NHS
North West
Ambulance Service
NHS Trust

Time Critical Medicines campaign - November 2026

Toolkit

Medicines Safety Week 2026 | 2-8 November

NWAS has developed a suite of resources to raise awareness of time critical medicines and the importance of making sure that patients have their medicines with them if they are transported to hospital by ambulance or when they are attending hospital themselves.

Missing or delayed doses can lead to serious patient harm. This campaign supports safer transfers and continuity of care so that patients get the medicines they need when they need them.

Campaign resources enclosed

Staff film - Supporting frontline staff to understand the importance of transferring patients' medicines with them where appropriate.

https://vimeo.com/1234009635/2793dcaa5f?share=copy&fl=sv&fe=ci

Patient film - Encouraging patients and carers to remember their medicines when attending hospital – available as a landscape film

https://vimeo.com/1234011121/988eef47ed?share=copy&fl=sv&fe=ci

and also social media reel

https://vimeo.com/1234076183/b66906b0ef?share=copy&fl=sv&fe=ci

Posters - Two versions available, including QR codes linking directly to the staff video (attached to email).

Newsletter article examples (see appendix 1)

Social media posts (see appendix 2)

Frequently Asked Questions - Guidance on medicines transfer and common queries (see appendix 3 and poster attached to email)

Key Messages

For staff

- Time critical medicines can cause harm if doses are delayed or missed.
- Patients' medicines should accompany them to hospital where appropriate and in line with local policy.
- Small actions can make a big difference to patient safety.

For Patients

- Going to hospital? Remember your medicines.
- Bringing medicines with you can help avoid delays and missed doses.
- Tell healthcare staff about any medicines you take regularly.

How you can support

We are asking partners to:

- Share the videos through your communication channels
- Promote the campaign during Medicines Safety Week – 2 to 8 November 2026. **Please do not share before then.**
- Cascade resources to clinical, pharmacy and medicines safety colleagues

Supporting organisations and partners

- Association of Ambulance Chief Executives (AACE)
- Royal College of Emergency Medicine
- Royal College of Pharmacy
- Medicines Safety Officer Network
- Epilepsy Action
- Addison's Disease Self Help Group
- Parkinson's UK
- Diabetes UK

Appendix 1: Newsletter article examples

For staff

Remember to ask your patient about their Medicines.

Did you know that missing just one dose of some medicines can result in serious harm?

As part of Medicines Safety Week 2026, we are raising awareness of time critical medicines and the importance of ensuring patients' medicines accompany them to hospital where appropriate.

The campaign includes a new educational film and supporting resources designed to improve patient safety and reduce avoidable harm caused by delayed or missed medication.

Watch the staff film and learn more about how small actions can make a big difference to patient care.

For patients / carers - External

Going to Hospital? Remember Your Medicines

If you are attending hospital, remember to take your medicines with you whenever possible.

Bringing your medicines can help healthcare teams continue your treatment safely and reduce delays in receiving important medication.

This is especially important if you take any time critical medicines, where delayed or missed doses can have a significant impact on health and wellbeing.

Watch our short video to find out more.

Appendix 2: Social media posts

Facebook

Going to hospital?

Remember to take your medicines with you.

Bringing your medicines can help hospital teams continue your treatment safely and avoid delays.

Watch to find out more.

LinkedIn

As part of Medicines Safety Week 2026, we're supporting a national awareness campaign highlighting the importance of time critical medicines.

This campaign encourages patients to bring their medicines with them when attending hospital and helps healthcare professionals understand the risks associated with delayed or missed doses.

Please help us share this important patient safety message.

X / Threads

Going to hospital?

Remember your medicines.

Bringing medicines with you can help avoid delayed or missed doses and improve continuity of care.

Appendix 3: Frequently Asked Questions – Poster attached - **Guidance on medicines transfer and common queries**

Does this apply to all medicines? – Yes although the campaign focuses particularly on Time Critical Medicines.

What about controlled drugs? - Staff should continue to follow local policies regarding controlled drugs.

What about medicines from care homes? - Staff should follow local arrangements relating to transfer of patient medicines from care settings.

What if an organisation does not use green medicines bags? - The resources have been developed for national use and direct organisations to follow their own local procedures for medicines transfer and storage

Can other ambulance services use the videos and posters? - Yes. They have been developed for national use.

Is the staff video suitable for clinicians working in Emergency Departments? Yes. The video was produced collaboratively with an Emergency Department to promote transfer of medicines.

Is the patient video suitable for hospital patient waiting areas, eg: outpatient clinics, Emergency Departments and pharmacy? Yes. The patient video encourages patients to take their medicines into hospital with them.

Is the patient video suitable for GP practice waiting areas? Yes. The patient video encourages patients to take their medicines into hospital with them.