

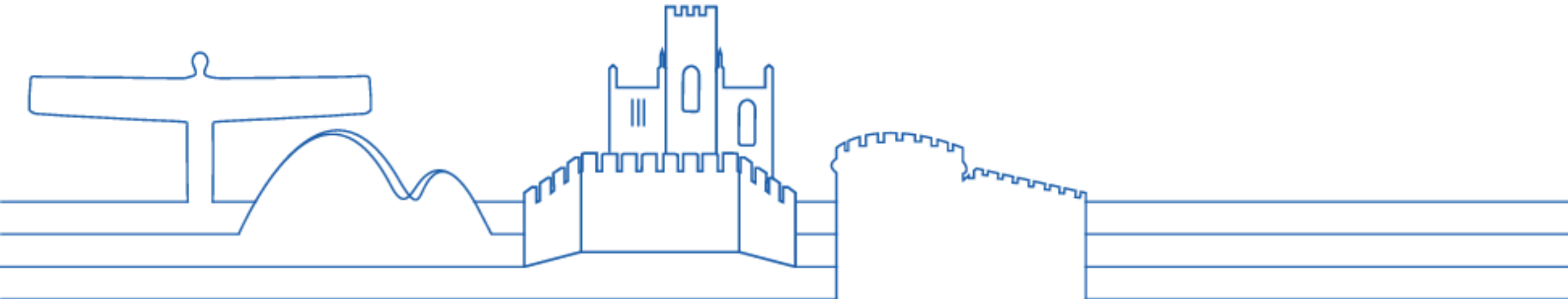
# Using behaviour change theory to influence prescribing



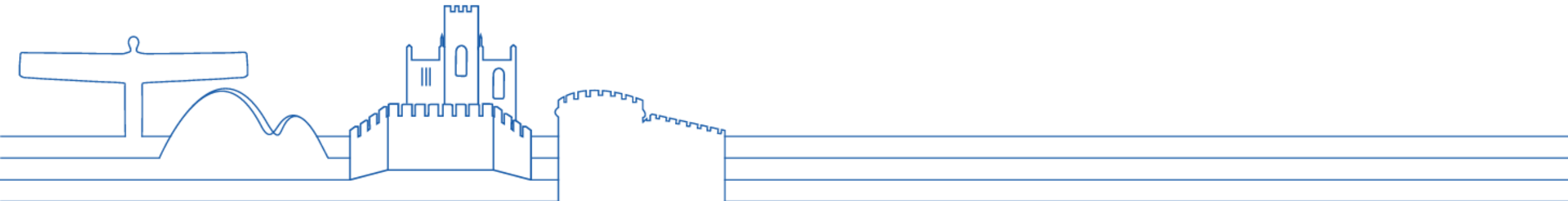
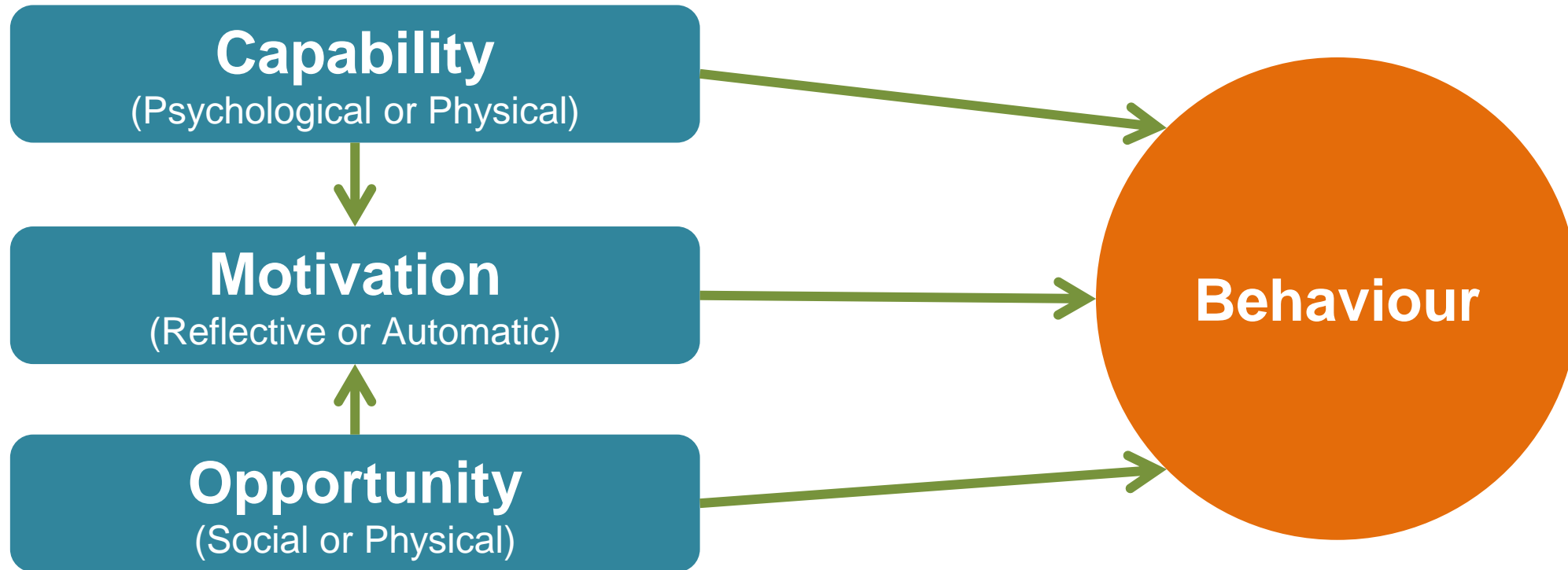
North East and  
North Cumbria

Ewan Maule, Head of Medicines Optimisation (Sunderland CCG), Interim Lead Pharmacist (NENC ICS)

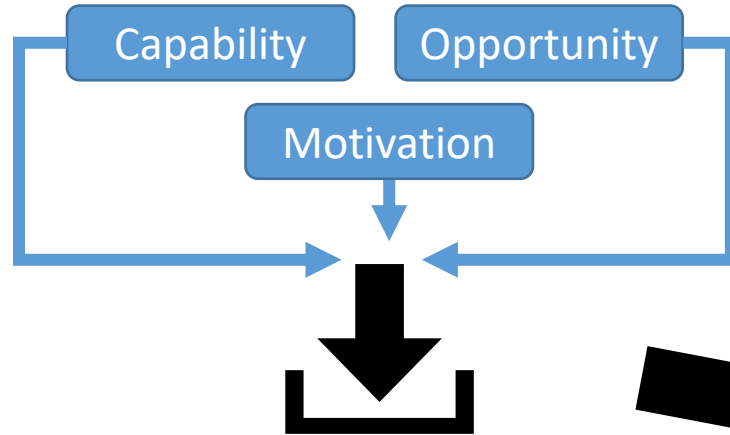
Vicki Casey, Medicines Optimisation Business Support Manager



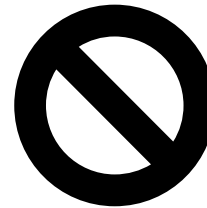
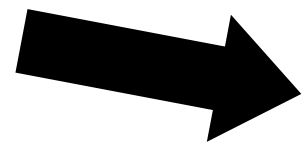
# Capability, Opportunity and Motivation (COM-B)



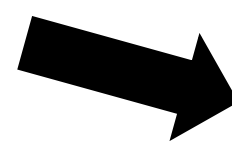
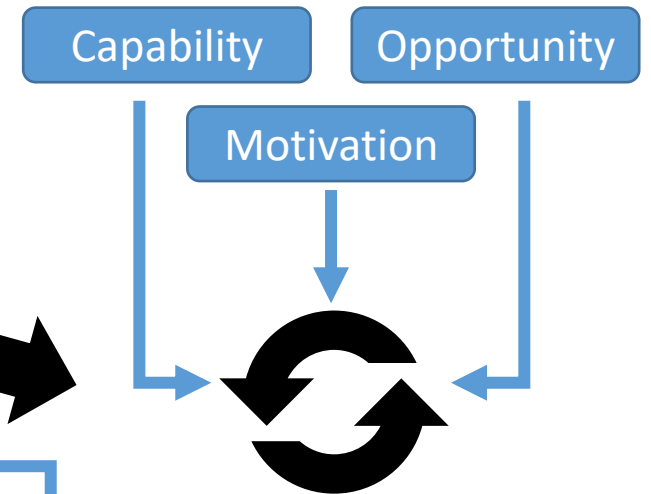
# Deprescribing Behaviours



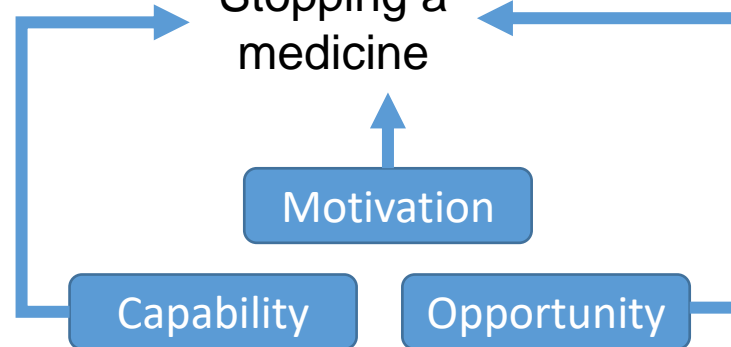
Also, prescription avoidance?  
(e.g. antibiotics)



Reducing a medicine

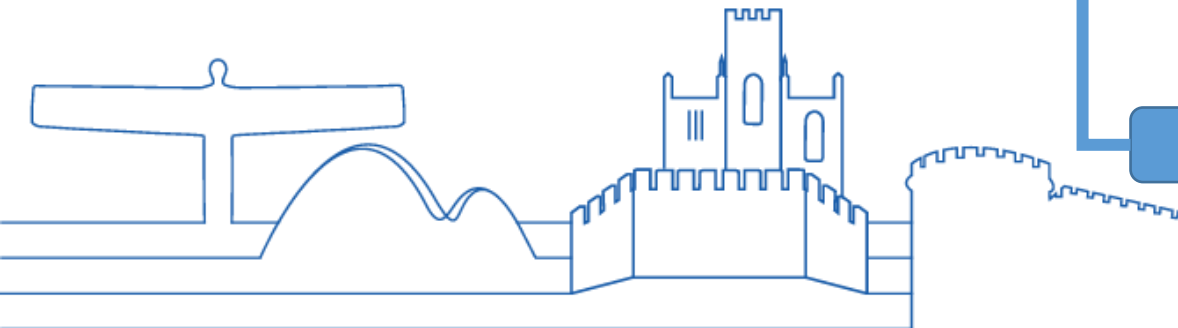


Stopping a medicine



Switching a medicine

Also, behaviours associated with medication review



Are your medicines working for you?

The more you tell us about your medicines, the better we can help you. Write down when you experience:

	MON	TUE	WED	THUR	FRI	SAT
WASH						
WASH						
WASH						
WASH						

This symptom checker will be reviewed by you and your healthcare professional during your appointment on: \_\_\_\_\_

Are the medicines working for the patient?

**Q1:** Does the patient think their medicines are working for them?

**Q2:** Are there any medicines prescribed without an indication?

**Q3:** Are the agreed therapeutic objectives for the patient being met?



Suffering from indigestion?

Suitable treatments are available to buy at your local pharmacy or retail outlet without prescription.

\*Please GP or pharmacist for advice on suitable over-the-counter treatments.

**AVAILABLE**

Suffering from...

Suitable treatments are available to buy at your local pharmacy or retail outlet without prescription.

\*Please GP or pharmacist for advice on suitable over-the-counter treatments.

**AVAILABLE**

**NHS**  
North East and North Cumbria

**PAIN-KILLERS DON'T EXIST.**

Long-term pain medications don't kill pain, **THEY MASK IT.**

Find out more: [painkillersdontexist.com](http://painkillersdontexist.com)

Some of the visible campaign resources from the behaviour change work

**SERIOUSLY.**

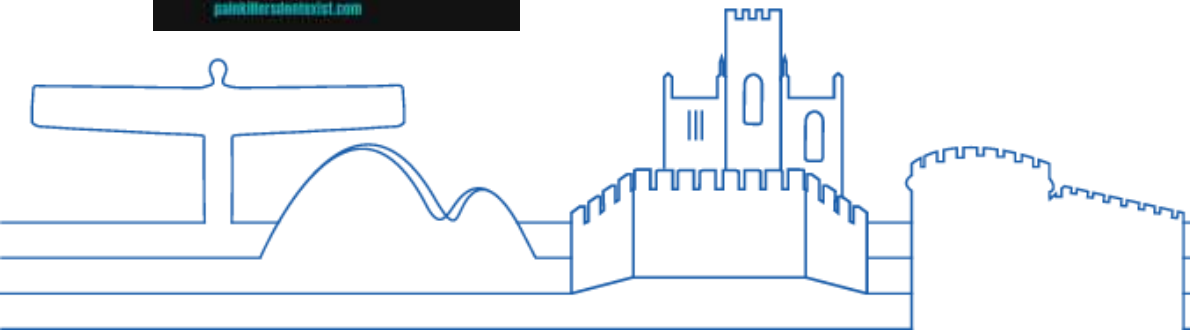
**8252**  
Pledges so far

**PLEDGE NOW**

**SERIOUSLY.**

**RESOURCEFUL**

Seriously Resourceful brings you lots of educational games, activities and resources which explore all things germs! Use them at home or in school, as a family or with your class, but most importantly have fun learning!



# Target behaviours

Increases **psychological capability** to know **which** medicines are candidates for deprescribing

It does not include the word deprescribing, therefore **automatic motivation** linked to this is avoided



“Do you think your medicines are working for you?”

Can identify patients who will benefit for medication review (e.g. SMRs) to enhance **physical opportunity** (but only if non-pharmacists are asking the question)

“I’m not sure my medicines are working for me”



Creates **social opportunity** for patients to highlight medicines which they don’t think are working

Increases **reflective motivation** of patients to reveal medicines perceived as not wanted/ needed

