AND RESOURCES

NPS MedicineWise has created a suite of materials and resources you can use to spread the important messages of Be Medicinewise Week.

You can download the resources from [nps.org.au/bemedicinewise](https://nps.org.au/bemedicinewise).

### Resources for printing.

Available in English, Arabic, Simplified Chinese, Traditional Chinese, Croatian, Greek, Italian, Korean, Macedonian, Spanish and Vietnamese.

- ▶ Poster - Get to know the language of medicines
- ▶ Medicines List - to keep track of your medicines

### Digital elements

- ▶ Web banner (750 x 250px)
- ▶ EDM banner (600 x 150px)
- ▶ Be Medicinewise Week images and videos
  - ▶ Twitter (1024 x 512px)
  - ▶ Facebook (1200 x 630px)
  - ▶ LinkedIn (1104 x 736px)
  - ▶ Videos for embedding on websites and to use on social media.



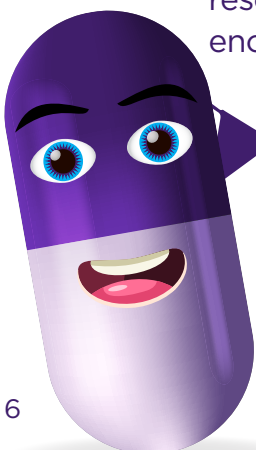
## USE OUR SOCIAL MEDIA GUIDE

This guide has been created to help you make engaging social media posts as you share Be Medicinewise Week resources and messages.



## HOST YOUR OWN EVENT

Take a break from the regular grind at work and host your own Be Medicinewise Week event. Use this kit to download our campaign resources to display in your workplace and find suggestions for encouraging medicinewise behaviour.



# SOCIAL MEDIA GUIDE

**BE MEDICINEWISE WEEK  
19–25 AUGUST 2019**

**THEME: GET TO KNOW THE LANGUAGE OF MEDICINES**

## SUPPORTING THE CAMPAIGN ON SOCIAL MEDIA

Use the suggested information below for ideas on how to join in **#BeMedicinewise** Week, and keep an eye on our channels to see what we're up to! If you've got questions or would like to talk about resources, please get in touch.

Follow us on Twitter **@NPSMedicinewise** or Facebook [www.facebook.com/npsmedicinewise](http://www.facebook.com/npsmedicinewise) and remember to use the **#BeMedicinewise** tag.

### SUGGESTED TWEETS

*This Be Medicinewise Week, get to know the language of medicines at [nps.org.au/bemedicinewise](http://nps.org.au/bemedicinewise) **#BeMedicinewise***



*Being medicinewise means being informed and using trustworthy sources of information about medicines **#BeMedicinewise** <https://bit.ly/2Acb4p2>*

*Keep a list of your medicines with you on the free MedicineWise app. Download it now [onelink.to/ut2pxc](http://onelink.to/ut2pxc) **#BeMedicinewise***



*It's important to talk with your doctor about a medicine being prescribed. Here are some questions you can ask <http://bit.ly/05questions> **#BeMedicinewise** **#choosingwiselyau***

*We have medicines lists in 11 different languages to download. Info at [nps.org.au/bemedicinewise](http://nps.org.au/bemedicinewise) **#BeMedicinewise***



*Do you know the active ingredients in your medicines? <http://bit.ly/activeingred> **#BeMedicinewise***



*Know where to find medicines information? Here's some great advice <https://bit.ly/2LM5KtU> **#BeMedicinewise***



*Do you know how to dispose of unwanted medicines? Find out more <https://bit.ly/2LQj8gL> **#BeMedicinewise***





# CHOOSING WISELY AUSTRALIA®

## 5 QUESTIONS TO ASK

This Be Medicinewise Week we are encouraging Australians to ask questions about recommended tests, treatments and procedures.

The Choosing Wisely Australia '5 Questions' resource can help guide a discussion with your doctor or other healthcare provider about the necessity and appropriateness of different healthcare options.

The 5 Questions resources are available in 12 community languages (Arabic, Chinese simplified, Chinese traditional, Croatian, Farsi, Greek, Italian, Korean, Macedonian, Spanish, Turkish and Vietnamese).

**Choosing Wisely Australia**  
An initiative of NPS Medicinewise

### 5 QUESTIONS TO ASK YOUR DOCTOR OR OTHER HEALTH CARE PROVIDER BEFORE YOU GET ANY TEST, TREATMENT OR PROCEDURE

Some tests, treatments and procedures provide little benefit. And in some cases, they may even cause harm. Use the 5 questions to make sure you end up with the right amount of care – not too much and not too little.

- DO I REALLY NEED THIS TEST, TREATMENT OR PROCEDURE?** Tests may help you and your doctor or other health care provider determine the problem. Treatments, such as medicines, and procedures may help to treat it.
- WHAT ARE THE RISKS?** Will there be side effects to the test or treatment? What are the chances of getting results that aren't accurate? Could that lead to more testing, additional treatments or another procedure?
- ARE THERE SIMPLER, SAFER OPTIONS?** Ask if there are alternative options to treatment that could work. Lifestyle changes, such as eating healthier foods or exercising more, can be safe and effective options.
- WHAT HAPPENS IF I DON'T DO ANYTHING?** Ask if your condition might get worse — or better — if you don't have the test, treatment or procedure right away.
- WHAT ARE THE COSTS?** Costs can be financial, emotional or a cost of your time. Where there is a cost to the community, is the cost reasonable or is there a cheaper alternative?

For more information visit [choosingwisely.org.au](http://choosingwisely.org.au)

Adapted from material developed by Consumer Reports. Choosing Wisely Australia® is an initiative enabling clinicians, consumers and healthcare stakeholders to start important conversations about unnecessary tests, treatments and procedures. With a focus on high quality care, Choosing Wisely Australia is led by Australia's medical colleges, societies and associations, and facilitated by NPS Medicinewise.

Reasonable care is taken to provide accurate information at the time of creation. This information is not intended as a substitute for medical advice and should not be exclusively relied on to manage or diagnose a medical condition. Choosing Wisely Australia® disclaims all liability (including for negligence) for any loss, damage or injury resulting from reliance on or use of this information. Read the full disclaimer at [choosingwisely.org.au](http://choosingwisely.org.au)

**Chinese Simplified:** 5个在... 某些检查项目... 我是否需要... 风险有哪些? 有没有更简单... 如果我什... 会有什么后果? 代价是什么?

**Arabic:** 5 أسئلة... هل أحتاج فعلاً... ما هي الأخطار... هل هناك خيارات... أفضل لي... ما هي التكاليف

**Korean:** 5가지... 나는 이 테스트... 어떤 위험성이... 좀더 단순하고... 내가 아무것도... 비용은 어떻게

Click on the links below to download this resource as a PDF.

- A4 size - 5 questions to ask your doctor**
- A4 size - 5 questions to ask your doctor translated**
- Poster size - 5 questions to ask your doctor**



# MEDICINEWISE APP

## USING THE APP

The more medicines people take, the more difficult it can be to remember important information about them. That is why we created the MedicineWise app, to help keep track. Using the free MedicineWise smartphone app helps people take charge of their medicines. Encouraging patients to use the app is a great way for health professionals to facilitate medicinewise behaviour for both this Be Medicinewise Week campaign and beyond. Turn your smartphone into a wise phone this Be Medicinewise Week and download the app.

## MEDICINEWISE APP FEATURES:

- ▶ Build a list of medicines using a simple barcode scanner or by searching our comprehensive Australian medicines database
- ▶ Record important health info such as medical conditions, allergies and health professional contact details
- ▶ Set reminders for when to take medicines, attend appointments and refill prescriptions
- ▶ Follow links to medicine and health information on the NPS MedicineWise website
- ▶ Share medicine lists and usage reports with healthcare professionals
- ▶ Record and graph test results to self-monitor treatment progress
- ▶ Store notes and questions to ask your doctor

## HELPING YOU TO ASK THE RIGHT QUESTIONS

MedicineWise app allows you to store medicines, medical conditions, allergies, test results and questions for your health professional in one handy location.

Bring this app along to medical appointments and use it as a conversation aid to ensure you are asking the right questions about your medicines and healthcare.

You can also use the carer functionality in MedicineWise app to manage medicines and health info for those in your care.

## HELPING YOU TO FOLLOW THE RIGHT ADVICE

MedicineWise app allows you to set dose reminders so you can take the right medicine, at the right dose, at the right time, exactly as directed by your health professional.

You can also access trusted Consumer Medicines Information (CMIs) via the app, to learn more about how to take your medicines correctly, so you can stay safe and get the most out of your medicines.



# HOST YOUR OWN EVENT

If you'd like to inspire others around your workplace to be medicinewise, consider hosting your own Be Medicinewise Week event to support the campaign week.

Email pictures of your event to [media@nps.org.au](mailto:media@nps.org.au) or hashtag **#BeMedicinewise** and we can share it on social media.



## CAMPAIGN MATERIALS

Utilise our resources and materials to create a buzz around the workplace. Display posters in common areas. Encourage your IT or web team to add Be Medicinewise Week graphics to your intranet, homepage or email signature; hyperlink all digital elements to [nps.org.au/bemedicinewise](https://nps.org.au/bemedicinewise). Send a letter to management or your workplace wellness team requesting that your workplace take place in Be Medicinewise Week by hosting an event and/or displaying campaign materials.



## COLLECT UNWANTED MEDICINES

Could your medicine cabinet use a clean out? Collect unwanted/expired medicines throughout the week and ask a volunteer to take them to any pharmacy at the end of the week. It's important that expired medicines are disposed of safely so they don't end up polluting the environment or so that you don't continue using them - most medicines slowly deteriorate over time which can make them less effective or harmful.



## WEAR PURPLE

To support Be Medicinewise Week, choose a day to wear purple (the NPS MedicineWise key colour). Take a photo and tag **@NPSMedicineWise** or hashtag **#BeMedicinewise**.



## PLAN A MORNING TEA

Plan a morning tea for your team one day during the week. You can decorate cupcakes with question marks to inspire medicinewise questions, or bring in healthy foods that encourage people to think about their health, and ask your co-workers what it means to them to be medicinewise.



## START A CONVERSATION ON SOCIAL MEDIA

Use our social media guide to send live tweets from your Be Medicinewise Week event. Take photos and tag **@NPSMedicineWise** or hashtag **#BeMedicinewise** on all social media platforms. Tag people who you think might benefit from learning more about being medicinewise.



## GET CREATIVE

Thanks for engaging your colleagues in this year's campaign. Whether it's an intranet quiz, email to all staff, using the campaign posters or an activity that you can perform together, everything helps to build knowledge and understanding of the importance of building a medicinewise Australia.

## Contact Us



If you'd like to get in touch, please contact [media@nps.org.au](mailto:media@nps.org.au) or call **02 8217 9229** to speak to a member of the Media & PR team at NPS MedicineWise.