

## Social Media Campaign Launched to Raise Awareness about Medicines Disposal

Efforts to educate European citizens on how to dispose of unused or expired medicines correctly have this week been scaled up with the launch of an informative and easily accessible social media campaign.

The campaign, #medsdisposal, took off on June 4, is part of a collaborative effort between European healthcare stakeholders, the pharmaceutical industry and student organisation, designed to tackle effectively the potential negative impact of pharmaceuticals in the environment.

Human medicines contain active pharmaceutical ingredients that may have unintended and unforeseen effects on the environment. While isolated examples of adverse effects have been identified, the general impact of pharmaceuticals on the environment is an area of ongoing research.

While most European countries already have special medication disposal schemes in place, our hope is that the #medsdisposal campaign will raise awareness and collate information about the scheme in a single portal (medsdisposal.eu). Every EU citizen has the power to limit undue and incorrect disposal of medicines: It is easier than you think! We strongly encourage European citizens to access this website and Facebook page to find out more, access a useful FAQ, and generally to remain informed. In Twitter you'll find the campaign-related page with a hashtag #medsdisposal.

Going forward, we will be looking to consolidate other, related Europe-based links to the medsdisposal.eu site, which concern the issue of pharmaceuticals in the environment. We therefore welcome any suggestions that will help us to add meaningful content and develop the website.

Meanwhile, accompanying and supporting the website is a brief, fun and easily accessible video that advises citizens on how to dispose of unused and out-of-date medicines responsibly. The video can be accessed here:

<https://youtu.be/KJCDrCkylnE>



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## Notes to editors

### AESGP

AESGP, the Association of the European Self-Medication Industry, is the representation of manufacturers of non-prescription medicines, food supplements and self-care medical devices in Europe. It is composed of national associations and the main multinational companies manufacturing self-care products. AESGP is the voice of more than 2000 companies operating in the consumer healthcare sector in Europe, affiliated with AESGP directly or indirectly through the national associations.

[www.aesgp.eu](http://www.aesgp.eu)

### CED

The Council of European Dentists (CED) is a European not-for-profit association which represents over 340,000 practising dentists through 32 national dental associations and chambers from 30 European countries. Its key objectives are to promote high standards of oral healthcare and effective patient-safety centred professional practice across Europe, including through regular contacts with other European organisations and EU institutions. The CED is registered in the Transparency Register with the ID number 4885579968-84.

[www.eudental.eu](http://www.eudental.eu)

### EFPIA

The European Federation of Pharmaceutical Industries and Associations (EFPIA) represents the pharmaceutical industry operating in Europe. Through its direct membership of 33 national associations and 40 leading pharmaceutical companies, EFPIA is the voice on the EU scene of 1,900 companies committed to researching, developing and bringing to patients new medicines that will improve health and the quality of life around the world.

[www.efpia.eu](http://www.efpia.eu)

## EGA

The EGA (European Generic and Biosimilar medicines Association) represents the European generic and biosimilar medicines industries, which provide high-quality cost-competitive medicines to millions of European patients. Companies represented within the EGA provide over 160,000 skilled, high value direct jobs in Europe. Generic medicines save EU patients and healthcare systems over €40 billion each year and account for 55% of all dispensed medicines but for only 21% of the pharmaceutical expenditure in Europe.

[www.egagenerics.com](http://www.egagenerics.com)

## EPSA

The European Pharmaceutical Students' Association (EPSA) represents more than 160,000 students and recent graduates from 34 European countries. The Association has a permanent office in Brussels and conducts its activities through regular congresses, advocacy activities, training events, publications, exchange programmes and virtual presence. The mission of the Association is to actively engage at student and professional level, bringing pharmacy, knowledge and students together while promoting personal development.

[www.epsa-online.org](http://www.epsa-online.org)

## EurEau

EurEau is the voice of Europe's water sector. We represent public and private drinking and waste water service providers. Our members are the national water service associations from 27 European countries.

We bring sector professionals together to discuss quality, resource efficiency and access to water for Europe's citizens and businesses.

Employing around 500,000 people, the sector makes a significant contribution to the European economy.

<http://eureau.org>

## GIRP

GIRP is the umbrella organization of pharmaceutical full-line wholesalers in Europe. It represents the national associations of over 750 pharmaceutical full-line wholesalers serving 32 European countries, including major pan-European pharmaceutical full-line wholesaling companies

[www.girp.eu](http://www.girp.eu)

## PGEU

The Pharmaceutical Group of the European Union (PGEU) is the association representing 400.000 community pharmacists from all over Europe.

[www.pgeu.eu](http://www.pgeu.eu)