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MedsAware

Deprescribing Action Week
10–16 March 2025

EMPOWERING SAFE AND
SUSTAINABLE USE OF MEDICINES

WHAT WAS DONE

2023

AdPha partners with the **Australian Deprescribing Network (ADeN)** to introduce awareness campaign to empower conversations between health professionals and consumers about deprescribing.

Inaugural campaign centres around the question **'Could any of these medicines be doing more harm than good?'**

2024

Second MedsAware campaign held in March.

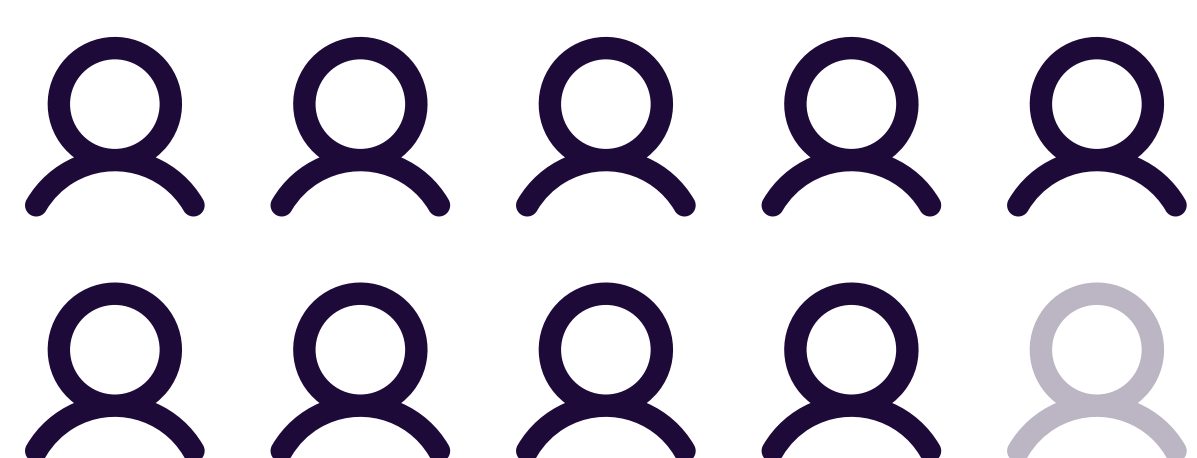
Themed **'Ask because you care'**, campaign focuses on empowering older Australians, Australians living with a disability, and their carers while highlighting inappropriate use of psychotropics in these patient cohorts.

2025

MedsAware goes international thanks to partnership with EAHP.

Campaign shifts focus to sustainability, highlighting the benefits of deprescribing that can be felt all around us – for patient and planet with theme **empowering safe and sustainable use of medicines**.

WHY IT WAS DONE



Australian research indicates **nine in 10 Australians in aged care take at least five regular medicines every day ('polypharmacy')**, and 65% take more than 10 ('hyperpolypharmacy').



Approximately 250,000 Australians are admitted to hospital each year due to medicine-related issues, many of which are preventable.



Deprescribing is safe when planned and supervised by a healthcare professional, minimising the risk of withdrawal effects through careful monitoring and gradual tapering of medicines.



Deprescribing empowers the consumer and the care team through safer, shared decision-making.

HOW IT WAS DONE

MedsAware runs for one week in March and comprises integrated news stories, educational events, promotional material and resources tailored to consumers and healthcare professionals including:



MedsAware Digital Hub – Dedicated website including links to downloadable campaign assets and link to publications and resources at adpha.au/MedsAware



Educational Webinar – An open-access Webinar for all consumers and health professionals interested in learning about the impact of polypharmacy and the benefits of deprescribing. Developed in partnership with founding campaign partner – ADeN.



Social Media – Daily posts via Instagram, Facebook and LinkedIn sharing facts around the impact of medicines on the environment and awareness building messages around deprescribing (See examples below)



Earned Media – Media release distributed on day one of the campaign to key pharmacy, pharma and medical trade publications. Consumer media engagement opportunities to be further explored.



Paid Media – Digital advertising through key pharmacy, pharma and medical trade channels promoting campaign over course of campaign week.



Supporter Content – Use of commentary from key industry and government representatives via quotes or video testimonials.

WHAT WAS ACHIEVED

- **Two campaigns** run 2023 and 2024
- Support from **ten key stakeholders** across pharmacy, aged care and medical professions
- **Over 450** unique media and social media mentions
- **15 million** combined media and social media reach
- Social media growth of **30%** across two years

WHAT IS NEXT

MedsAware is now generating international awareness thanks to the support of the EAHP and continues to attract new stakeholders every year enabling the important message of deprescribing to extend even further.

eahp.eu

