

## **Exploring and increasing public knowledge on adverse reaction reporting across Wales.**

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### **Background**

Yellow Card reporting of spontaneous adverse drug reactions (ADRs) is an important method to identify rare adverse drug reactions to a drug that may not have been identified prior to marketing. Since 2008 the Medicines & Healthcare products Regulatory Agency (MHRA) has accepted Yellow Card reports from patients and the public and developed patient information to improve public understanding of the Yellow Card scheme. This project aimed to use the HWW platform to assess the effectiveness of a patient information video.

### **Methods**

HealthWise Wales (HWW) has an online membership of over 35,000 members of the Welsh public who volunteer to answer questions on health topics. In order to assess the Welsh public's understanding of the Yellow Card scheme an audit was developed. As part of the audit intervention, HWW participants were asked to complete a questionnaire about the Yellow Card reporting scheme to assess their current awareness of the scheme, watch the patient video and subsequently asked to complete another questionnaire.

### **Findings**

1,606 participants completed this study. Just under half of respondents had experienced an ADR. Greater than 90% of most recent ADRs involved a prescribed medication. The most frequently reported response to experiencing an ADR was to stop taking the medication. Only 18% of respondents knew how to report an ADR via the Yellow Card scheme and of these, 35% were health care professionals or from professions allied to health. Across all age groups the most popular way of reporting ADRs using a Yellow Card was via the internet. After watching the video, 99% participants reported knowing what an ADR is, 71% reported knowing how to report an ADR using a Yellow Card and 82% reported being confident to report an ADR. Most respondents liked the style of the video, found it informative and said it encouraged them to consider reporting an ADR, while 23% thought it could be improved. Over half of the respondents said they were likely or very likely to seek more information on the MHRA website.

### **Conclusion**

This study demonstrates that the current awareness of reporting ADRs using the Yellow Card scheme amongst members of HealthWise Wales was less than 20%. The benefit of a patient information video in increasing the public's awareness of Yellow Card reporting has been demonstrated to increase the awareness to 84.5%. If shown to all members of the public in Wales as a public health broadcast, potentially 1.65 million members of the public would be made aware of the Yellow Card scheme and this would further improve reporting of ADRs in Wales.

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