

# 'Only Order What You Need' Campaign Toolkit

## Coventry and Warwickshire Medicines Waste Campaign

### Overview

NHS Coventry and Warwickshire Integrated Care Board (ICB) has launched our 'Only order what you need' campaign that aims to reduce medicines waste.

Each year, it's estimated that 1.6 million items of medicines are wasted in Coventry and Warwickshire. This costs the NHS £13.3m a year, or £1.1m per month. This annual figure equates to:

- 2,300 knee replacements
- 39,000 rounds of chemotherapy
- 345,000 GP appointments
- 8,316,780kg of carbon dioxide emissions

This campaign is encouraging people on repeat prescriptions to check what medicines they have at home and then only order the medicines they actually need. By doing this, we can reduce waste, use NHS resources more effectively, and reduce the environmental impact of medicines.

**We're asking for your support in sharing our key campaign messages on your appropriate channels.** The more widely these messages can be shared, the greater impact it will have and the more we will reduce medicines waste.

In this toolkit, you will find a variety of draft and template copy, including:

- A web article
- Newsletter copy (Long)
- Newsletter copy (Short)
- Social media posts

Alongside this toolkit, we have also provided an asset pack that includes posters, graphics, digital screens, and animations. You can also access this toolkit [here](#).

If you have any questions about this campaign, please email [cwicb.communications@nhs.net](mailto:cwicb.communications@nhs.net).

## Web article

### Do you have a repeat prescription? This is why it's important to only order what you need

People with repeat prescriptions in Coventry and Warwickshire are being asked to check what medication they have at home and to 'only order what they need' when they place their next order.

It is estimated that approximately 1.6 million items of medicine are wasted unnecessarily in Coventry and Warwickshire each year, which equates to around £13.3m. The NHS are asking people to help reduce this number by taking some simple steps:

1. Check what medicines you have at home before you order your repeat prescription and only order what you need – you will still be able to order other items again in future.
2. Check your bag before you leave the pharmacy – if there any items that shouldn't be in there then these can be reused providing it is returned before you leave the pharmacy.
3. Speak with your pharmacist if you have stopped taking any medication or they are no longer right for you.

Doing any of these things will help reduce medicines waste, allow money to be used more effectively by the NHS and reduce the impact on the environment too.

It's not just the health service that will benefit, checking medication before ordering can help people:

- **Stay well** – Unused medicines expire and might not work as we want them to. Keeping big stocks of medicines at home can also make drug shortages worse.
- **Stay safe** – Having big stocks of medicines at home be a danger to pets and children. People are also being reminded that medicines are only prescribed for them and should not be shared.
- **Stay green** – The best way to manage medicines waste is to give them to a pharmacist, this stops them polluting rivers and waterways. Medicines also cannot be recycled or used by anyone else once they have left the pharmacy.


To find out more, please visit [www.happyhealthylives.uk/yourmeds](http://www.happyhealthylives.uk/yourmeds).

## Newsletter Copy (Long)

### Do you have a repeat prescription? NHS launches new medicines waste campaign

The NHS in Coventry and Warwickshire have launched a new medicine waste campaign that aims to reduce the number of medicines that are prescribed unnecessarily.

It's estimated that 1.6 million prescription items are wasted unnecessarily in Coventry and Warwickshire each year. This costs the NHS over £13m a year, money that could be spent on other vital local services.



Their 'Only Order What You Need' campaign is encouraging people on repeat prescriptions to check what medicines they have at home before they order and only order the medicines they need, as they will still be able to order others in future.

In addition, checking medication before ordering can help people to:

- **Stay well** – By ensuring medicines have not expired and avoiding stockpiles of medicines.
- **Stay safe** – By protecting children and pets who may access large stores of medicines. It's also worth remembering that medicines should not be shared.
- **Stay green** – By reducing the environmental impact of medicines waste. You can also manage medicines waste by giving unused medicines to a pharmacist.

So, next time you are ordering your repeat prescription, please check what you have at home and only order what you need.

To find out more, visit: [www.happyhealthylives.uk/yourmeds](http://www.happyhealthylives.uk/yourmeds).

### Newsletter Copy (Short)

#### **Do you have a repeat prescription? NHS launches new medicines waste campaign**

The NHS in Coventry and Warwickshire is asking people to check what medication they have at home and to 'only order what they need' when they place their next repeat prescription order.

It's estimated that 1.6 million prescription items are wasted unnecessarily in Coventry and Warwickshire each year. This costs the NHS over £13m a year, money that could be spent on other vital local services.





Stockpiling medicines at home can also cause other issues, including risking medicines expiring, posing a risk to children and pets, and by increasing the impact on the environment.

To find out more, visit: [www.happyhealthylives.uk/yourmeds](http://www.happyhealthylives.uk/yourmeds).

### Social media posts

The best way you can support the campaign on social media is by sharing our posts on the [Coventry and Warwickshire Integrated Care System Facebook page](#) (@happyhealthycw).

However, if you would prefer to create posts on your own channels, or share on other platforms, we have included some suggested posts in this toolkit. We have also suggested some assets that could be used, these can be found in the accompanying [asset pack](#).

Copy	Asset
<p>Only order the repeat prescription items you need 📄💊</p> <p>Before ordering, check what medicines you already have at home. If you don't need something this time, you can leave it off and ✓ it next time.</p> <p><a href="https://happyhealthylives.uk/yourmeds">https://happyhealthylives.uk/yourmeds</a></p> <p>#OnlyOrderWhatYouNeed</p>	<p>Pharmacy animation</p> 
<p>Around 10% of medicines prescribed nationally are not needed 🗑️.</p> <p>You can help reduce waste by checking your medicines before ordering and only requesting what you need. 💊</p> <p><a href="https://happyhealthylives.uk/yourmeds">https://happyhealthylives.uk/yourmeds</a></p> <p>#OnlyOrderWhatYouNeed</p>	<p>10% Animation</p> 
<p>Around 1.6 million medicine items are wasted each year in Coventry and Warwickshire 🗑️💊</p> <p>By only ordering the medicines you need, we can reduce waste and protect NHS resources for everyone.</p> <p><a href="https://happyhealthylives.uk/yourmeds">https://happyhealthylives.uk/yourmeds</a></p> <p>#OnlyOrderWhatYouNeed</p>	<p>Throws away animation</p> 
<p>Medicines that are out of date may not work as intended and could affect your health 💊</p> <p>Ordering only what you need helps reduce waste 🗑️ and ensures your medicines are safe and effective.</p> <p><a href="https://happyhealthylives.uk/yourmeds">https://happyhealthylives.uk/yourmeds</a></p> <p>#OnlyOrderWhatYouNeed</p>	<p>Be mindful animation</p> 

Keeping large amounts of medicines at home can be risky, especially for children and pets 🚫💊

Before ordering your repeat prescription 📄, take a moment to check what medicines you already have. If you have enough, only request what you need this time to help keep everyone safe and reduce waste 🗑️

<https://happyhealthylives.uk/yourmeds>

#OnlyOrderWhatYouNeed

### Stockpiling Meds Waste Animation

