

#MedSafetyWeek

Campaign guide 2023

This guide is meant for those **leading
#MedSafetyWeek** communications
in your organisation.

Campaign materials are embargoed
until 00.01 on 6 November 2023.

Exceptions: banners & materials for teaser posts

What is this guide?

A **campaign plan** (accessible [here](#)) was circulated in March. Please refer to it for background and objectives.

This campaign guide is meant to help you execute the plan and make the best use of the assets we developed for you.

Feel free to **adapt our suggestions** to meet your local circumstances and resources, using the messages and assets that will work best in your country.

The campaign package includes...

- A template **press release**
- A **social media plan** and **guide to paid promotion**
- A copy of the online **evaluation survey**
- **Graphic materials**, including images for social media, web, and e-mail, plus poster and flyer templates
- **Editable illustrations** of the animation characters and a **visual guide** to help you produce your own graphics, if desired

Access the campaign package [here](#)

Preparation

External communication

Send **press release** to key journalists, embargoed until 00.01 on 6 November 2023

PressRelease.docx in campaign package

Add **email banner** to your signature and link it to [campaign website](#)

Graphics > EmailBanner.png in campaign package

Upload **social media banners** to your channels' landing pages by Thursday, 2 November

Graphics > Social-Media-Banners folder in campaign package

Internal communication

Share assets with staff and ask them to support the campaign by doing one or more of the following:

- Add **email banner** to their signature
- Upload **social media banners** on their private channels
- Share your **organisation's posts**

Social media strategy

For post suggestions, content calendar, hashtags, and other tips

See ***SocialMediaPlan.docx*** in campaign package

You may tweak the posts to fit your local circumstances or preferences, but **always include the #MedSafetyWeek hashtag** so we can monitor our reach.

Paid promotion

For tutorials on boosting posts and creating ads

See ***PaidPromotionGuide.pdf*** in campaign package

Paid promotion will drive your content to users' social feeds and **we highly recommend you try it**, if you can allocate resources to it.

Assets

Animations

Custom versions with **text in your local language(s)** and **your agency's logo(s)** will be delivered separately.

If you need to give your stakeholders a preview, show them the template English animations [here](#).

Do not share the link publicly – animations are embargoed until 00.01 on 6 November.



Film 1 [Beach]



Film 2 [Insomnia]

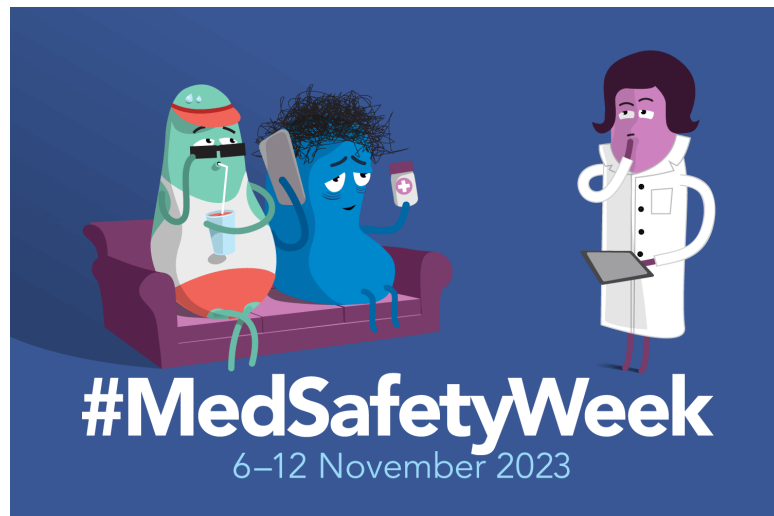


Film 3 [Lovers]

Banners

Banners are available in different formats and **labelled with the name of the social media platform they're intended for** (Facebook, LinkedIn, Twitter). Please make sure you pick the right format for your platform.

Web and email banners are also available. Please add the email banner to your signature and link it to the [campaign website](#) or to a relevant page on your own website.



Social media cards

There are a few different social media cards to complement the animations, including cards for carousels and Instagram stories (**Graphics > Social-Media-Cards**).

If English is not your official language, use the corresponding **blank cards** to add your own translations.

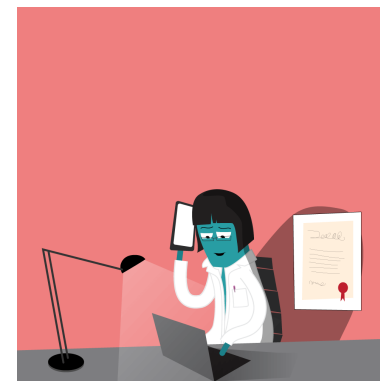
Please **refer to the social media plan** for details.



Teaser card

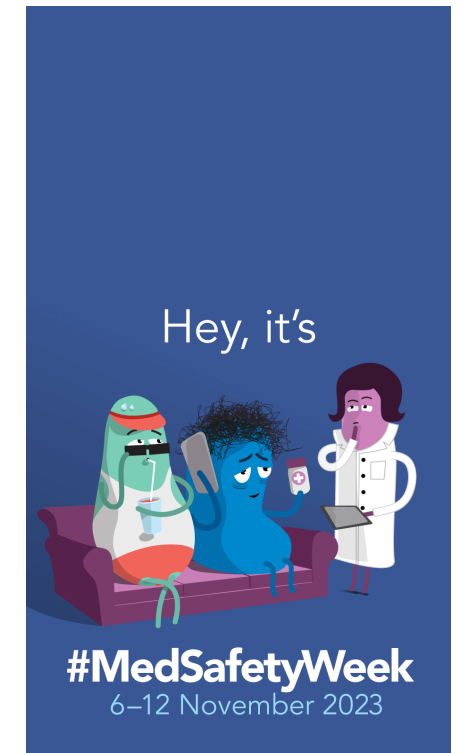


Carousel card

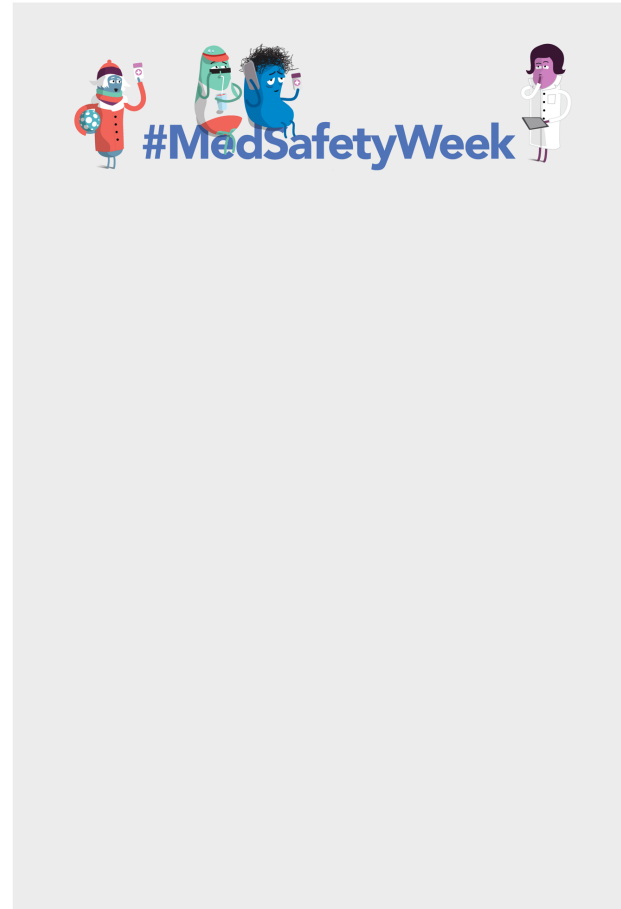
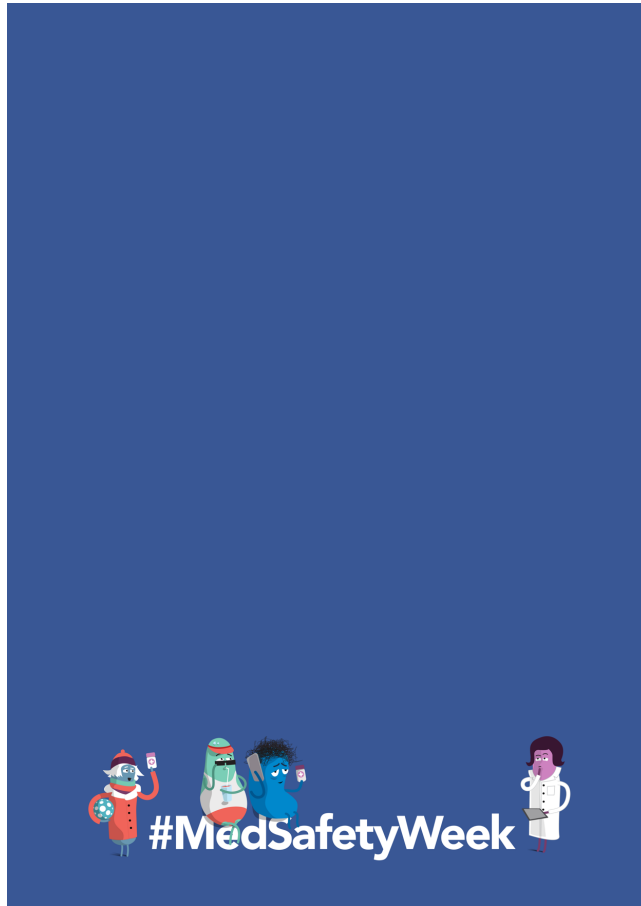


Blank card

Instagram story card



Posters and flyers



We prepared templates for A0 posters and A5 flyers ([Graphics > Print-Templates](#)).

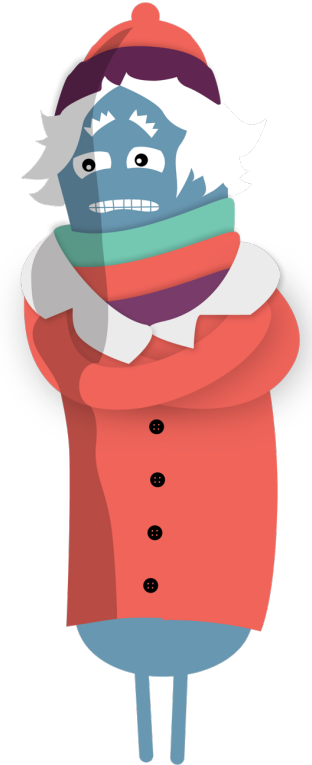
Fill them with your favourite content and take them to **in-person events!**

Editable characters

With the **11 illustrations** in the campaign package, you can mix and match characters to create your own #MedSafetyWeek materials (**Graphics > Illustrations**).

The **.png files** are ready to drag and drop into your favourite project, while the **.pdf files** can be edited, if you're comfortable working with vector files.

Please **refer to the visual guide** for branding tips and inspiration (**Graphics > VisualGuide.pdf**).



Evaluation

How to evaluate your campaign

Before

Benchmark current status, including social media engagement

During

Monitor activity on social media and other media, plus any engagement with stakeholders

After

Analyse overall performance and note down any lessons learned for future campaigns

Evaluation survey

Please provide your overall feedback on the campaign by **completing the online evaluation survey**. **We will circulate the link after the campaign**. An Excel copy is available in the campaign package if you'd like to look at the questions in advance (**EvaluationSurvey.xlsx**).

UMC will measure the campaign's reach by **monitoring the #MedSafetyWeek hashtag** with social media analytics tools – that's why it is **crucial that you use the hashtag in every single post**.

Although we do not ask you to provide data from your social media channels, we do **encourage you to analyse your own social media performance**, as that will help you improve your campaign strategy over time.

Visit the campaign website

www.who-umc.org/medsafetyweek

Generic materials from **current and past campaigns** are available in UN languages and can be **downloaded for free** from the campaign library.

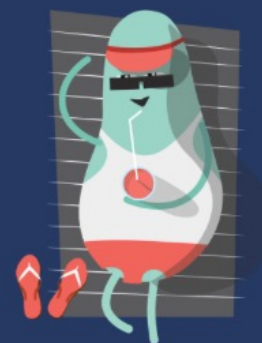
Please **point interested stakeholders** to the website for more information.



About the campaign

During the annual #MedSafetyWeek, Uppsala Monitoring Centre teams up with medicines regulators around the world to encourage reporting of side effects. The next campaign will take place from **6 to 12 November 2023**, on 'Who can report?': how patients, doctors, and pharmacists contribute to pharmacovigilance.

[Read more](#)



How to join

Medicines regulatory authorities and pharmacovigilance centres request tailored campaign materials. Everyone else can access generic materials from the campaign library.

[Contact us](#)

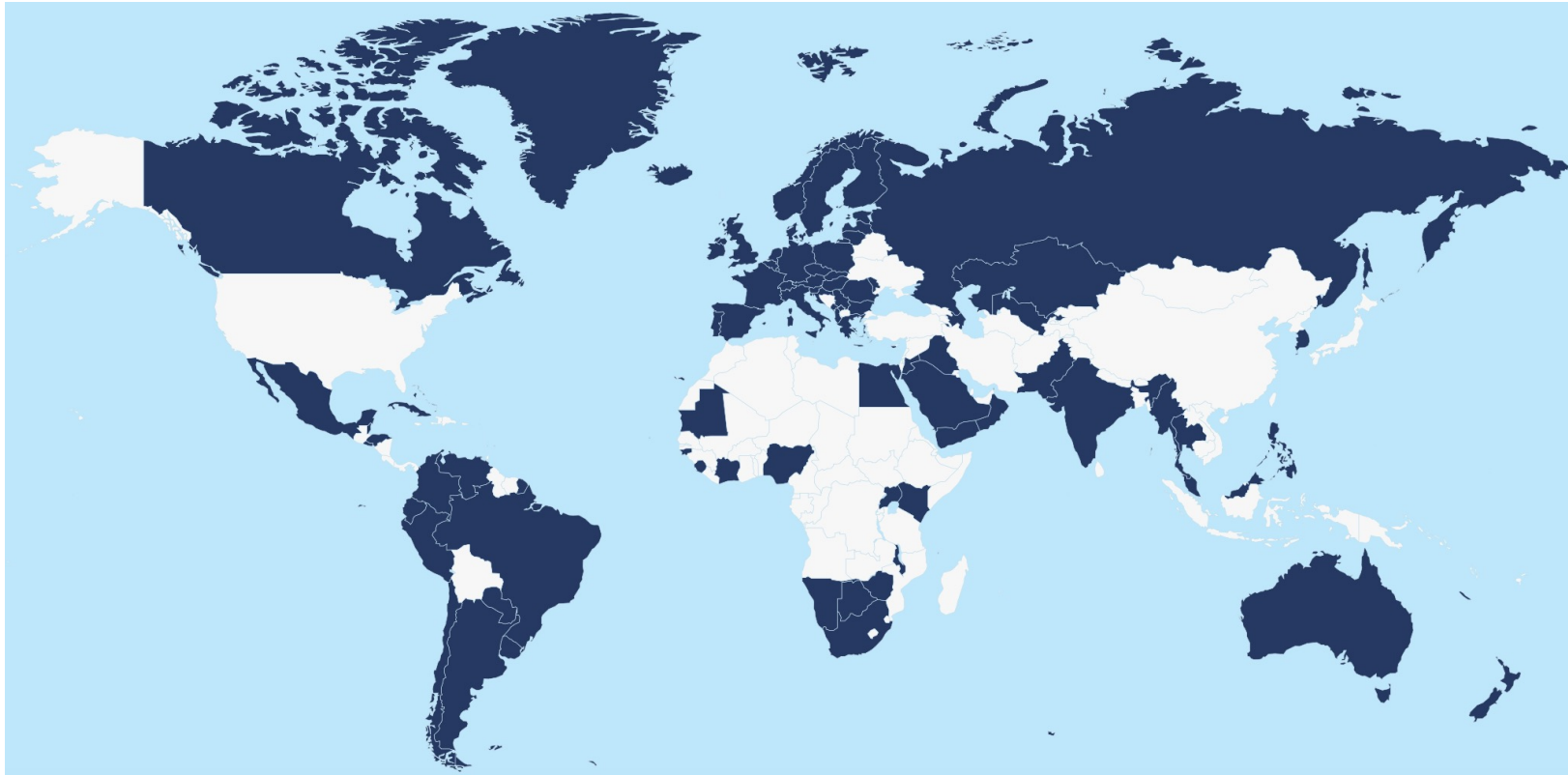
Campaign library

Download animations and other graphics for free. Remember to include the hashtag #MedSafetyWeek on social media!

[Access materials](#)



#MedSafetyWeek 2023 in numbers



97 organisations

85 countries

52 languages

Participants this year

Medicines regulators

Albania	Cyprus	Lithuania
Argentina	Czech Republic	Luxembourg
Australia	Denmark	Malawi
Austria	Egypt	Malaysia
Azerbaijan	El Salvador	Malta
Bahamas	Estonia	Mexico
Barbados	Finland	Moldova
Belgium	France	Montenegro
Belize	Germany	Myanmar
Botswana	Greece	Namibia
Brazil	Honduras	Netherlands
British Virgin Islands	Hungary	New Zealand
Bulgaria	Iceland	Nigeria
Canada	India	Norway
Cape Verde	Iraq	Oman
Chile	Ireland	Pakistan
Colombia	Italy	Paraguay
Comoros	Jordan	Peru
Côte d'Ivoire	Kenya	Philippines
Croatia	Korea	Poland
Cuba	Latvia	Portugal

Romania
Russia
St Vincent & Grenadines
Saudi Arabia
Serbia
Sierra Leone
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Thailand
Uganda
United Kingdom
Uruguay
Uzbekistan
Venezuela
Yemen
Zanzibar
Zimbabwe

Other organisations

- ACFV
- ASP
- CARPHA
- ConcePTION
- EFPIA
- EMA
- EURORDIS
- ISoP
- ISoP Egypt Chapter
- MSSO
- WHO
- WHO CO Kazakhstan

Thank you from the 2023 planning team

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Questions or comments?

Join us at the online pre-launch event:

- [Session 1 \(English\): Monday 9 October, 17:00–18:00 CEST](#)
- [Session 2 \(English\): Tuesday 17 October, 09:00–10:00 CEST](#)
- [Sesión 3 \(Español\): Jueves 19 Octubre, 18:00–19:00 CEST](#)

Or get in touch at [**medsafetyweek@who-umc.org**](mailto:medsafetyweek@who-umc.org)