 

**ADR Monitoring Centre (AMC) under Pharmacovigilance Programme of India**

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**National Pharmacovigilance Week 2021**

17th to 23rd September 2021

Theme: "Pharmacovigilance: A step towards Patient Safety".

Date: 22/09/2021

**Report on National Pharmacovigilance Week 2021**

**Day 5 – Community Awareness Day**

Day 5 of the National Pharmacovigilance Week was dedicated towards “Community Awareness” pertaining to Pharmacovigilance amongst the community and also amongst the healthcare professionals. An attempt to fulfill the aforementioned goal was made via the medium of street plays.

The play was enacted by the post graduate residents of the Pharmacology department, LTMMC & GH. Three scenarios were enacted out.

**1) Patient to Patient:** This act was a conversation between two patients who were discussing the adverse drug reactions to the drug intake. One of the participants was a learnt individual and coaxed the other suffering patient to report his side-effects to various portals. Various portals viz. PvPI ADR application, toll free phone number and email id and reporting to their doctor was discussed. These were displayed in the background with the help of placards.

**2) Doctor to Patient:** This act was a conversation between a doctor and a patient. The patient was already being prescribed an anticoagulant and self administered a health tonic in addition to it. The doctor in this scenario takes this opportunity to educate the patient about the possibility of “drug interactions”. This concept being new to the patient was well taken and the doctor informs the patient about the CDSCO form which needs to be filled by healthcare professionals to report the adverse reactions. Also, it was emphasized that reporting ADR is a second priority to attending medical emergencies. In case of medical emergencies, the patient needs to be stabilized before any reporting takes place.

**3) Doctor to Doctor:** The third scenario was a conversation between two doctors. This was an attempt to address some insecurities amongst the healthcare professionals pertaining to the reporting of ADRs. One important insecurity addressed was fear of medico-legal actions against them on revealing the ADRs. This was addressed by instillation of the idea that occurrence of ADRs is unpredictable and is not the fault of the treating doctor. Also, emphasized was that the patient doctor confidentiality is maintained during the reporting and assessment phase. Another insecurity addressed similarly was worry about the “self image” of the doctor.

The skit was played in vernacular languages viz. Marathi and Hindi between 2 pm to 3 pm. The play involved songs and jiggles amidst and was entertaining. The enactment happened in the LTMMC & GH college campus, once outside the new OPD building and the second time out of the College Building. There were many onlookers for the play. The public stopped by to watch and understand. Few even engaged in the conversation with the residents to gain more knowledge about the newly introduced concepts of Pharmacovigilance.

The day ended in a happy note from the HOD of the department, Dr. Sudhir Pawar and other faculty members.























