

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ





Medication Literacy and Public Awareness

Omaima Kamel El- Salamony,

Professor of Public Health.

Medical Education and Communication expert - AICPD

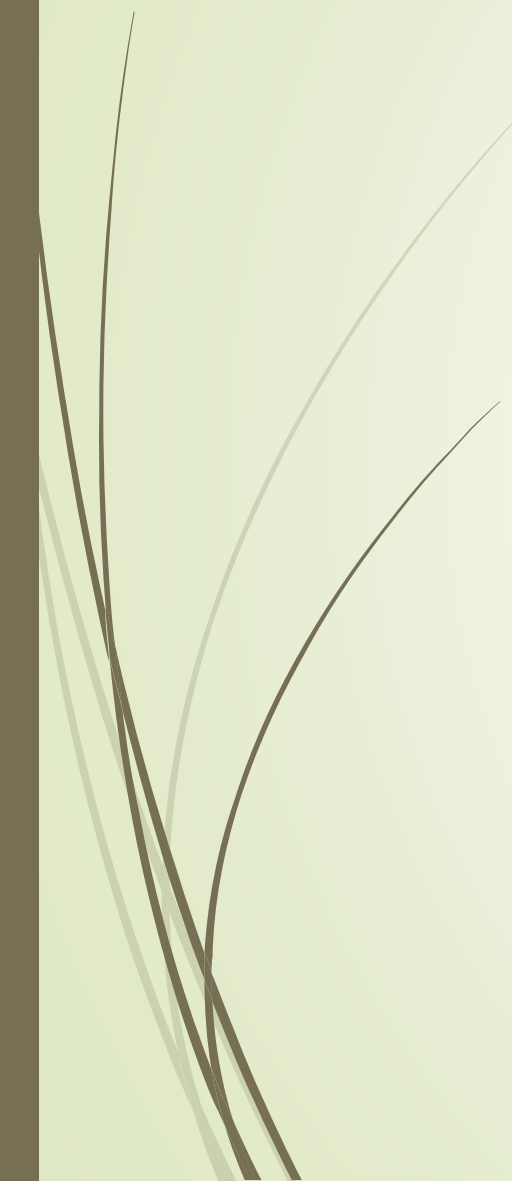




Outlines

- **What do we mean by medication literacy ?**
- **Why Medication literacy is important ?**
- **What are sources of information about medications ?**
- **How to support medication literacy in health care facilities?**
- **How to raise public awareness?**
- **What are Core messages to Public as regards medications?**



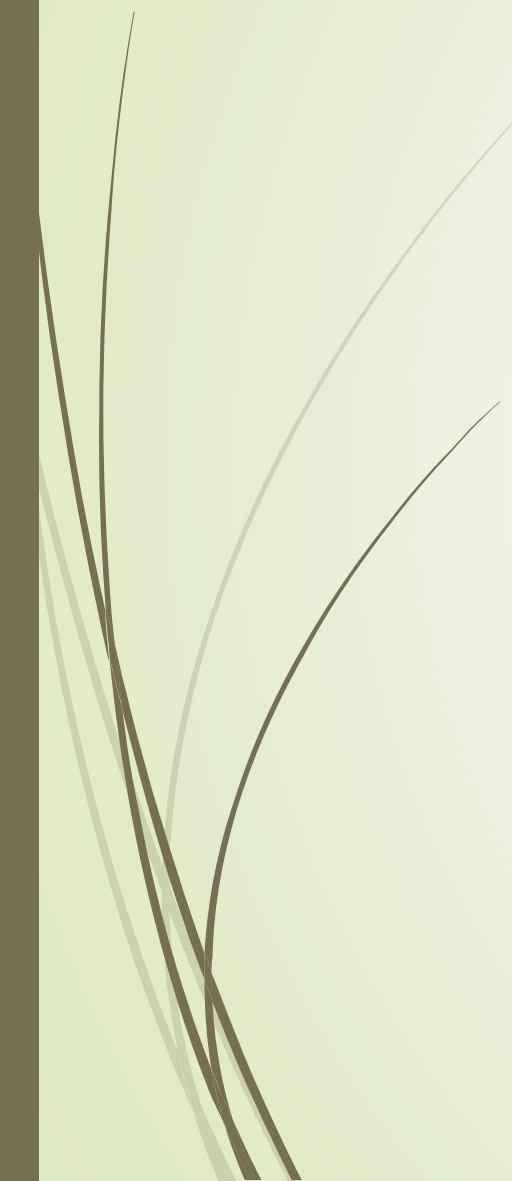
Medications

- Medications are the most widely utilized interventions in health care,
 - Medication-related harm constitutes the greatest proportion of the total preventable harm due to unsafe care,
 - Medication harm accounts for 50% of the overall preventable harm in medical care.
 - US\$ 42 billion of global total health expenditure worldwide can be avoided if medication errors are prevented.
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- Acknowledging this substantial burden and recognizing the complexity of medication-related harm prevention and reduction, **"Medication Safety"** has been selected as the theme for World Patient Safety Day 2022.
 - ***Poor-quality patient drug information has been identified as a major cause of preventable medication errors in medical practice.***



Medication Literacy Definition

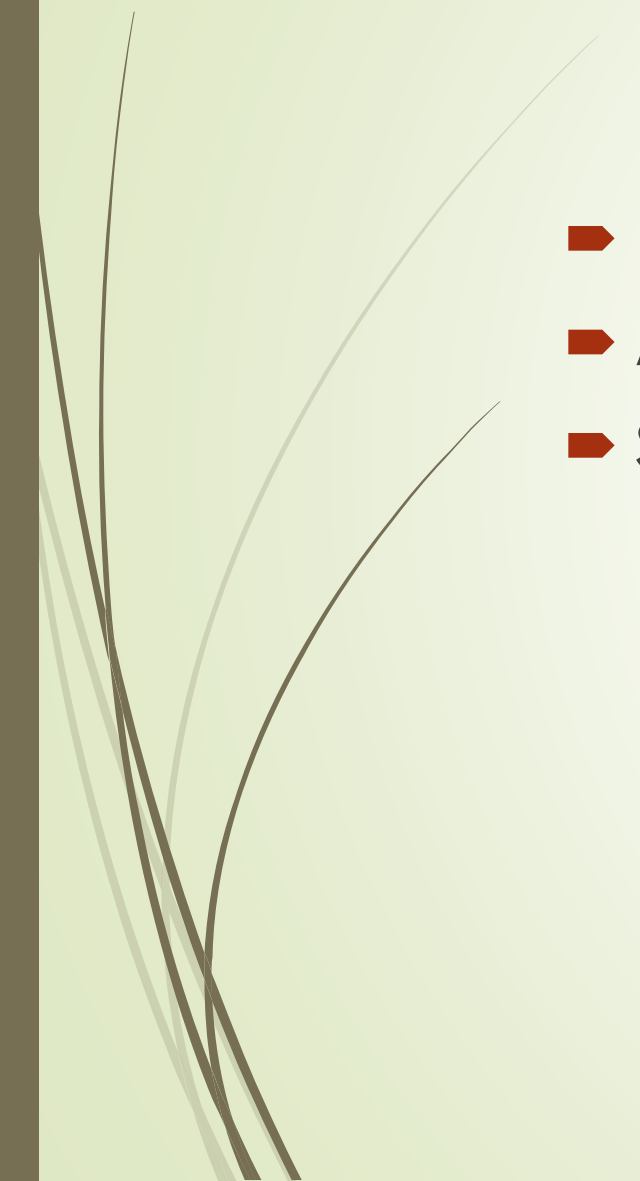
- Medication literacy is the degree to which individuals can obtain, comprehend, communicate, calculate and process patient-specific information about their medications,
 - To make informed medication and health decisions in order to safely and effectively use their medications, regardless of the mode by which the content is delivered (e.g. written, oral and visual).
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Why Medication literacy is important ?

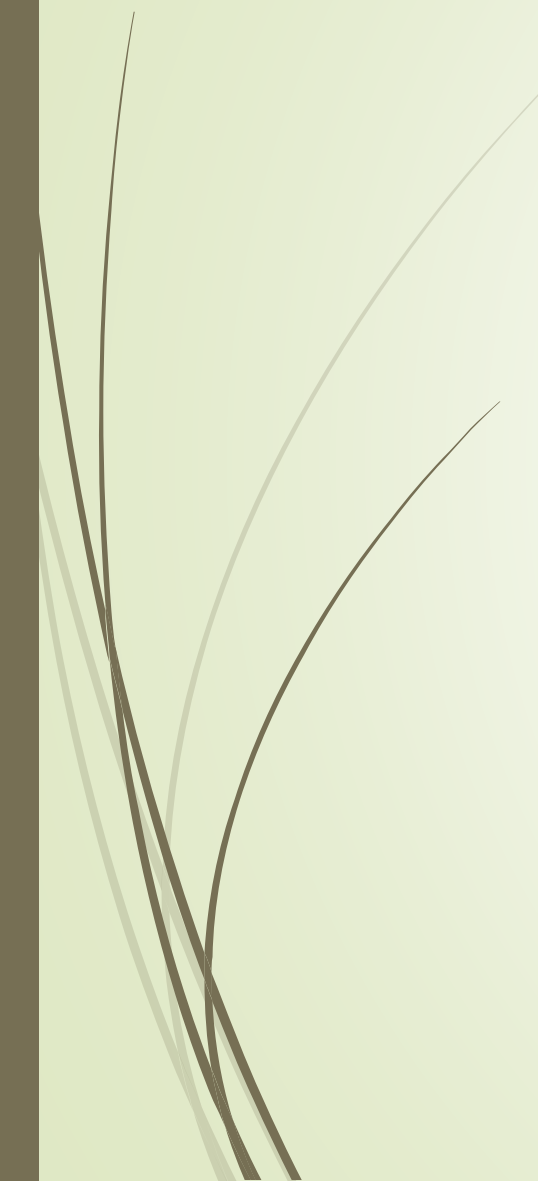


Why medication literacy is important ?

- Ensures adherence
 - Avoid medication errors
 - Save money and avoid economic loss
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Ensures adherence

- ▶ Adherence has been defined as “the extent to which a person's behavior, taking medication, following a diet, and/or executing lifestyle changes, corresponds with agreed recommendations from a health care provider
 - ▶ The correct adherence and use of the medication are prerequisites for reducing risks of disease progression, comorbidity, and mortality.
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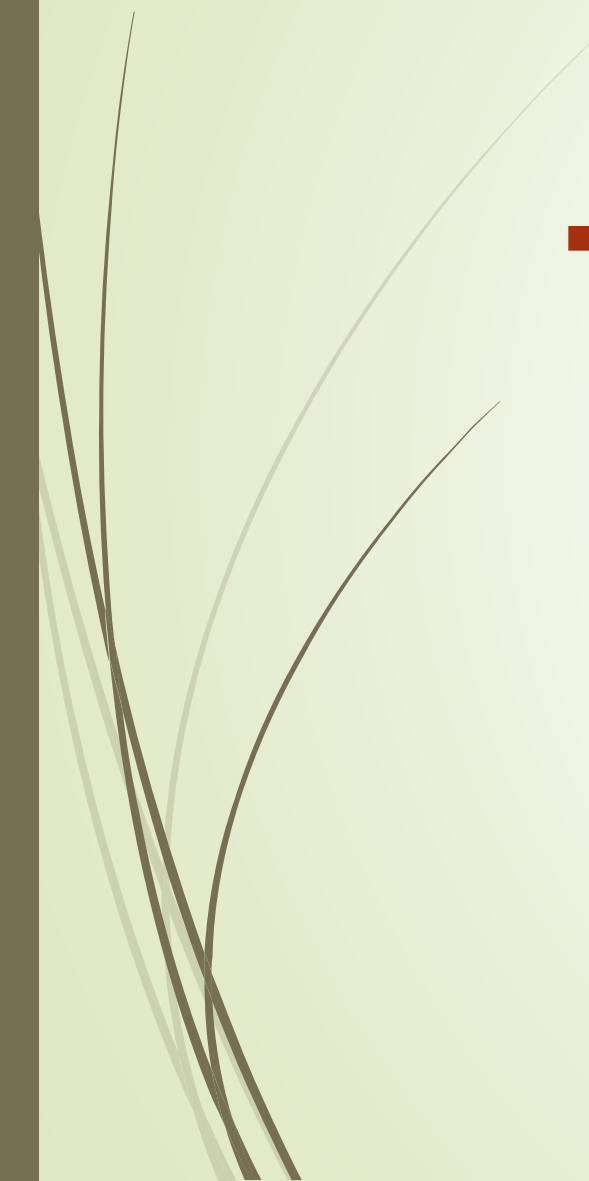
Tips for increasing adherence

- ***Educate patients about what to expect. ...***
- **Nurture relationships with patients. ...**
- **Team up with prescribers. ...**
- **Engage the staff. ...**
- **Learn about and use available technologies. ...**
- **Help patients customize their support tools. ...**
- **Schedule appointments. ...**
- **Synchronize medications.**



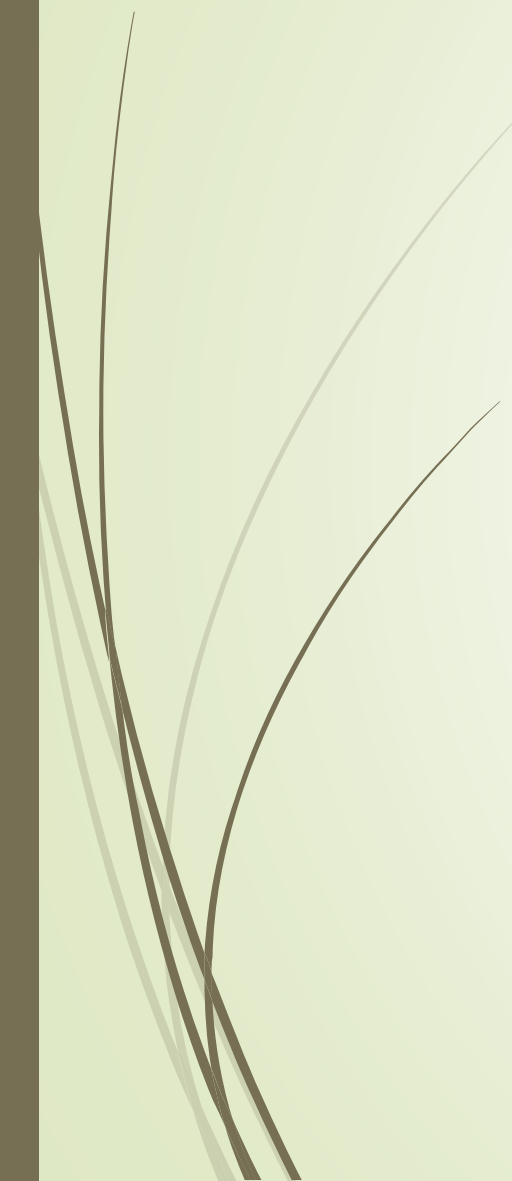
Educate patients about what to expect.

- New therapies begin with great promise for patients, but when a provider or pharmacy doesn't prepare a patient for all potential outcomes, he or she may stop taking the drug.
- If a patient starts *feeling better*, he or she might think the drug is no longer needed.
- If he or she *feels worse*, the patient could discontinue therapy to avoid side effects.
- If the patient experiences *no change* whatsoever, he or she may conclude that the drug isn't working.

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- ▶ **The more time doctors and pharmacists spend with a patient to explain his or her condition, how the drug works and why it is important to take the medication consistently, the greater the likelihood that the patient will remain adherent to therapy.**



Avoid medication errors

- Individuals with chronic health conditions are often advised by clinicians to take multiple medications.
 - Complex drug regimens can raise the risk of medication self-administration errors. This risk may be greatest for people with low health literacy.
 - **Low health literacy** has been shown in a systematic review to be associated with poorer health outcomes.
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Reduce economic loss

Example:

- The U.S. spends more than \$40 billion each year on patients who have been affected by medication errors (NCBI, 2021).
- Preventable medication errors cost the U.S. more than \$21 billion every year across all care settings (Journal of Community Hospital Internal Medicine Perspectives, 2016).



**What are sources of information
about medications ?**




Healthcare professionals

- The prescribing doctor and the dispensing pharmacist are important sources of information about the safety of medicines.
- In general, patients have a positive attitude towards health information provided by their doctors and pharmacists.
- *Some patients may not be aware that pharmacists play an important role in providing such advice???*



Package inserts

- **Manufacturers provide package inserts which provide information about the medicine and its use.**
 - **The quality of information contained in these leaflets varies across different countries, depending on their regulatory requirements,**
 - **Patients may find these insert difficult to understand.**
 - **Illiteracy and poor readability skills represent real obstacles to get benefit from these inserts.**
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Social media and digital platforms

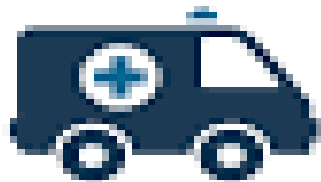
- Since the advent of social media, people have been increasingly accessing information via digital platforms, including information regarding medicines and their health.
- A review of current literature ,described the potential value of social media as a technology to empower and engage patients to improve health,
- Misinformation was one of the challenges high-lighted as a potential threat to patients.

Health literacy is:

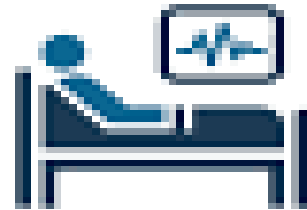
The degree to which individuals can obtain, process, understand, and use the basic health information needed to:

- Interact with physicians,
- Make appropriate health decisions,
- *Follow treatment instructions*,
- Navigate the health care system.

patients with low **HEALTH LITERACY...**



Are more likely to visit an
EMERGENCY ROOM



Have more
HOSPITAL STAYS



Are less likely to follow
TREATMENT PLANS



Have higher
MORTALITY RATES

www.cdc.gov/phpr



Research

21

Only 12 percent of adults have Proficient health literacy, In other words, nearly 9 out of 10 adults may lack the skills needed to manage their health and prevent disease.



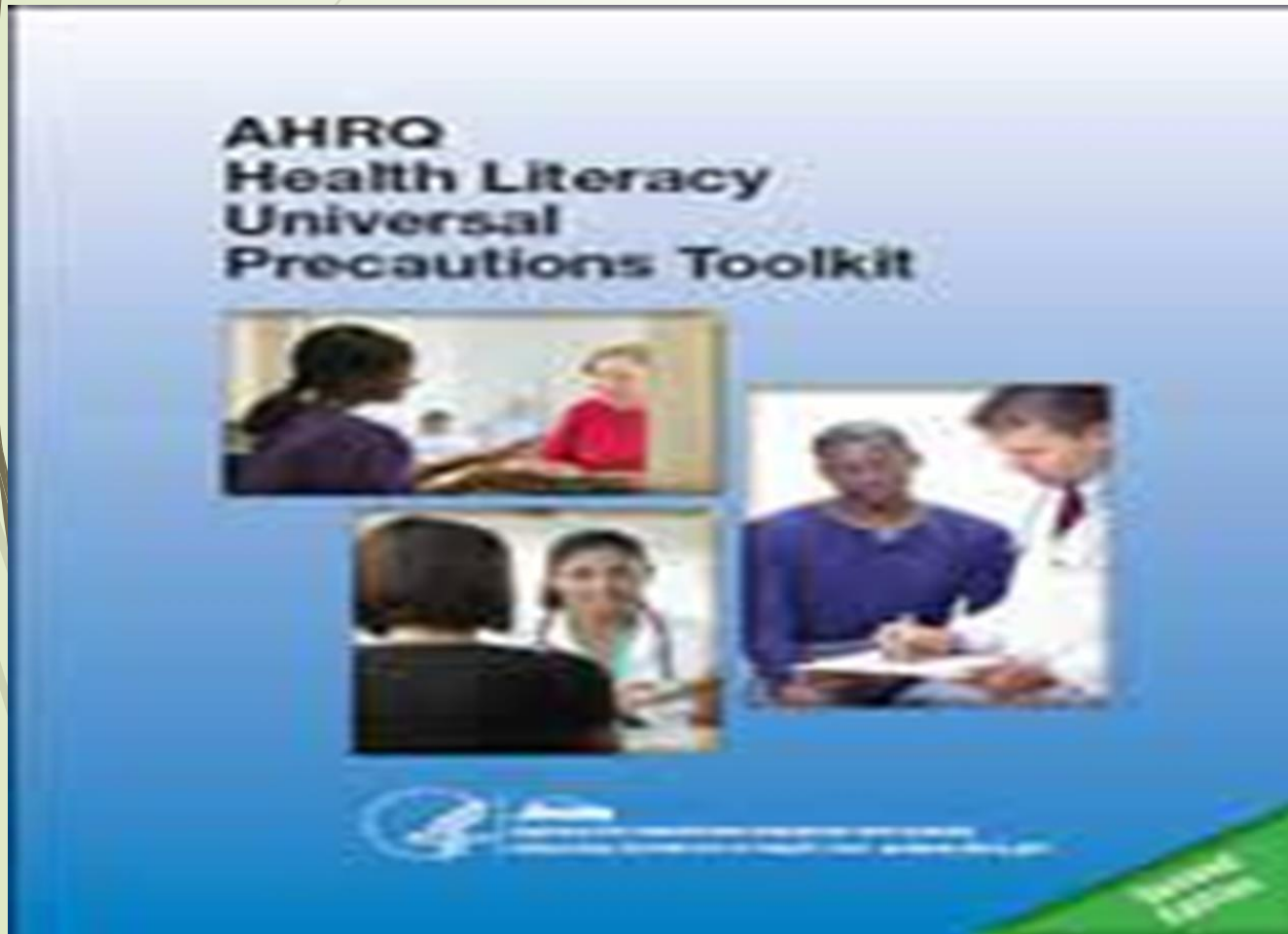
9/10
PEOPLE

Lack skills needed to
manage health and
prevent disease



**How to support medication literacy in
health care facilities ?**

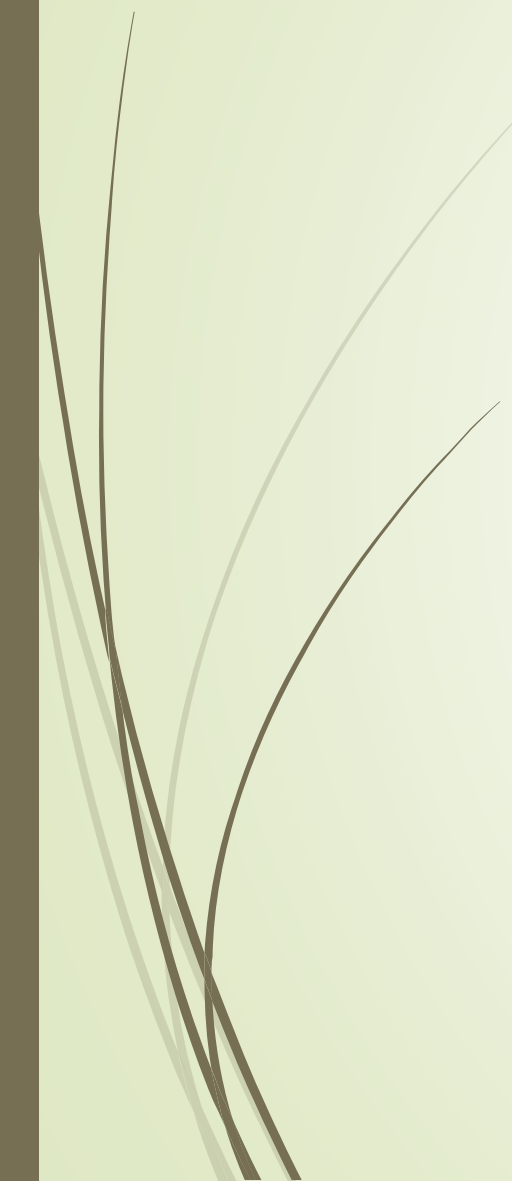
Health literacy Universal precautions toolkit



- It is a training guide
- Improves health literacy in health care facilities.
- It is formed of 22 tools
- Supported by training materials and self evaluation to assess progress



Conduct Brown Bag Medicine Reviews Tool 8

- The “Brown Bag Review” of medicines is a common practice that involves encouraging patients to bring all of their medicines and supplements to their visit and reviewing them.
 - The goal is to determine what medicines patients are taking and how they are taking them.
 - The process can identify medicine errors and misunderstandings that would otherwise be overlooked..
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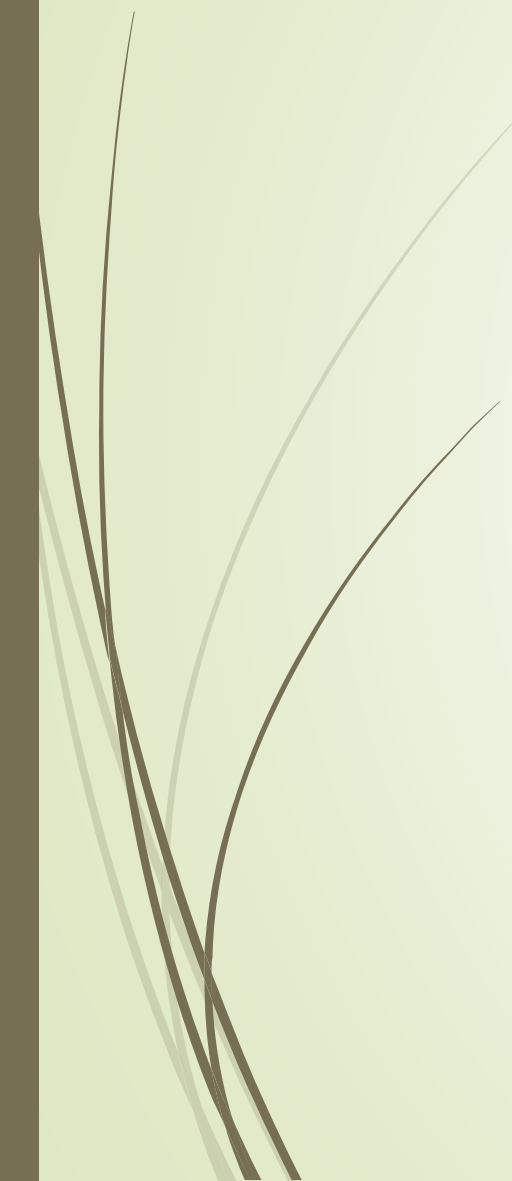
Medication Bag





Actions

- ▶ Identify medicines patients should bring.
 - All prescription medicines.
 - All over-the-counter medicines.
 - All vitamins, supplements, and herbal medicines.
 - All topical, liquids, injectable, and inhalants, as well as pills.

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- **Remind patients to bring medicines.**
 - **Discuss medicine review during a visit and emphasize the potential benefits (e.g., possible reduction in number of medicines).**
 - **Write a note on the appointment card.**
 - **Hang posters in the exam room and waiting room.**
 - **Provide a carrier, such as a bag with your practice's name and "Bring All Your Medicines" printed on it.**

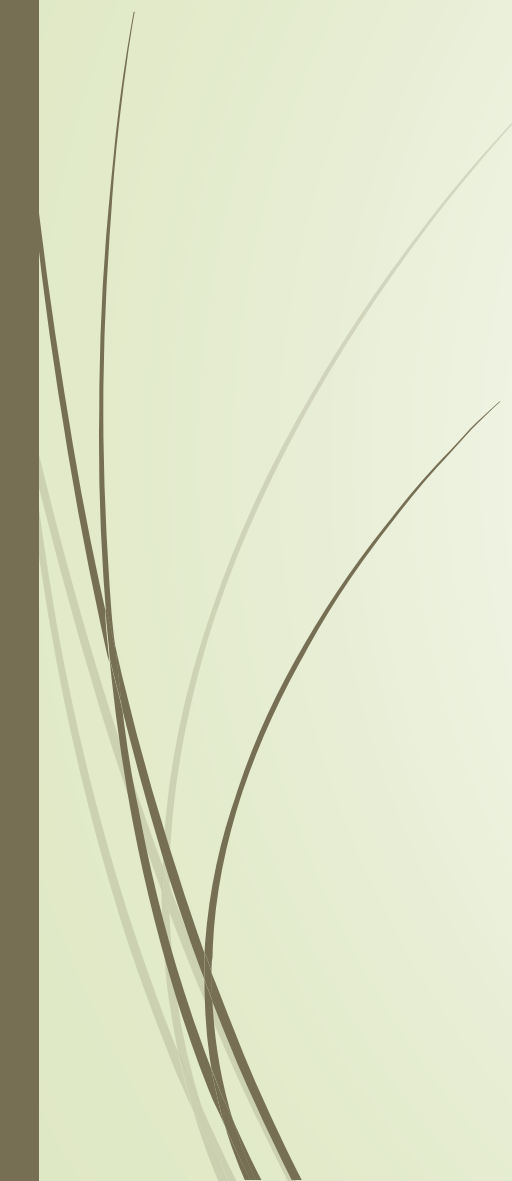




During patient encounter

- ▶ The doctor should thank patients for bringing in their medicines.
- ▶ Perform the review.
 - Ask the patient to pick up each medicine bottle, and ask the patient:
 - What do you take this medicine for?
 - When do you take this medicine?
 - Can you show me how much you take each time?



Clarify medicine instructions

- **When you find that patients are taking medicines incorrectly, try to find out why.**
 - **Clarify what they should be doing.**
 - **Use common, everyday words and provide precise instructions (“Take 1 pill in the morning and 1 pill at bedtime.”)**
 - **Use the teach-back method to confirm patient understanding.**
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- ▶ **Patients should leave the visit with an updated list that describes what medicines they should take and how.**
 - ▶ **Help Patients Remember How and When to Take Their Medicine for examples of easy-to-understand medicine lists and ways to help patients remember how to take their medicines correctly**



WHO patient safety day 2022

Call for action

Patients and caregivers



BEFORE
YOU TAKE IT....

KNOW
your medication

CHECK
the dose and time

ASK
your health care
professional

 World Health Organization

MEDICATION
WITHOUT HARM
World Patient Safety Challenge

 World Patient Safety Day 17 September 2023

Health workers



**BEFORE
YOU GIVE IT...**

KNOW
your medication

CHECK
you have the right

- patient
- medicine
- route
- dose
- time

ASK
your patient
if they understand

 World Health Organization

 **MEDICATION
WITHOUT HARM**
Global Patient Safety Challenge

 World Patient Safety
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Thank
you

