Unbiased medicines’ information
European best practices

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Health Action International

• An independent not-for-profit global network

• Established in 1981

• Made up by consumers, public interest NGOs, health care providers, academics, media and individuals

• Working to increase access to essential medicines and to promote the rational use of medicines

• HAI Europe: European office, based in Amsterdam
This workshop arises from the Developing Rational Use of Medicines in Europe project, which has received funding from the European Union in the framework of the Health programme.
Overview

- Presentation on current Best Practices in Europe
- Break-up in Groups
  - Brainstorming about medicines’ information
  - Practical Exercises
- Each group presents
- Joint Discussion
- Conclusion
Health Information: A fundamental need

- Information plays an important role in preventing ill-health
- Direct outcomes: improvement in knowledge and understanding
- Long-term outcomes:
  - Improvements in health and well-being
  - Greater confidence to engage in shared decision-making
- Communication is essential
Health Information

- In case of Illness
  - What causes the problem?
  - Will the symptoms go away?
  - Are tests needed?
  - How can I improve my condition?
  - Are there effective interventions?
  - What are the different options?
  - What are the potential benefits and harms of the treatment – at short and long-term?
  - Can side-effects of treatment be reduced?
Information

- Which are the qualities:
  - To look for?
  - To avoid?
- LET’S BRAINSTORM!
Good Practice in Health Information: what is needed?

• Readily accessible sources
• Adapted to national and regional contexts
• That offer relevant information to make informed choices
• All shapes and sizes
• Each actor has a specific role to play!
Health Authorities – Ministries of Health

- Conduct education and information campaigns
- Through central and regional services and websites and other institutions
- Wide variety of themes: nutrition, vaccination, smoking cessation, correct use of drugs such as antibiotics, prevention of misuse of drugs such as hypnotics, drugs affecting driving.
One example from Belgium: www.bcfi.be
Medical Products Agencies

- Funded by fees from industry
- Focus on drug authorisation, marketing and pharmacovigilance
- Provide statutory technical information on drugs (SPC & PIL), some evaluation reports
- When transparent, they provide original information, that although non-comparative is relevant to the public
One example from Sweden: www.lakemedelsverket.se
Healthcare Assessment Agencies

- Evaluate new and existing therapies and preventive treatments
- Evidence-based decisions on reimbursement
- Useful information when presented in appropriate format
One example from UK: www.nice.org.uk
Healthcare Providers (payers)

- Information on rational use through leaflets, training and web
- Disease Management campaigns and information
- Collaboration with Healthcare professionals, experience at national, regional and local levels
One example from France: **Caisse Nationale D’Assurance Maladie**
Consumer Organizations

- Publications on health issues, special issues on health and medicines: User-friendly format
- Information on rational use of drugs, side-effects, patient experiences
One example from Sweden:

www.kilen.org

11 September 2007

KILEN - Consumer Association for Medicines and Health - is a member organisation and a network.

The vision of KILEN is that all consumers and the civil society organisations have experience and knowledge that are very important to take into account to achieve safe and rational use of medicines. The work is carried out through a help-line, through consumers reporting their experiences of problems with medicines, through information dissemination, seminars, conferences and public dialogues.

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CONSUMER REPORTING.

We can hear that consumer reporting is on the agenda in more and more countries now. Canada, Australia, the Netherlands, Denmark, United Kingdom, Switzerland, USA, Sweden etc. etc. And in the European Union, in the EMEA, the discussion and the approval of a consumer reporting system is on its way.

Andrad 2007-09-10
Patients’ Associations

- Important role in sharing knowledge and life skills – chronic diseases
- Learning how to live with disease and/or disability
- Need clear guidelines & mechanisms to deal with conflicts of interest
One example from UK:
www.iddtinternational.org
Healthcare Professionals

- Independent patient-oriented information: printed and electronic journals
- Leaflets and brochures
- Information centres, training sessions for adults and children
One example from Germany

http://www.gutepillen-schlechtepilless.de

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Themen in

GUTE PILLEN – SCHLECHTE PILLEN

Gefährliche Kräuter
Gepanschtes aus dem Netz

PSA-Test
Unnötige Sorge

Preisvergleich
Magnesiumpräparate

Aloe vera
Für alles und jedes?
Group Activities

- Break-up in small groups
- Practical Exercises
  - To select one best practice example to be applied in Poland and explain the rationale for decision
- Each group selects one rapporteur, who then presents to plenary
- Joint Discussion
Take home messages

1. ...
2. ...
3. ...
4. ...

Health Action International (HAI) is an independent, global network, working to increase access to essential medicines and improve their rational use through research excellence and evidence-based advocacy.