



**Integrated
Care System**
Shropshire, Telford and Wrekin



**Shropshire, Telford
and Wrekin**

‘Think Twice, Order Right’ Campaign – an overview

22 July 2025

The issue

Medicine waste costs the NHS around **£300 million** every year across England.

Local Impact

- In Shropshire, Telford and Wrekin, medicine waste costs an estimated **£2.6 million** per year. This is equivalent to:

- ✓ **61,900 GP appointments**
- ✓ **179 hip replacement operations**
- ✓ **Over 98,000 working hours of a Community Pharmacist**

! Up to **40%** of this could be prevented.

! **Why This Matters:** negative repercussions for patient safety, drug supply chains, staff time and environmental pollution/carbon emissions.

👉 Evidence suggests that patients order everything on their repeat prescription, which is adding to medicine waste.



Campaign objectives

Our Aim:

To raise awareness of medicine waste and empower patients to make informed, responsible choices about their repeat prescriptions – with the ultimate goal of reducing unnecessary orders.

Campaign Objectives

1. Raise Awareness

- ◆ Highlight the real cost of medicine waste – to the NHS, the environment, and patient safety
- ◆ Help people understand the hidden impact of over-ordering

2. Encourage Responsibility

- ◆ Motivate patients to ‘think twice’ before reordering medicines
- ◆ Reinforce that it’s OK not to order items they don’t need

3. Empower Informed Decisions

- ◆ Provide simple, accessible advice on how and when to order
- ◆ Promote conversations between patients and healthcare staff

4. Inspire Behaviour Change

- ◆ Encourage small, meaningful actions that collectively reduce waste
- ◆ Create a sense of shared responsibility for protecting NHS resources

Ultimate Outcome:

Fewer unnecessary prescriptions – leading to less waste, safer care, and more sustainable use of NHS resources.

New 'Think Twice, Order Right' campaign launched

- We have launched a system-wide campaign called '**Think Twice, Order Right**' which aims to reduce the £2.6 million worth of medicine waste across Shropshire, Telford and Wrekin.
- The campaign urges people to:
 - **Think Twice:** Before ordering medicines check the amount you have and whether it is in date. Only reorder medications when you have around 7 to 10 days left.
 - **Order Right:** Only request the medicines you need. Unused medicines can negatively impact the environment if thrown away. Return any unused or expired medicines to local pharmacies for safe disposal.
 - **Double-check at the pharmacy:** Before leaving the pharmacy premises (building), check your bag and hand back any unwanted medicines for reuse.
 - **Speak to their pharmacy team** if they are unsure or need help.



The poster features the NHS logo and 'Shropshire, Telford and Wrekin' at the top right. It includes a checkbox for 'Repeat prescriptions?' with a checkmark. The main title 'THINK TWICE ORDER RIGHT' is in a green box. Below it, the text 'Only request the medicines you need' is displayed. On the left is an illustration of a green and white 'Prescription' bag with an NHS cross logo. On the right, a list of three bullet points provides instructions. At the bottom left is the website 'ThinkTwiceOrderRight.co.uk' and a QR code. At the bottom right is a pile of various pills and capsules.

NHS
Shropshire, Telford
and Wrekin

Repeat prescriptions? ☒

**THINK TWICE
ORDER RIGHT**

Only request the medicines you need

Prescription

- In Shropshire, Telford and Wrekin **£2.6 million** of medicines are wasted unnecessarily per year.
- Check your current medicines before requesting more. Only order what you need.
- Speak to your pharmacy team if you are unsure or need help.

ThinkTwiceOrderRight.co.uk



New 'Think Twice, Order Right' campaign launched

By doing this, you're not just helping the NHS — you're also helping to:

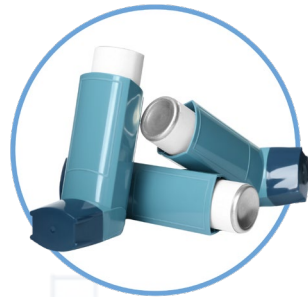


Stay well

When you take only the medicines you need:

- You avoid using **out-of-date medicines** that may no longer work properly
- You help prevent **stockpiling**, which can worsen drug shortages and affect others

Ordering wisely keeps you — and others — well cared for.



Stay safe

Keeping excess medicines at home can be dangerous:

- They can fall into the wrong hands, especially children or pets
- They're prescribed just for **you**, and it's never safe to share them with others

Only keeping what you need helps protect those around you.



Stay green

Medicine waste harms the environment too:

- Disposing of medicines in the bin or down the drain can pollute rivers and seas
- By **requesting only what you need**, you reduce waste from the start
- If you return unused medicines to your pharmacy, they can be disposed of safely. Also, *before leaving the pharmacy building check your pharmacy bag and return any items you don't need.*

Every medicine you don't waste helps protect the planet.



Campaign execution

- **Media launch** – print, online and radio interviews.
- **Letters, labels and a campaign script** for staff posted to all 81 pharmacies and 17 dispensing pharmacies across STW patch.
- **Posters and leaflets** – sent to all pharmacies, general practice, acute hospitals, MIUs, virtual ward staff, Redwoods and RJAH.
- **Digital platforms** – dedicated ICB landing page, social media (for Facebook, X, Instagram, LinkedIn), assets for digital screens in pharmacy and GP practice.
- **Radio advertising** – radio adverts on Bauer Digital Audio stations such as Kiss, Hits radio, Absolute radio and Magic etc.
- **Newsletter copy and adverts.**
- **Campaign toolkit** shared with General Practice, Pharmacies, system comms colleagues and partners:
<https://www.shropshiretelfordandwrekin.nhs.uk/get-involved/campaigns-and-toolkits/think-twice-order-right-campaign-toolkit/>



New campaign website: www.ThinkTwiceOrderRight.co.uk

[Think Twice,
Order Right -
NHS
Shropshire,
Telford and
Wrekin](http://www.ThinkTwiceOrderRight.co.uk)

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Repeat prescriptions? ☒

**THINK TWICE
ORDER RIGHT**

Only request the medicines you need

Think Twice, Order Right

Only request the medicines you need

Did you know that approximately 12.8 million worth of medicine items are wasted unnecessarily in Shropshire, Telford and Wrekin each year?

We need your help to reduce this waste. The new campaign launched by NHS Shropshire, Telford and Wrekin is asking residents to 'Think Twice, Order Right' before requesting repeat prescriptions. By checking what medicines you have at home and only requesting what you need, you will help protect NHS resources, keep medicines available for those that need them, and prevent unnecessary environmental harm.

How you can help

- **Check first** Before ordering medicines, check the amount you have and whether it is in date. Only reorder medications when you have around 7 to 10 days left. Only request the medicines you need.
- **Think safety** Unused medicines can negatively impact the environment if broken away. Return any unused or expired medicines to local pharmacies for safe disposal.
- **Double check at the pharmacy** Before leaving the pharmacy premises (building), check your bag and hand back any unwanted medicines for reuse.

By following these steps, you can help reduce medicine waste and ensure resources are used effectively.

Why is this important?

Only well
More info
More green

Your medicines and hospital care

- Keep a list of your medicines, dosages, and how you take them in your wallet or phone.
- If you're going into hospital, take your current supply of medicines with you so staff know exactly what you're taking – this can speed up your treatment and reduce duplication.
- Before discharge, ask if any changes have been made to your medication. Make sure you leave with the correct medicines and understand any updates.

Reduce waste with a conversation

- Let your pharmacy team know if you've stopped taking any of your medicines or if they're no longer right for you. It's not a problem, and in fact, helps them give you the best care.
- Unused or out-of-date medicines can be returned to your pharmacy for safe disposal.

If you have any questions or want to know more about reducing medicines waste, contact: shw.patient.services@nhs.net

Thank you for helping reduce medicines waste and protecting the environment in your community.

Repeat prescriptions? ☒

**THINK TWICE
ORDER RIGHT**

Prescription

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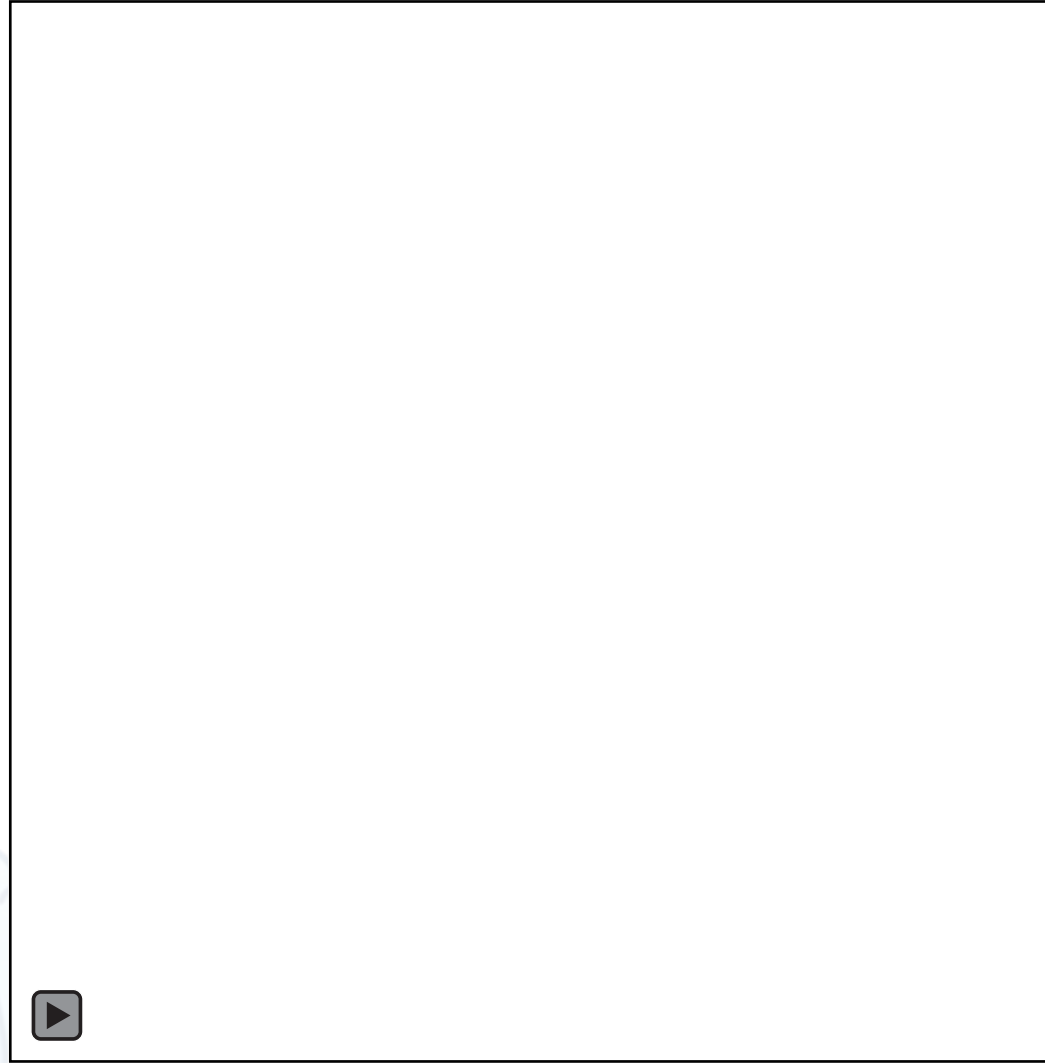
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NHS Shropshire, Telford and Wrekin
Email: shw.patient.services@nhs.net

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Campaign Radio Advert



How you can help

- Think Twice, Order Right!
- Visit our campaign website to find out more: ThinkTwiceOrderRight.co.uk
- Talk to your friends and family, tell them about medicines waste and what they can do to help.
- Reshare our posts on social media and help amplify our message

Thank you for your support!!





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**Thank you, any
questions?**