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| --- | --- |
| **Image** | **Copy** |
| A yellow background with colorful pills  AI-generated content may be incorrect. | **Think Twice, Order Right**  **Only request the medicines you need.**  ✅ Check what you already have ✅ Don’t stockpile ✅ Help reduce medicines waste in Shropshire, Telford and Wrekin 💬 Speak to your pharmacy team if you’re unsure  **To find out more, visit:** [ThinkTwiceOrderRight.co.uk](http://www.ThinkTwiceOrderRight.co.uk)  #ThinkTwiceOrderRight #MedicinesWaste #NHSSTW |
| A bag with asthma inhalers and a few inhalers  AI-generated content may be incorrect. | **Think Twice, Order Right**  **Only request the medicines you need.**  ✅ It’s safer. 🌍 It’s greener. 🧾 It’s still there for next time. 📞 Talk to your pharmacy team if you’re unsure. **To find out more, visit:** [ThinkTwiceOrderRight.co.uk](http://www.ThinkTwiceOrderRight.co.uk)  #ThinkTwiceOrderRight #MedicinesWaste #NHSSTW |
|  | A huge amount of medicines are wasted unnecessarily in Shropshire, Telford and Wrekin each year. We need your help to reduce this. Find out why it’s important to [**#ThinkTwiceOrder**](https://x.com/hashtag/OnlyOrderWhatYouNeed?src=hashtag_click)**Right**  **To find out more, visit:** [ThinkTwiceOrderRight.co.uk](http://www.ThinkTwiceOrderRight.co.uk) |
| A paper bag with a green cross next to a pile of pills  AI-generated content may be incorrect. | Did you know that **2.6 million medicine** items are wasted in Shropshire, Telford and Wrekin each year – many are from repeat prescriptions that weren’t actually needed?  Let’s work together to reduce waste and protect your NHS  **To find out more, visit:** [ThinkTwiceOrderRight.co.uk](http://www.ThinkTwiceOrderRight.co.uk)  #ThinkTwiceOrderRight |
| A green and white package with white tubes and tubes of cream  AI-generated content may be incorrect. | NHS medicine waste costs Shropshire, Telford and Wrekin £2.6 million a year! Check your medicines 7–10 days before your prescription is due and ‘Think Twice, Order right’ and only request the medicines you need — you can always get more later. Let’s reduce waste and help the NHS.  **To find out more, visit:** [ThinkTwiceOrderRight.co.uk](http://www.ThinkTwiceOrderRight.co.uk)  #ThinkTwiceOrderRight |
|  | **Time to pick up your prescription?** #ThinkTwiceOrderRight, and check your prescription bag before leaving the pharmacy to make sure that there’s nothing extra in there. If you return an item before you leave the pharmacy, the medicines can be reused.  To find out more, visit: [ThinkTwiceOrderRight.co.uk](http://www.ThinkTwiceOrderRight.co.uk) |
|  | In Shropshire, Telford and Wrekin £2.6 million of medicines are wasted unnecessary per year.  This is equivalent to 61,900 GP appointments.  Let’s work together to reduce waste and protect your NHS. Think Twice, Order Right.  **To find out more, visit:** [ThinkTwiceOrderRight.co.uk](http://www.ThinkTwiceOrderRight.co.uk)  #ThinkTwiceOrderRight |
|  | In Shropshire, Telford and Wrekin £2.6 million of medicines are wasted unnecessary per year.  This is equivalent to 179 hip replacement operations.  Only request the medicines you need — you can always get more later.  **To find out more, visit:** [ThinkTwiceOrderRight.co.uk](http://www.ThinkTwiceOrderRight.co.uk)  #ThinkTwiceOrderRight |
|  | In Shropshire, Telford and Wrekin £2.6 million of medicines are wasted unnecessary per year.  This is equivalent to over 98,000 working hours of a Community Pharmacist.  Let’s work together to reduce waste and protect your NHS. Think Twice, Order Right.  **To find out more, visit:** [ThinkTwiceOrderRight.co.uk](http://www.ThinkTwiceOrderRight.co.uk)  #ThinkTwiceOrderRight |

**Secondary messages: Environmental**

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| **Image** | **Copy** |
| A sink with medicine bottles on it  AI-generated content may be incorrect. | Don't put unused medicines down the sink, toilet or in your household waste.  Your pharmacist can safely dispose of unused and expired medicines. Stay green and request the medicines you need.  👉[ThinkTwiceOrderRight.co.uk](http://www.ThinkTwiceOrderRight.co.uk)  #ThinkTwiceOrderRight #MedicinesWaste #NHSSTW |
| A toilet with pills falling into the toilet  AI-generated content may be incorrect. | Don't put unused medicines down the sink, toilet or in your household waste.  Your pharmacist can safely dispose of unused and expired medicines. Stay green and request the medicines you need.  👉 [ThinkTwiceOrderRight.co.uk](http://www.ThinkTwiceOrderRight.co.uk)  #ThinkTwiceOrderRight #MedicinesWaste #NHSSTW |
| A green trash can with a blue lid and a blue background  AI-generated content may be incorrect. | Don't put unused medicines down the sink, toilet or in your household waste.  Your pharmacist can safely dispose of unused and expired medicines. Stay green and request the medicines you need.  **To find out more, visit:**[ThinkTwiceOrderRight.co.uk](http://www.ThinkTwiceOrderRight.co.uk)  #ThinkTwiceOrderRight #MedicinesWaste #NHSSTW |

**Secondary messages: Safety**

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| **Image** | **Copy** |
|  | Help your family [#StaySafe](https://x.com/hashtag/StaySafe?src=hashtag_click) – don’t stockpile unnecessary amounts of medicines at home where they could be found by children. [**#ThinkTwiceOrderRight**](https://x.com/hashtag/OnlyOrderWhatYouNeed?src=hashtag_click) and return any unused items to your pharmacy for safe disposal.  👉 [ThinkTwiceOrderRight.co.uk](http://www.ThinkTwiceOrderRight.co.uk) |