

YCC Wales
Yellow Card Centre Wales
Canolfan Cerdyn Melyn Cymru

Annual Report 2017-2018



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YELLOW CARD CENTRE WALES ANNUAL REPORT TO MHRA

Date: 2017-18

1. TEAM

Executive Team

Dr A M Thomas	Medical Director, YCC Wales
Mrs A Adams	Principal Pharmacist, Welsh Medicines Information Centre
Mrs J Walker	Specialist Information Pharmacist – Pharmacovigilance and Patient Safety

Advisory board

Dr R Bracchi	Medical Advisor, AWTTC
Dr J Coulson	Deputy Clinical Director, AWTTC and Senior Lecturer in Clinical Pharmacology
Mr A Evans	Chief Pharmaceutical Officer, Welsh Government
Dr L Gray	Consultant in Clinical Pharmacology
Mr J Hayes	Director, Welsh Medicines Resource Centre
Dr L Hughes	Senior Lecturer in Pharmacy
Dr L James	All Wales Consultant Pharmacist, Acute Care & Medication Safety
Prof P A Routledge	(Chair) Clinical Director, AWTTC
Mrs K Samuels	Head of Patient Access to Medicines, AWTTC
Dr M Singh	Specialist Registrar in Clinical Pharmacology
Dr J Thompson	Senior Lecturer in Clinical Pharmacology
Mrs F J Woods	All Wales Medicines Information Pharmacist

2. EXECUTIVE SUMMARY

Throughout 2017-18 Yellow Card Centre Wales (YCC Wales) continued to promote the reporting of suspected adverse drug reactions (ADRs) via the Yellow Card Scheme to healthcare professionals and members of the public. It was, overall, a successful year for the centre.

During 2017-18 the management structure of YCC Wales was reconfigured with the introduction of the executive team and advisory board. The executive team being responsible for the day to day operations of the centre and the newly introduced advisory board, which includes multi-disciplinary professionals and colleagues from Cardiff University and Welsh Government, providing support and direction to our objectives.

The number of Yellow Card reports submitted from Wales increased from 2330 in 2016-17 to 3036 in 2017-18, an increase of 30%. The highest percentage increase was seen within Cwm Taf University Health Board, where the number of Yellow Card reports that were submitted increased by 152% when compared with 2016-17. YCC Wales has been working with the Health Board to support them in being able to provide information relating to the Yellow Card Scheme as part of their “*Your Medicines, Your Health Campaign*”. YCC Wales has also worked with the Yellow Card Champion based within the Health Board to support initiatives that may have led to an increase in reporting rates.

General Practitioners remained the highest reporting group during 2017-18, contributing 47% (1425) of the total number of reports for the year. This was an increase of 47% on the previous year. High percentage increases were also seen in the number of reports submitted by pre-registration pharmacists, pharmacy assistants and practice based pharmacists (224%, 143% and 81% respectively).



The continued increase in the number of Yellow Card reports submitted from Wales may be related to the continuation of Yellow Card reporting rates as a National Prescribing (reporting) Indicator in primary care and the integration of Yellow Card reporting into the clinical system support which is used in some practices.

YCC Wales continued to support local Yellow Card Champions throughout the year. The fourth successful YCC Wales Yellow Card Champion training day was held in March 2018.

During 2017-18 YCC Wales was busy with a number of new initiatives including the introduction of the YCC Wales mascot 'Yellow Card Charlie' and the Yellow Card Supporter Pledge. During 2018-19 YCC Wales will continue to develop the Supporter Pledge into an electronic format which can be shared more widely.

3. YELLOW CARD DATA

a. Total numbers

A total of 3036 reports of suspected adverse drug reactions originated from the YCC Wales region in 2017/18. This represents an increase of 30% when compared with 2016/17 (2330). Table 1 and Figure 1 show the upward trend in total number of Yellow Card (YC) reports from Wales over the last 5 years.

Year	Number of reports	Percentage change on previous year
2017/18	3036	+30
2016/17	2330	+28
2015/16	1817	+25
2014/15	1460	+24
2013/14	1177	

Table 1: Number of Yellow Card reports submitted from Wales over the last 5 years

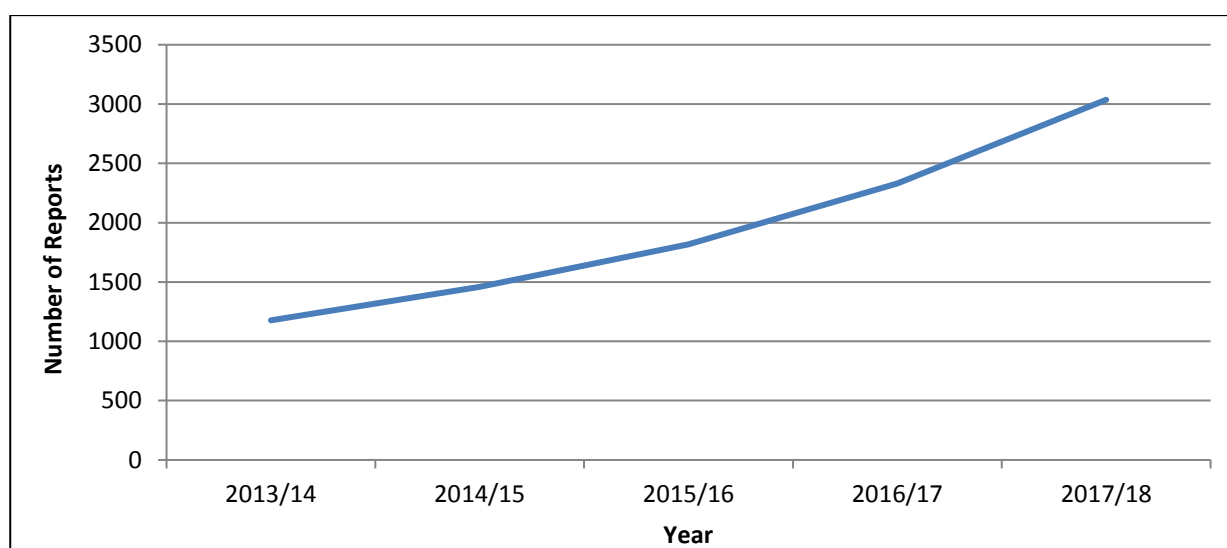


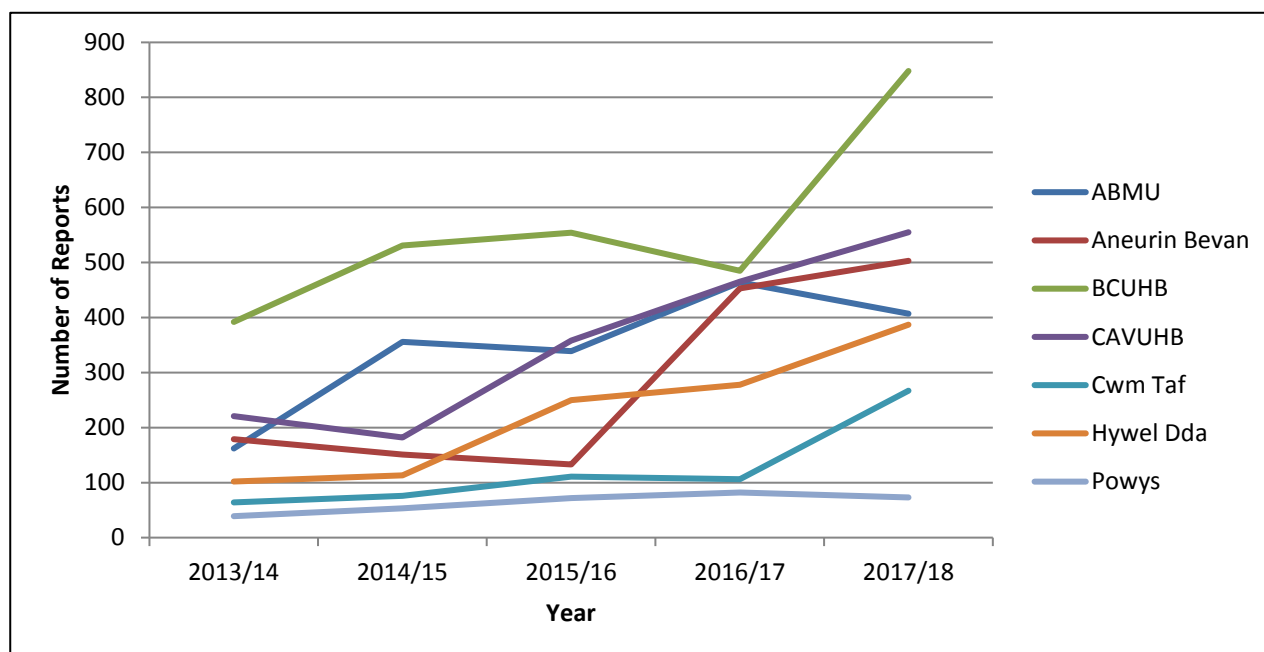
Figure 1: Number of Yellow Card reports submitted from Wales over the last 5 years



Figure 2 shows the seven Health Boards in Wales and Figure 3 the number of reports from each Health Board over the past five years.



Figure 2: Map showing Health Boards in Wales

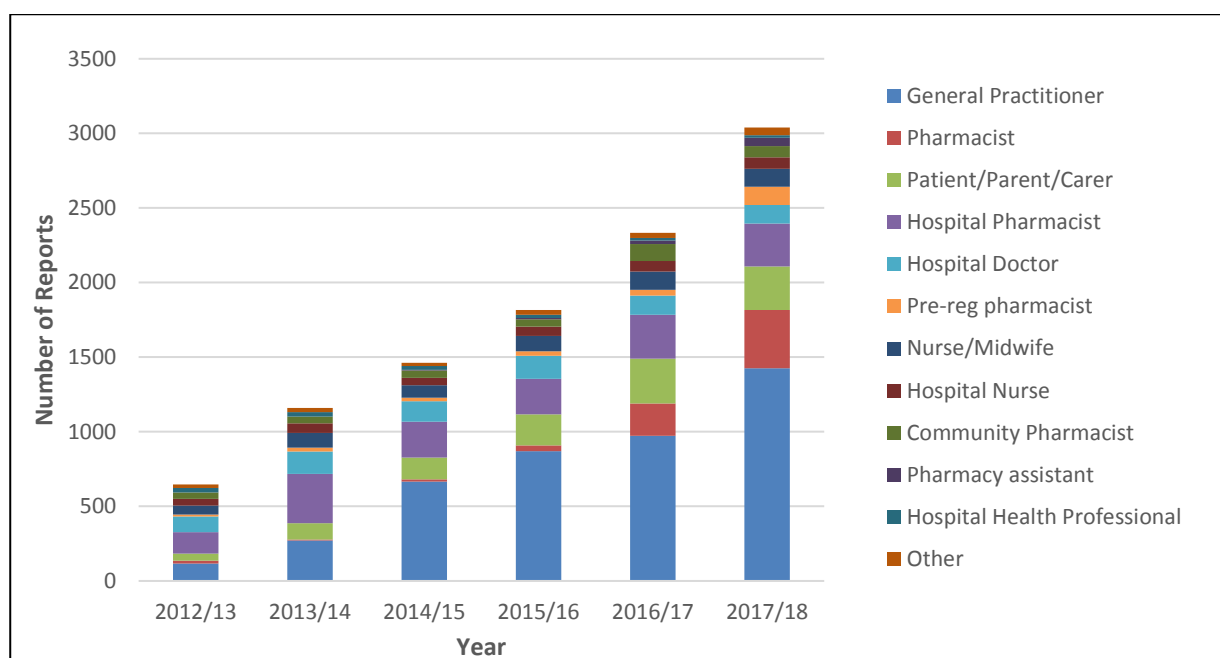


ABMU = Abertawe Bro Morgannwg University Health Board; BCUHB = Betsi Cadwaladr University Health Board; CAVUHB = Cardiff and Vale University Health Board

Figure 3: Number of Yellow Card reports submitted from each Health Board in Wales over the last five years



b. Reporter qualifications



***Other reporter qualifications = paramedic, optometrist, dentist, coroner, radiographer, chiropodist, medical student**

Figure 4: Number of Yellow Card reports submitted from Wales over the last 5 years by reporter qualification

Reporter	2013/14	2014/15	2015/16	2016/17	2017/18
General Practitioner	271	665	870	972	1425
Pharmacist	6	15	39	217	392
Patient/Parent/Carer	111	147	208	300	292
Hospital Pharmacist	330	241	237	295	286
Hospital Doctor	150	137	155	129	124
Pre-registration pharmacist	26	23	31	38	123
Nurse/Midwife	98	83	103	122	120
Hospital Nurse	65	50	61	71	78
Community Pharmacist	44	49	49	114	75
Pharmacy assistant	0	6	10	23	56
Other Health Professional	7	5	20	22	35
Hospital Health Professional	31	25	22	19	17
Physician	0	2	2	1	6
Dentist	8	4	3	1	4
Optometrist	0	0	1	1	3
Radiographer	8	5	4	5	3
Medical student	4	3	0	3	1
Chiropodist	0	1	0	0	0
Coroner	0	1	0	0	0
Paramedic	0	0	2	0	0

Table 2: Number of Yellow Card reports submitted from Wales over the last 5 years by reporter qualification



c. Serious reports

Year	Number of serious reports	Percentage of total reports	Percentage change on previous year
2017/18	1267	42	0
2016/17	987	42	-8
2015/16	908	50	-4
2014/15	789	54	+28
2013/14	308	26	-39

Table 3: Number of serious reactions reported from Wales over the last five years

d. Fatal reports

Year	Number of fatal reports	Percentage of total reports	Percentage change on previous year
2017/18	25	0.8	-0.7
2016/17	34	1.5	+0.3
2015/16	22	1.2	-0.4
2014/15	23	1.6	+0.2
2013/14	17	1.4	0

Table 4: Number of fatal reports submitted from Wales over the last five years

It is important to note that suspected ADRs are associations only and there is not necessarily a causal link between any of the medicines reported on a particular Yellow Card and the fatal outcome.

e. Age breakdown

Age band	2015/16	2016/17	2017/18
Unknown	63	73	73
Under 2	45	52	40
2 - 6 years	33	65	41
7 - 12 years	21	22	24
13 - 17 years	34	51	46
18 - 24 years	74	100	110
25 - 34 years	118	159	186
35 - 44 years	140	191	224
45 - 54 years	193	287	346
55 - 64 years	264	362	452
65 - 74 years	383	466	716
75-84 years	290	334	533
85+ years	149	168	245
Total	1817	2330	3036

Table 5: Number of Yellow Card reports submitted from Wales over the last three years by patient age

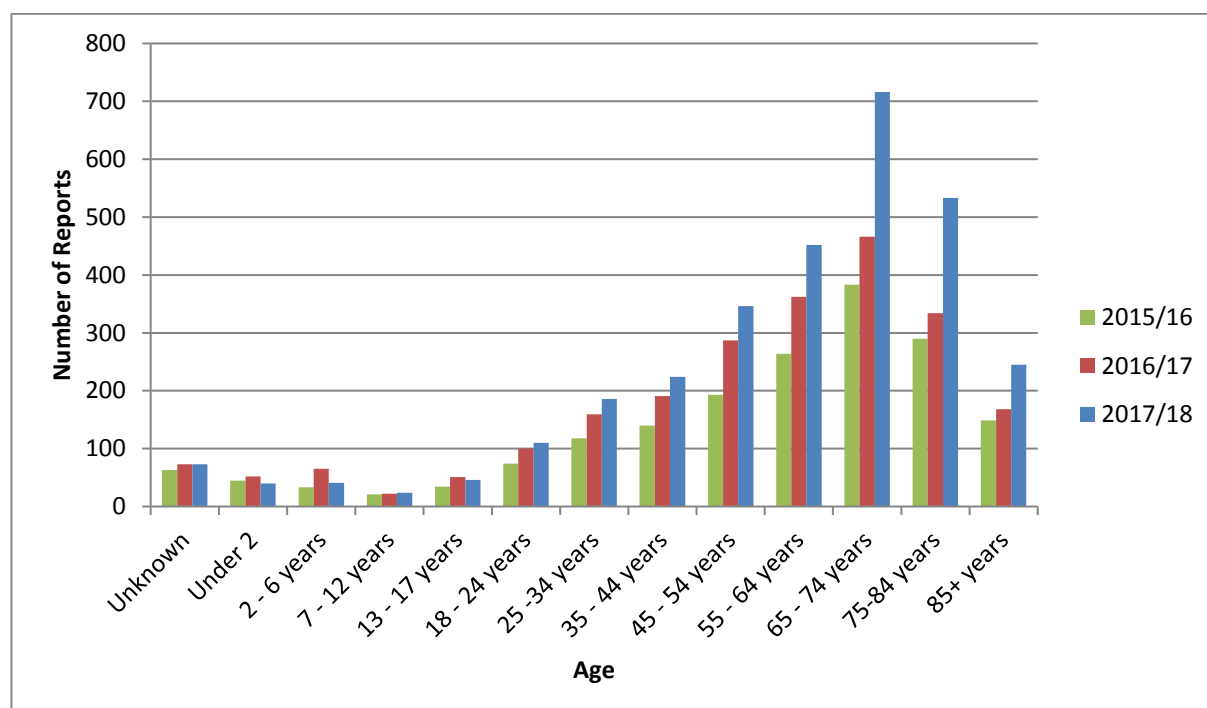


Figure 5: Number of Yellow Card reports submitted from Wales over the last three years by patient age

f. Top 10 suspected medicines - comparison of last two years.

Drug name	Number of reports (2016/17)	Number of reports (2017/18)
Rivaroxaban ▼	121	180
Apixaban	73	142
Amlodipine	42	77
Ramipril	44	66
Sertraline	38	66
Influenza Virus* (▼ some brands)	24	60
Atorvastatin	37	59
Dapagliflozin (▼ until sept 2017)	120	57
Omeprazole	38	48
Empagliflozin ▼	21	46

Table 6: Comparison of the number of Yellow Card reports submitted over the last two years for the top 10 suspected medicines in Wales

*multiple brands

▼ medicine subject to additional monitoring



g. Sources of reports – detailed breakdown

Reporter	2015/16		2016/17		2017/18	
	Number	% of total	Number	% of total	Number	% of total
Carer	6	0.3	18	0.8	10	0.3
Parent	29	1.6	43	1.8	42	1.4
Patient	173	9.5	239	10.2	240	7.9
Community Pharmacist	49	2.7	114	4.9	75	2.5
Hospital Pharmacist	237	13	295	12.6	286	9.4
Pharmacist	39	2.1	217	9.3	392	12.9
Pharmacy Assistant	10	0.6	23	1.0	56	1.8
Pre-reg pharmacist	31	1.7	38	1.6	123	4.0
Hospital Nurse	61	3.4	71	3.0	78	2.6
Nurse	102	5.6	116	5.0	115	3.8
GP	870	48	972	41.7	1425	46.8
Hospital Doctor	155	8.5	129	5.5	124	4.1
Physician	2	0.1	1	0.04	6	0.2
Coroner	0	0	0	0	0	0.0
Dentist	3	0.2	1	0.04	4	0.1
Midwife	1	0.06	6	0.3	5	0.2
Optometrist	1	0.06	1	0.04	3	0.1
Radiographer	4	0.2	5	0.2	3	0.1
Hospital Healthcare Professional	22	1.2	19	0.8	17	0.6
Healthcare Assistant	0	0	3	0.1	3	0.1
Other Healthcare Professional	20	1.1	19	0.8	32	1.1
Medical Student	0	0	3	0.1	1	0.03
Unknown	0	0	0	0	0	0.0
Total	1817	100	2333	100	3040	100

Table 7: Number of Yellow Card reports submitted from Wales over the last three years by reporter type

As can be seen in Table 7 a total of 3040 reports were analysed. This figure differs from the 3036 reports stated in section 3a above (Table 1 and Figure 1). The reasons for this are:

- Merger of duplicate reports by the Medicines & Healthcare products Regulatory Agency (MHRA)
- Removal of invalid reports following further investigation by the MHRA.



h. Type of Reports

Report Type	Number of reports (2017/18)	Percentage of total reports
EYC	1880	61.8
GP systems	687	22.6
Paper	433	14.2
MiDatabank	29	1.0
App	13	0.4

Table 8: Number of reports submitted during 2017-18 from Wales by submission route

4. DISCUSSION OF YELLOW CARD DATA

An increase of 30% was seen in the total number of Yellow Card reports submitted from Wales during 2017-18 (3036) when compared with the previous year (2330).

Five of the seven health boards in Wales had an increase in the number of Yellow Card reports submitted. The highest percentage increase was seen within Cwm Taf University Health Board, where the number of reports rose from 106 in 2016-17 to 267 in 2017-18 (+ 152%). YCC Wales has been working with Cwm Taf University Health Board to support them in being able to provide information relating to the Yellow Card Scheme as part of their “Your Medicines, Your Health Campaign”. YCC Wales has also been working with the Yellow Card Champion based within the Health Board to support initiatives that may increase reporting rates.

The highest number of reports came from General Practitioners (GPs), who contributed 47% (1425) of the total number of reports received for the year. This was an increase of 47% on the previous year. The increase in the number of reports from GPs may be related to the continuation of Yellow Card reporting rates as a National Prescribing (reporting) Indicator in primary care and the integration of Yellow Card reporting into the clinical system support which is used in some practices.

The largest increase was seen in the number of reports submitted by pre-registration pharmacists. An increase of 224% was seen in the number of reports submitted during 2017-18 when compared with 2016-17 (123 in 2017-18, 38 in 2016-17). This is extremely encouraging and YCC Wales is eager to continue building awareness of the Yellow Card Scheme amongst healthcare professionals in the early years of their training and careers.

An increase of 142% was seen in the number of reports submitted by pharmacy assistants when compared with 2016-17.

The number of reports received from Pharmacists rose by 81% compared with the previous year. The majority of reports from Pharmacists originated from GP practice addresses and are therefore likely to have been submitted from those working as practice-based pharmacists. They were invited to the Yellow Card Champion Training Day held in March 2018. Five attended and agree that pharmacovigilance should be part of their role. YCC Wales also presented at the Advanced Practice in GP practice study days in North and South Wales during 2017-18.

The percentage of serious suspected ADR reports submitted within Wales was unchanged when compared with 2016-17. The percentage of serious reports from GPs increased from 26% to 30%. The proportion of fatal reports remained comparatively static.

As in the previous year the highest number of reports concerned patients in the group aged 65-74 years. There has been an increase in the number of reports across all age groups except in the under 2, 2-6 years and 13-17 years age groups.



The most frequently reported suspected medicine was rivaroxaban with 180 reports. Four of the top 10 suspected medicines were on the list of medicines subject to additional monitoring (identified using an inverted black triangle ▼).

The majority (62%) of reports were submitted as electronic Yellow Cards. Only 0.4% were submitted via the app. YCC Wales will continue to advertise the availability of the App more widely.

5. PROMOTIONAL ACTIVITIES

a. Training delivered to healthcare professionals and their respective groups

Audience type	Session type	Duration (hours)	Number of sessions	Total audience numbers	Total hours training
Healthcare Professionals	Conference stand	3	1 (JW/LD)	150	3
Dentists/GPs/Pharmacists	Lecture	1	1 (JW)	40	1
GPs/Practice nurses	Conference stand	2	2 (JW/AA)	170	4
Healthcare Professionals	Conference stand	3	1 (JW)	100	3
Healthcare Professionals	Lecture	1	1 (JW/LH)	100	1
Practice nurses	Lecture	1	2 (JW)	70	2
School nurses	Lecture	0.5	1 (JW)	40	0.5
Pharmacists	Conference stand	3	1 (JW/SC)	230	3
Practice Pharmacists	Lecture	1	2 (CL/BR)	50	2
GP trainees	Lecture	1	2 (CL/SC)	100	2
Hospital Pharmacists/Practice Pharmacists	Lecture	4	1 (JW/RB/PAR/AA)	40	4
Healthcare Professionals	Information stand	7	2 (JW)	120	14
Pre-registration Pharmacists	Lecture	0.5	2 (SA)	40	1
Toxicologists	Lecture	1	1 (PAR)	45	1

Table 9: Training activities delivered to healthcare professionals during 2017-18

b. Training delivered to patients and their respective groups

Audience type	Session type	Duration (hours)	Number of sessions	Total audience numbers	Total hours training
Patient and Public Interest Group	Lecture	1	2 (JW/AT)	40	2
Diabetes UK support group	Lecture	1	2 (JW)	30	2
Members of the Public/Patients	Information stand	7	2 (JW)	60	14

Table 10: Training activities delivered to patients and their respective groups during 2017-18

c. Training delivered to undergraduates

Audience type	Session type	Duration (hours)	Number of sessions	Total audience numbers	Total hours training
Medical students	Lecture	1	3 (RB)	150	3
Dental Students	Lecture	1	1 (AT)	60	1
Medical Students	Lecture	1	1 (AT)	50	1
Medical Students	Tutorial	3	3 (AT)	25	9
Medical and Pharmacy Students	Tutorial	3	1 (AT)	15	3
Pharmacy Students	Discussion	1	1 (JW)	1	1
Medical Students	Workshop	3	1 (PAR)	30	3
BSc Pharmacology/intercalated medical students	Lecture	1	4 (PAR)	24	4

Table 11: Training activities delivered to undergraduates during 2017-18

YCC Wales has continued to support Cardiff University undergraduate students undertaking projects relating to ADR reporting. During 2017-18 a Pharmacy student undertook a project looking at “Spontaneous Reporting of Adverse Drug Reactions: Barriers and Facilitators for Dentists”. The findings and recommendations of this project were presented at the Champion Training Day in March 2018 and will be taken forward by the YCC Wales team.

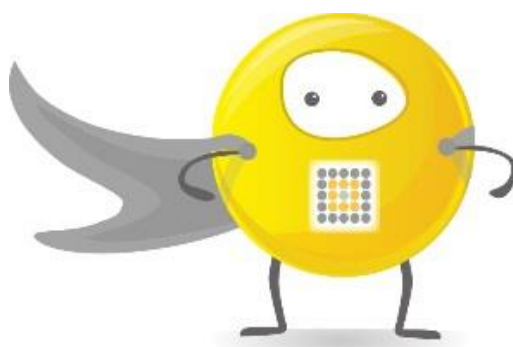
In November 2017, a poster produced by one of YCC Wales’ Yellow Card Champions was submitted to the RPS Wales Medicines Safety conference, where it won first prize.

d. Materials developed for YCS promotion

All training materials were updated and redistributed during 2017-18.

YCC Wales continues to use promotional materials including pens, post-it notes and lanyards at conference events and training sessions.

Posters and stickers incorporating YCC Wales’ new mascot (Yellow Card Charlie) were also developed and used during promotional activities.





6. PUBLICATIONS

Abstracts

L Harper, D Tuthill, A Thomas and J Thompson. Yellow Card? Not For Me Thank You [Abstract]. British Pharmacological Society. 2017. Available at: <http://www.pa2online.org/abstracts/vol13issue3abst320p.pdf>

Posters

Adams A, Thomas AM, Burnett D. Suspected Adverse Drug Reactions (ADRs) in Patients Attending Two Acute Medical Assessment Units (MAUs) [Poster]. Exhibited at UKMi Practice Development Seminar, Birmingham. 2017

Hambridge L. Yellow Card Reporting: A Primary Care Cluster Approach [Poster]. Exhibited at RPS Wales Medicines Safety Conference, Cardiff. 2017

Regional, national and international lectures

Routledge PA. Towards safer prescribing in Wales: a progress report. [Lecture] Clinical Pharmacology Colloquium, Bangor. May 14th 2017

Routledge PA. Towards safer prescribing in Wales: a progress report. [Lecture] AWMSG 15th Anniversary Conference, Cardiff. June 6th 2017

Routledge PA. High risk situations in medication safety. [Lecture] Launch of WHO's Third Global Patient Safety Challenge: Medication Without Harm in the Eastern Mediterranean Region, Muscat, Oman. Sept 17th 2017

Routledge PA. Sentinel events in medication safety. [Lecture] Launch of WHO's Third Global Patient Safety Challenge: Medication Without Harm in the Eastern Mediterranean Region, Muscat, Oman. Sept 17th 2017

Routledge PA. Improving the Safety of Herbal Medicines. [Lecture] "How Can We All Make Drug Treatment Safer?" organised by the West Midlands Academic Health Service Network, Birmingham. Oct 12th 2017

Routledge PA. Pharmacovigilance for herbal and traditional medicines: towards solutions and innovations. [Lecture] International Society of Pharmacovigilance (ISOP) conference, "Pharmacovigilance in the 21st Century – Innovation for Patient Benefit", Liverpool. Oct 17th 2017

Routledge PA. Indicators and methodology for measuring progress and impact of The Challenge. [Lecture] WHO Global Patient Safety Challenge Medication Without Harm: Early global action to support implementation, Geneva, Switzerland. Dec 11th 2017

Lecture slide packs

Routledge PA, Coulson JM. Medication errors. British Pharmacological Society. 2017. Available at: <https://www.bps.ac.uk/about/our-campaigns/clinical-pharmacology-month/grand-rounds-lectures-series>

Routledge PA, Thomas AM. Medicines Regulation and Pharmacovigilance: monitoring for safety. British Pharmacological Society. 2017. Available at: <https://www.bps.ac.uk/about/our-campaigns/clinical-pharmacology-month/grand-rounds-lectures-series>



7. YCC WEBSITE

a. Website updates

The YCC Wales website is incorporated into the All Wales Therapeutics and Toxicology Centre (AWTTC) website.

The site includes:

- Information about the YCC Wales team including contact details
- Information for patients
- Advice for healthcare professionals on reporting ADRs
- Links to external educational resources, YCC Wales publications and annual reports.
- Information on our Champion Scheme.

Information contained on the website is regularly reviewed and updated.

b. Number of website hits

This function has not yet been activated but will hopefully be for future years.

8. RESEARCH AND ONGOING INITIATIVES

8.1 Yellow Card Champion Scheme

In November 2012 the All Wales Chief Pharmacists Committee agreed to the implementation of the Yellow Card Hospital Champion Scheme. Whilst the scheme was initially aimed at recruiting hospital pharmacists and pharmacy technicians as Champions it has now been expanded. Pharmacists working in other sectors of pharmacy e.g. community pharmacy and general practice have been invited to attend our training days. The role specification for the Champion Scheme remains unchanged to when it was first agreed by the All Wales Chief Pharmacist Committee:

- To act as an information resource, provide guidance and to deal with local queries on pharmacovigilance and Yellow Card reporting
- To proactively assist other colleagues in the completion of Yellow Cards as a result of adverse drug reactions
- To provide education and training sessions on pharmacovigilance and Yellow Card reporting to health board hospital staff
- To increase local publicity of the Yellow Card Scheme
- To keep up to date with legislative changes at the MHRA and European Medicines Agency (EMA) and communicate these and other drug safety issues to the relevant parties
- To attend a training session at YCC Wales
- To provide YCC Wales details of all training sessions undertaken.

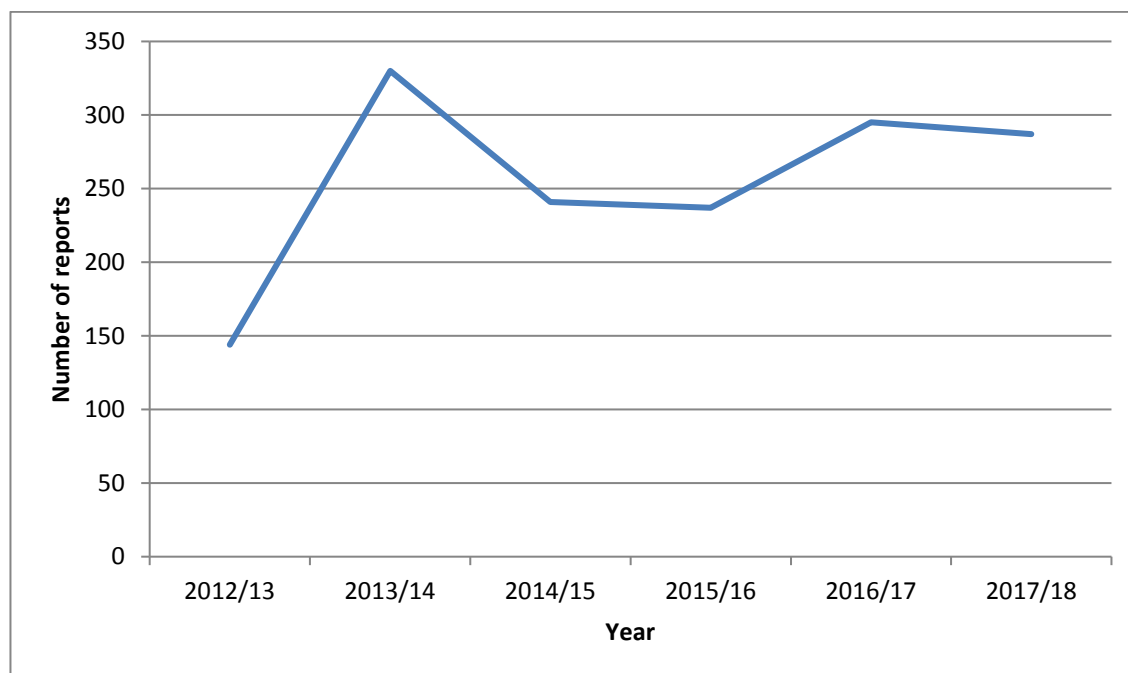


Figure 6: Number of Yellow Card reports submitted by Hospital Pharmacists in Wales over the last five years

Figure 6 shows the number of Yellow Card reports submitted by hospital pharmacists during 2017-18 remained relatively unchanged when compared to the previous year. The aim for the next year will be to further increase the number of reports by hospital pharmacists.

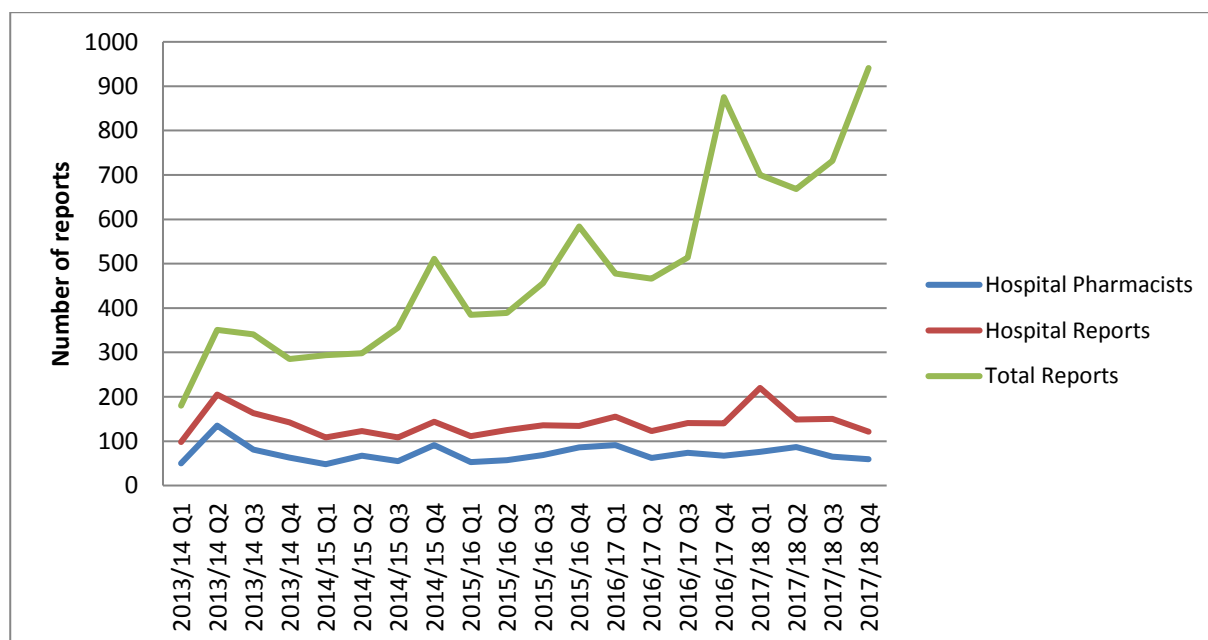


Figure 7: Number of Yellow Card reports submitted by Hospital Pharmacists, Hospital Reporters and all reporters in Wales over the last five years

Figure 7 illustrates that the number of reports from secondary care has not increased to the same extent as from primary care sources over the past four years. The Yellow Card Champions have extended their role over this time to provide education to healthcare professionals working within



primary and secondary care. Over the past three years we have recruited and trained Yellow Card Champions working in community pharmacies and GP practices.

YCC Wales held its fourth Yellow Card Champion Training Day on 13th March 2018. All Hospital Pharmacist Champions were invited. The invite was also extended to pharmacists working within general practice of which five practice pharmacists attended. The day began with a patient relaying her story about a severe suspected adverse drug reaction she had suffered. The programme for the day included sessions on Pharmacovigilance for herbal and traditional medicines, human factors, a nursing perspective to Yellow Card reporting and medication errors, an ideas workshop and an update from the MHRA. A pharmacy student from Cardiff University also presented the results of her project - 'Spontaneous Reporting of Adverse Drug Reactions: Barriers and Facilitators for Dentists'. Excellent feedback was received on the content, organisation and presentation standard of the day. The training day will continue to run annually with the next day scheduled for March 2019.

In July 2017, YCC Wales launched its "*Champions Forum*". This is an electronic forum where Yellow Card Champions can share good practice and offer support to one another. It is also a means for YCC Wales to distribute materials and information about upcoming initiatives. During 2018-19, YCC Wales aims to continue developing and promoting the use of the Forum amongst its Yellow Card Champions.

8.2 National Prescribing Indicator

In 2017-18 YCC Wales worked together with the All Wales Prescribing Advisory Group (AWPAG) on a proposal to include Yellow Card reporting from secondary care healthcare professionals and members of the public as National Prescribing (reporting) Indicators (NPIs). NPIs are developed annually to promote national prescribing, balancing both quality and efficacy. These new indicators were agreed in February 2018 and the following targets for Health Boards will be in place for 2018-19:

- Demonstrate a 20%, or greater, increase from baseline, for Yellow Cards submitted by secondary care,
- Demonstrate a 50%, or greater, increase from baseline, for Yellow Cards submitted by members of the public.

Yellow Card reporting was initially agreed as an NPI for 2015-16 with the following targets set:

- A. Target for GP practices – GPs to submit one Yellow Card per 2,000 practice population.
- B. Target for each health board – submit in excess of one Yellow Card per 2,000 health board population.

The introduction of the NPI coincided with an increase in the number of reports submitted by General Practitioners. The number of reports submitted by other general practice-based staff such as pharmacists and nurses also increased. Therefore, from 2016-17, Target A was changed to reflect this and now states that GP practices are to submit one Yellow Card per 2,000 practice population.

Targets A and B continued as NPIs in Wales in 2017-18 and will remain in place, alongside the new NPIs, for the next financial year.

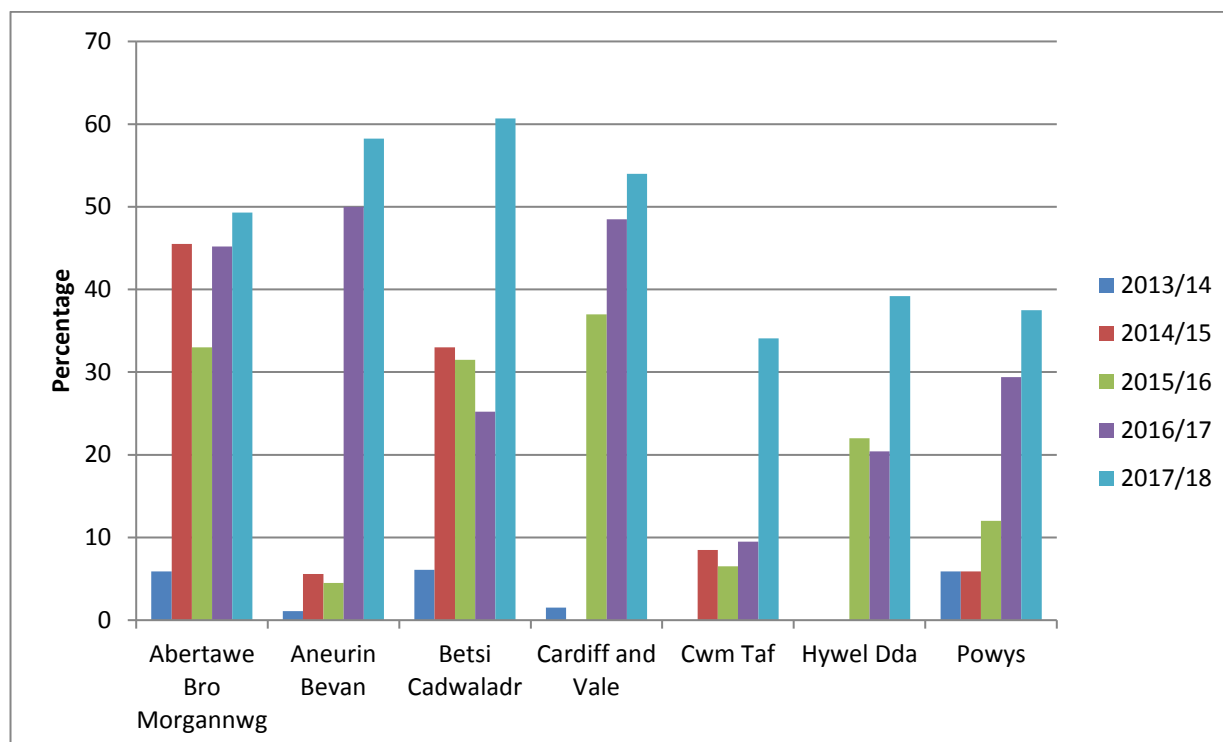


Figure 8: Percentage of practices per Health Board attaining the NPI target over the last five years

Figure 8 shows the percentage of GP practices achieving Target A has increased each year since the NPI has been in place. For the third year running all health boards in Wales have practices achieving the target. The largest change was within Betsi Cadwaladr UHB where the percentage of practices attaining the NPI target increased from 25% in 2016-17 to 61% in 2017-18. The second largest increase was in Cwm Taf UHB where there was an increase from 10% in 2016-17 to 34% in 2017-18.

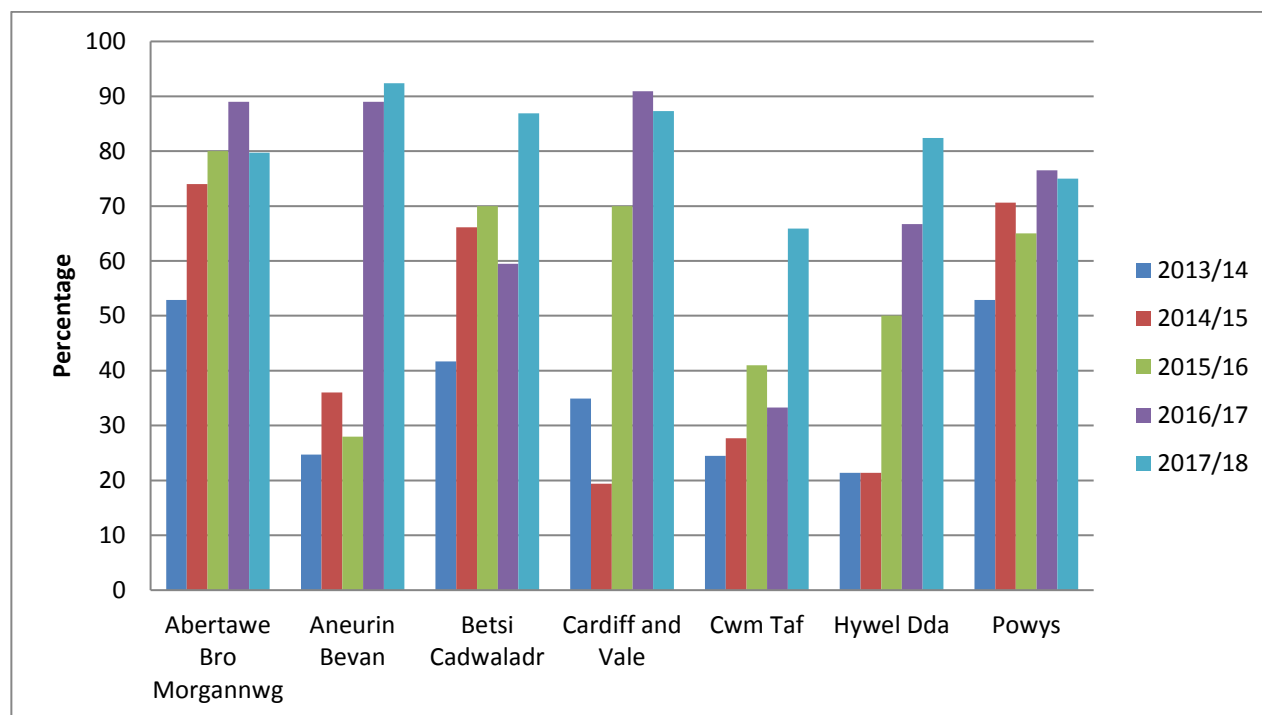


Figure 9: Percentage of GP practices in each Health Board submitting a Yellow Card

Figure 9 shows the percentage of GP practices who have submitted at least one Yellow Card. Practice level data is cascaded to individual health boards on a quarterly basis and can be used to target those practices who have not submitted a Yellow Card and offer additional training and support. YCC Wales continues to work with local Yellow Card Champions to offer this support throughout Wales.

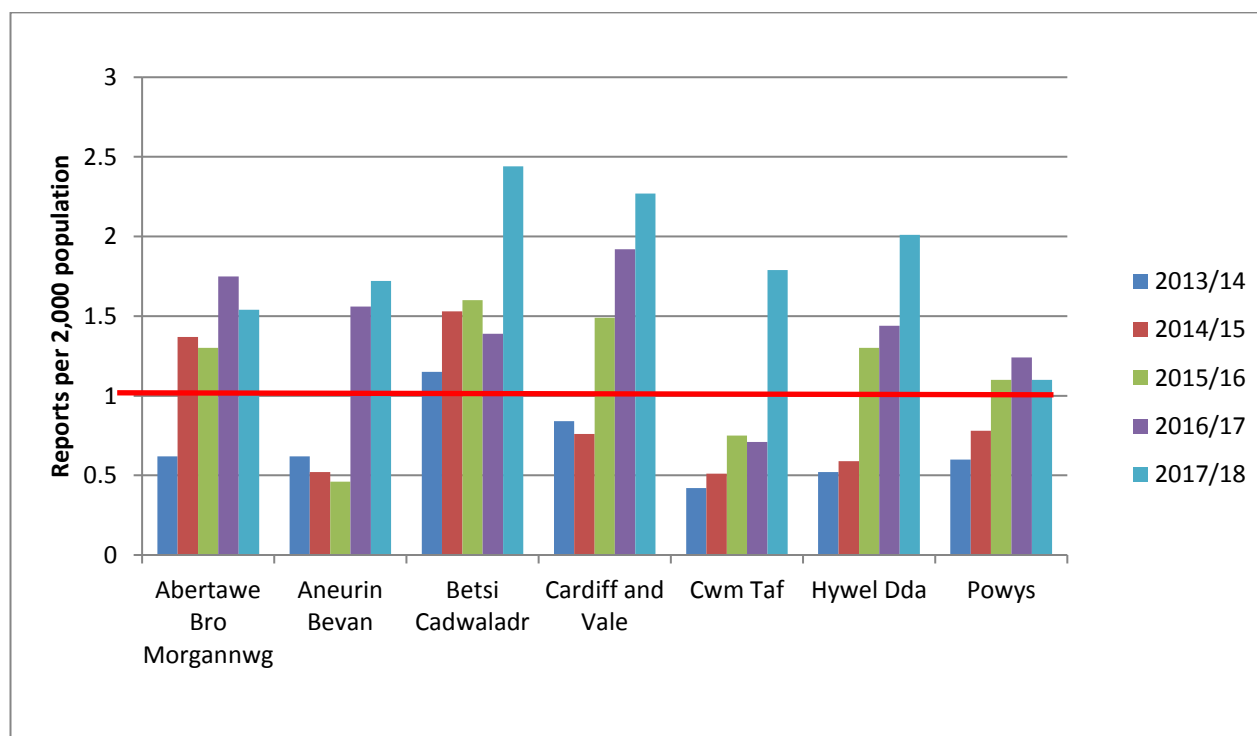


Figure 10: Number of Yellow Card reports per 2,000 patient population submitted per Health Board



Figure 10 shows the performance of each health board against Target B: Target for each Health Board – submit in excess of one Yellow Card per 2,000 Health Board population. An increase was seen in reporting rates in five of the seven Health Boards in Wales. For the first time since the introduction of this NPI all Health Boards in Wales achieved this target in 2017-18.

The NPIs within primary care have been positively associated with increased numbers of Yellow Card reports submitted from this healthcare sector in Wales. It is hoped that the newly agreed secondary care and member of the public NPIs will have a similar effect amongst their respective reporter groups.

8.3 Social Media

YCC Wales launched its Twitter account in August 2016. Posts are regularly published to encourage Yellow Card reporting amongst healthcare professionals and members of the public. In order to increase awareness of the Yellow Card Scheme and encourage Yellow Card reporting amongst members of the public and healthcare professionals, YCC Wales produced a number of social media campaigns.

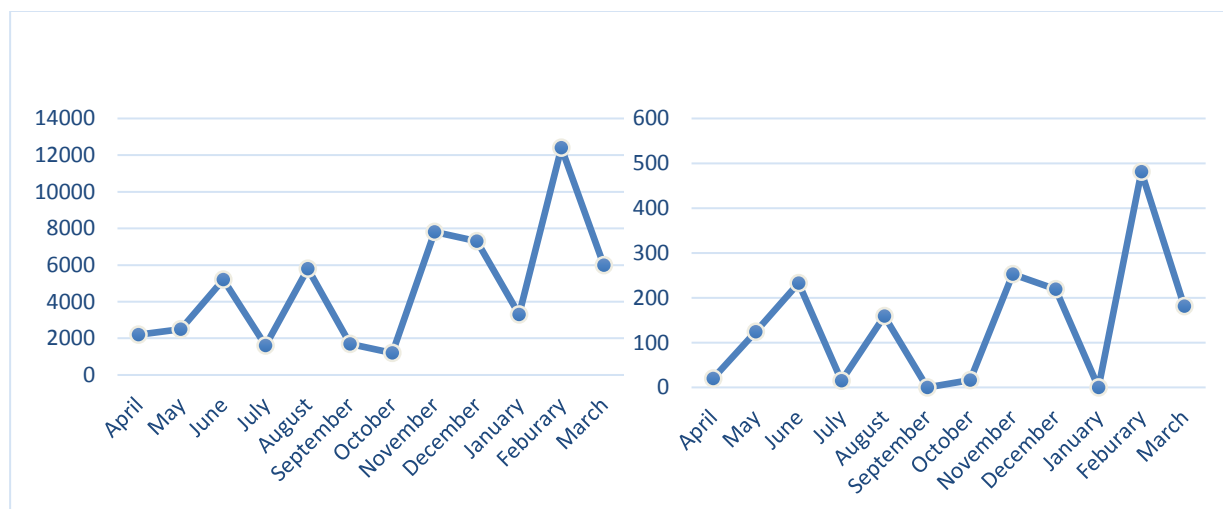


Figure 11: Number of monthly Twitter Impressions during 2017/18

Figure 12: Number of monthly Twitter Engagements during 2017/18

Figures 11 and 12 illustrate the peak numbers of Twitter impressions and post engagements achieved between November-December 2017 and February-March 2018. These coincided with the 2nd European Union-wide adverse drug reaction (ADR) awareness week held in November 2017, a social media campaign produced by YCC Wales in December 2017, the local ADR reporting drive in February 2018 and the YCC Wales Champion Training Day held in March 2018. During these periods YCC Wales were very active on Twitter. To date YCC Wales have 139 followers. It is hoped that this number will increase further over the next year.

In June 2017 YCC Wales expanded its social media presence by launching a YCC Wales Facebook page in an effort to spread the word wider about the Yellow Card scheme and the importance of reporting ADRs. The current page following is 63. YCC Wales are hopeful that the following will increase over the next financial year.

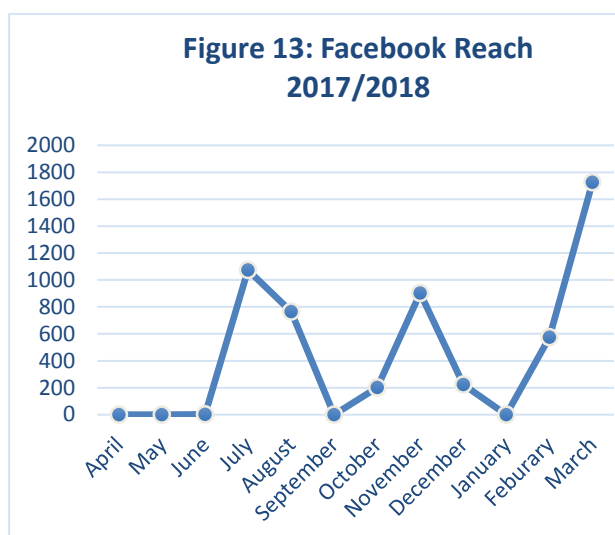


Figure 13: Monthly Facebook reach during 2017/18

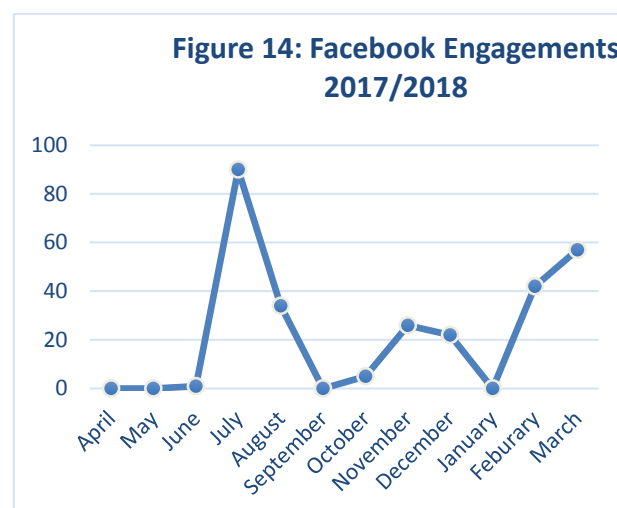


Figure 14: Number of monthly Facebook Engagements during 2017/18

As can be seen in figures 13 and 14 peaks of reach and engagements once again corresponded with social media campaigns and the YCC Wales Champion training day.

8.4 Yellow Card Supporter Pledge

During 2017-18 YCC Wales, with input from the MHRA, developed a Yellow Card Supporter Pledge. The pledge was developed to provide information about the Yellow Card Scheme and invite members of the public and healthcare professionals to make a pledge to making medicines safer. A paper version of the pledge was used during YCC Wales' ADR reporting drive held in February. Over the course of two days, where YCC Wales had information stands at two hospital sites (1 day at each site) 57 members of the public and 115 healthcare professionals made their pledges. During 2018-19 YCC Wales will continue to develop this into an electronic format which can be shared more widely.

9. CONCLUSIONS

The year 2017/18 has seen a further rise in the number of Yellow Card reports submitted from Wales. The continuation and expansion of the Yellow Card Champion Scheme and maintenance of the National Prescribing (reporting) Indicator once again was associated with an increase in reporting rates.

Our strategy for 2018-19 will be to:

- Increase awareness of the Yellow Card Scheme and reporting rates amongst members of the public through patient centred initiatives e.g. via the HealthWise Wales project
- Raise awareness of the new National Prescribing (reporting) Indicator coming in to place in April 2018, amongst secondary care organisations and provide appropriate support.



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