



North Somerset

“ Putting a cost on the medicines made it “real” to the public, even if prescriptions are free, they still cost the NHS money

The launch and stakeholder event was a real success. The visual display and empty medicine packaging really made an impact on the general public. Everyone had an opinion and is fully supportive of the campaign. ”

Carly Bush

**Service Improvement Facilitator - Medicine Management
NHS North Somerset**



*Launch day - 7 October 2010 at the Sovereign Centre,
Weston Super Mare*



Stakeholders Event. Achieved 1st Prize for the display and message.