

Upcoming Launch of SafeMedicationUse.ca and How You Can Help Engage Consumers

Recognizing that consumers can play an active role in preventing harm from medication use, ISMP Canada has worked with Patients for Patient Safety Canada and other consumer and healthcare groups to launch a new website, www.SafeMedicationUse.ca. The website will expand the role of consumers in the Canadian Medication Incident Reporting and Prevention System (CMIRPS), and support a proactive consumer role in medication safety.

Targeted educational materials on safe use of medication, as well as a consumer-friendly electronic medication incident reporting program are provided on the new website. We have already received informative and valuable incident reports through SafeMedicationUse.ca. Our most recent newsletter (available from www.safemedicationuse.ca/newsletter/) provides an example of how learning from a consumer was incorporated into a message designed to help Canadians improve the safety of their care. The newsletter, prepared in response to a report that described a patient receiving another patient's medication (oxycodone), provides tips for patients and their families on ways they can help prevent "wrong person" medication errors.

The SafeMedicationUse.ca website also provides links to medication-safety related information in Canada, such as Health Canada Advisories, and provides links to the growing number of organizations working in collaboration for enhanced safety in our healthcare system.

ISMP Canada together with Patients for Patient Safety Canada will formally launch the program and website on June 9, 2010 at the Westin Harbour Castle in Toronto.

How You Can Help Engage Consumers

We are seeking the support of all stakeholders who believe in the importance of involving consumers in healthcare quality and safety initiatives. We hope that you will consider:

- Contacting the appropriate individuals within your organization to request that a link to www.SafeMedicationUse.ca be added to your website
- Visiting our site and providing us with your feedback and suggestions by completing our survey
- Telling your family and friends about SafeMedicationUse.ca

We look forward to hearing from you. If you have any questions or comments about the program, please contact us at cmirps@ismp-canada.org.