Press Release

DATE: 9 July 2025

**NHS launches ‘Think Twice, Order Right’ campaign to reduce medicines waste and protect patient safety**

NHS Shropshire, Telford and Wrekin has today launched a new campaign — ‘Think Twice, Order Right’ — to help reduce the estimated £2.6 million worth of medicines wasted unnecessarily across the area every year. Almost 40% of this waste could be avoided – and everyone can play a part in changing that.

£2.6 million is equivalent to 61,900 GP appointments, 179 hip replacement operations, or over 98,000 working hours of a Community Pharmacist.

The campaign urges people to check what medicines they already have at home before ordering their repeat prescriptions, and to only request what they genuinely need. By doing so, we can prevent medicine shortages, reduce risks at home, and minimise environmental harm.

**Minesh Parbat, Chief Pharmacist for NHS Shropshire, Telford and Wrekin,** said:

“*We’re launching* ***‘Think Twice, Order Right’*** *because we need your help to reduce medicine waste,* *support safe patient care, and safeguard NHS resources.*

*“Small actions, like checking your medicines before ordering, can have a significant impact. Ordering unnecessary medicines can contribute to shortages, create risks at home — especially for children and pets — and once medicines have left the pharmacy, they can’t be reused or recycled.*

*“Thank you to everyone who is already taking these steps to help their community and NHS.”*

**Dr Lorna Clarson, GP and Chief Medical Officer for NHS Shropshire, Telford and Wrekin** added:

*“Patients often don’t realise that by ordering medicines they don’t need right now can have a real impact — from creating avoidable shortages to putting extra strain on NHS resources.*

*“The small step of checking what’s in your cupboard before ordering makes a big difference. It helps us focus NHS time and funding on supporting patients who truly need care, and ensures medicines are used safely and effectively.”*

The campaign asks people to:

* Check their current medicines before requesting more
* Only request what medicines they need, even if it appears on their repeat list
* Speak to their pharmacy team if they are unsure or need help

By ‘*Thinking Twice and Ordering Right*’, patients will be helping to protect NHS resources, keep medicines available for those who need them, and prevent unnecessary environmental harm.

Any unused or expired medicines can be returned to local pharmacies for safe disposal.

**Find out more about our medicines waste campaign, ‘Think Twice, Order Right’, at: ThinkTwiceOrderRight.co.uk**

**ENDS​**

For more information, please contact:  
Harriet Hopkins  
Communications and Engagement Lead

NHS Shropshire, Telford and Wrekin   
E-mail: [harriet.hopkins@nhs.net](mailto:harriet.hopkins@nhs.net)

**Note to editors:**

**NHS Shropshire, Telford and Wrekin** was created on 1 July 2022.

We are responsible for planning and buying a wide range of health and care services for the whole of the county.

We are part of Shropshire Telford and Wrekin Integrated Care System. This means we work closely with our partner organisations across the county, including the two local authorities, the 51 GP practices, the hospitals, and the voluntary and community sector, to plan and deliver joined up health and care services.

Working closely together, in a more joined-up way, means we can have closer links to our communities so we can develop more personalised local services which will improve the lives of our residents and reduce inequalities.

To find out more visit: [www.shropshiretelfordandwrekin.nhs.uk](http://www.shropshiretelfordandwrekin.nhs.uk)