

# MedSafetyWeek

2<sup>nd</sup> to 8<sup>th</sup> November 2020

**WHO Collaborating Centre for International Drug Monitoring**

**(Uppsala Monitoring Centre, Sweden)**

- ❖ **MedSafetyWeek** is a social media campaign initiated by the UMC-WHO to make the Healthcare Professionals and consumers aware regarding the **Adverse Drug Reactions (ADR)** reporting and its importance.
- ❖ **Regulators rely on reporting of ADRs** to make sure medicines on the market are acceptably safe.
- ❖ Unfortunately, all reporting systems suffer from **under reporting**.
- ❖ That is why UMC coordinates an annual social media campaign to raise awareness of pharmacovigilance systems among HCPs, patients and the public, and promote recognition and reporting of suspected ADRs.
- ❖ The 2020 campaign on 2–8 November is aimed at **calling on HCPs and patients to report all side effects, especially those associated with new or experimental treatments**.
- ❖ Previous campaigns dealt with polypharmacy (2019), children and pregnancy (2018), and over-the-counter (2017).
  - ❖ It uses the Social Media Platform such Facebook, LinkedIn, Twitter.
- ❖ By posting/uploading images, videos, animations and other means related to ADR reporting, ADR, Pharmacovigilance to sensitize the population.
- ❖ To make the Culture of ADR reporting casual but with a significant outcome/value towards safe use of medicines.

**“Every ADR report counts”**



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