## Additional file 4: Six suggestions to improve medication safety campaign (WP 1)

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| 1. Role for promotion across HCPs but pharmacists are key. |
| 2. Role for non-HCP facilitators e.g. patient groups, home helps. |
| 1. Financial incentives for HCPs and/or linking implementation to CPD. |
| 1. Information leaflets/’My Medicine’ list in pharmacy bags – mentioned/displayed by pharmacist as adding to bag. |
| 1. Support patients’ preference for customised lists “create a list that works for you”. |
| 1. Advertising that targets patients with relatable actors/stories avoiding “pushy”/frightening messages . |