**Only Order What You Need (OOWYN)**

**Communications toolkit**

**About the campaign**

Around 1.4 million medicine items are wasted unnecessarily in Gloucestershire each year. This has an impact on patient safety, drug supply/chains, staff time and environmental pollution/carbon emissions.

The NHS in Gloucestershire is urging people not to stockpile medicines and “Only Order What You Need” to reduce waste.

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**How you can help spread the word**​

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* Download social media assets/digital screen images and via the extranet and share on your own social media channels/newsletters with the suggested copy.
* Some of the messages can be used with several of the assets, please feel free to use your own judgement.
* Please feel free to contact [emma.simpson7@nhs.net](mailto:emma.simpson7@nhs.net) or [sophie.hopkins1@nhs.net](mailto:sophie.hopkins1@nhs.net) if you identify any additional information which you feel would be useful to include in this toolkit and we will do our best to accommodate.

**Social media**​

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**Twitter/Insta/Facebook/LinkedIn – suggested posts**

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| **COPY** | **ASSET** |
|  |  |
| Did you know that around 1.4m medicine items are wasted unnecessarily in Gloucestershire each year? We need your help to reduce this. If you have a repeat prescription - only order what you need and don’t stockpile #OnlyOrderWhatYouNeed | Glos disposes motion graphic  A green trash can full of pills  Description automatically generated  Photo animation C  A group of pills and bottles  Description automatically generated |
| Unused medicines go out of date and might not work as they should. Only order the items you need and don’t stockpile #OnlyOrderWhatYouNeed | Campaign Overview GIF  A hand holding a pill  Description automatically generated  Key messages GIF  A screen shot of a prescription  Description automatically generated |
| Stockpiling medicines worsens drug shortages. Please Only Order What You Need #OnlyOrderWhatYouNeed | Key messages motion graphic  A prescription form with writing on it  Description automatically generated  Photo Animation C  A group of pills and bottles  Description automatically generated |
| When you dispose of medicines properly, by handing them in to your pharmacy, you are helping to make sure that waste medicines do not pollute our rivers and seas #OnlyOrderWhatYouNeed | Safe disposal GIF  A grey trash can with pills in it  Description automatically generated |
| Medicines are only prescribed for you, and it is not safe to share prescribed medicines with anyone else #OnlyOrderWhatYouNeed | Photo animation B  A close-up of hands holding a bottle  Description automatically generated |
| Stockpiles of medicines kept at home can be dangerous for children and pets #OnlyOrderWhatYouNeed | Photo Animation D or E  A white cat sitting on a ledge  Description automatically generated  A child drinking from a bottle  Description automatically generated |
| Only ordering what you need means that you are helping the environment as once medicines have left the pharmacy, they cannot be recycled or used by anyone else #OnlyOrderWhatYouNeed | Campaign overview motion graphic  A green container full of pills  Description automatically generated |
| It’s quick and easy to order your repeat prescriptions using the NHS app. Download the app today #OrderWhatYouNeed | Key messages motion graphic  **A prescription form with writing on it  Description automatically generated** |
| If you have enough medicine at home, there’s no need to order now – you can request more in future #OnlyOrderWhatYouNeed | Photo animation A  A person carrying a child on her back  Description automatically generated |