



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Overview of reflection paper on promotion of pharmacovigilance reporting

Focus group on promotion of pharmacovigilance for food producing animals
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An agency of the European Union





Background

- Issue identified relating to under-reporting in food producing species
- PhVWP-V subgroup appointed to examine issue & develop reflection paper
 - Aims:
 - Review promotional efforts to date
 - Examine methods to promote reporting in general & regarding food producing species in particular



Promotional activities to date

- Annual PhV reports
- Other safety related literature
- Dedicated online reporting forms
- PhV training to vet students
- Seminars/conferences/workshops/exhibitions
- NCA hosted information days/seminars
- National legislation



Possible future initiatives - General

- Improve feedback to reporters
- Simplify reporting process
- Develop electronic tools e.g. reporting 'app'
- Utilise communication tools e.g. social media
- Collaborate with professional bodies/universities
- Specific professional contact points for NCAs
- Link with continuing professional development
- Promotion to other healthcare professionals
- European PhV bulletin
- Input into MAH promotion strategies



Possible future initiatives – Food producing species

- Develop contact with key industry groups
- Encourage vets to seek feedback from clients involved in food production sector
- Collaborate with research institutions
- Adapt existing reporting forms
- Provide tailored information



How can you help?

- Share your experiences with PhV reporting
- Comment on any of the proposed initiatives
- Provide additional suggestions



Thank you for your attention

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