

Brown N^a, Noble S^{a,b}, Leitch L^{a,c}

^aNHS Lothian Pharmacy Service, ^bYellow Card Centre, Scotland ^cPharmacy, Edinburgh's Telford College

Introduction

In July of 2003 the United Kingdom government, through the Health Minister, Lord Warner, announced that patients, parents and carers would be given the opportunity to report suspected adverse drug reactions (ADRs) to the Medicines Healthcare products Regulatory Agency (MHRA), without the intervention of a health professional.

The patient Yellow Card reporting campaign was launched in February 2008. There was a promotional campaign that ran for six weeks from the time of the launch¹. In Scotland, the promotional campaign was linked to the Scottish Government's health promotion scheme, for which community pharmacists received a contractual payment for displaying promotional material and for providing advice on how to report ADRs.

Aim

To evaluate the effectiveness of the Scottish Government funded community pharmacy patient Yellow Card reporting campaign

Method

- The MHRA provided data on all ADRs reported by patients, parents and carers for one year before the campaign, six weeks during the campaign and for one year post campaign.
- A database was designed to analyse the number of reports and type of reporter received. The data was examined to see if there were any changes in ADR reporting from patients, parents and carers.

Results

There were 84 (0.31 per week/million of population) ADR reports during the one year pre campaign, 101 (3.25 per week/million of population) during the six week campaign and 132 (0.49 per week/million of population) during the one year post campaign (see graph 1).

Results

Graph 1: Number of ADR reports in Scotland from patients, parents and carers per week per million of Scottish population²

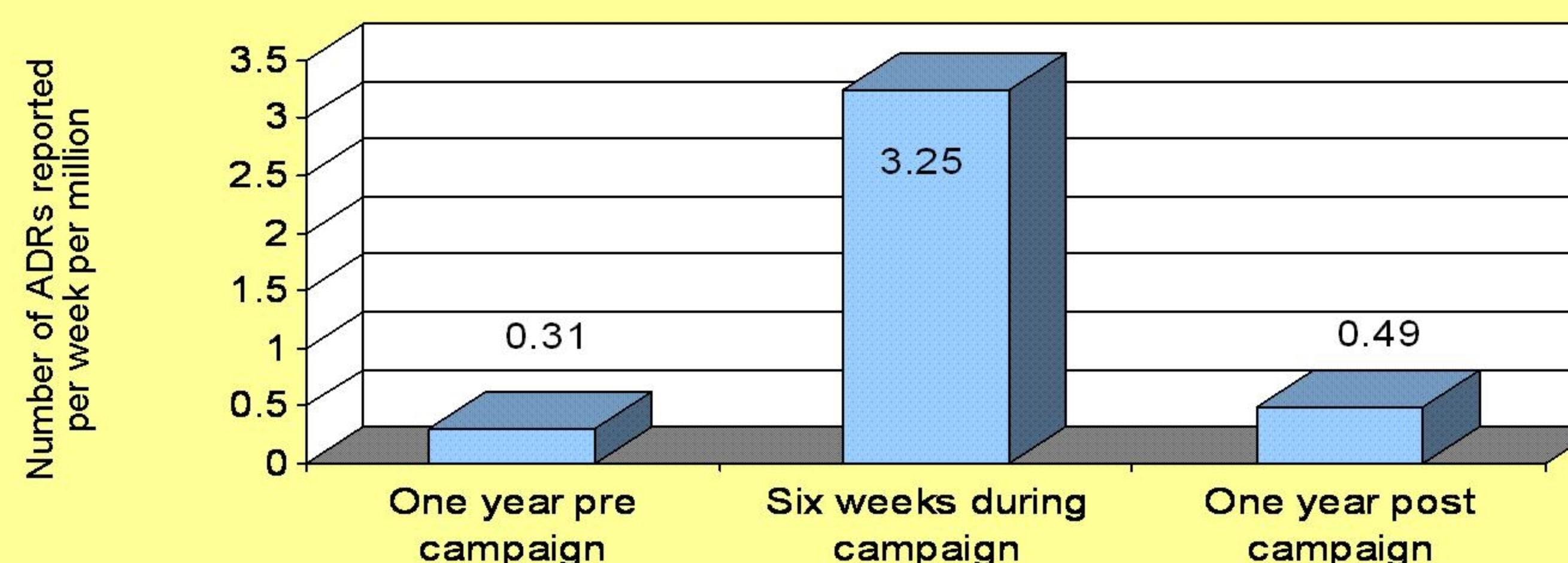


Table 1: ADR reporting by type of reporter pre-, during and post-Campaign, n (%)

	Patient	Parent	Carer
One year before	76 (90)	3 (4)	5 (6)
Six weeks during	89 (88)	8 (8)	4 (4)
One year after	113 (85)	10 (8)	9 (7)

Conclusion

The patient Yellow Card reporting campaign was successful and demonstrated an increase in the reporting of ADRs from patients, parents and carers during the campaign and for the year after the campaign. Further work is required to identify if repeating the campaign throughout the year would lead to sustained improved reporting.

References

- Medicines Healthcare Products Regulatory Agency (Available at <http://www.mhra.gov.uk/NewCentre/Pressrelease/Con013940accessed22february2011> Accessed Feb 2011)
- General Register Office for Scotland (Available at <http://www.gro-scotland.gov.uk/> Accessed March 2010)