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Context, issues & observations

A stimulating cross-border context:

- A dynamic territory, a growing population
 - In Switzerland: micropollutant treatment in WWTP (large WWTPs and sensitive environments)
 - in France: risk and pressure assessment
- complementary approaches

Observations:

- Increased consumption of pharmaceuticals
- Knowledge enhancement (dose-effectiveness relationship, detection, PBT index, ...)
- Proven presence of drug residues in the environment
- Effective WWTP treatments, but quite expensive
- Little thought on source control measures

PERCEPTION SURVEY



Methodology

- Target audience: water & health stakeholders, local population
- 20 semi-structured interviews, 3 focus groups, 179 questionnaires (66 professionals and 113 inhabitants)

Key lessons on perceptions:

- WWTP treatment is a solution, but not the only one
- Regulation (prohibitions, controls, packaging...) is an essential tool to take action
- The management of unused medicinal products is a good "catchy" topic
- Promote and open the debate on the price of water



TERRITORIAL COORDINATION

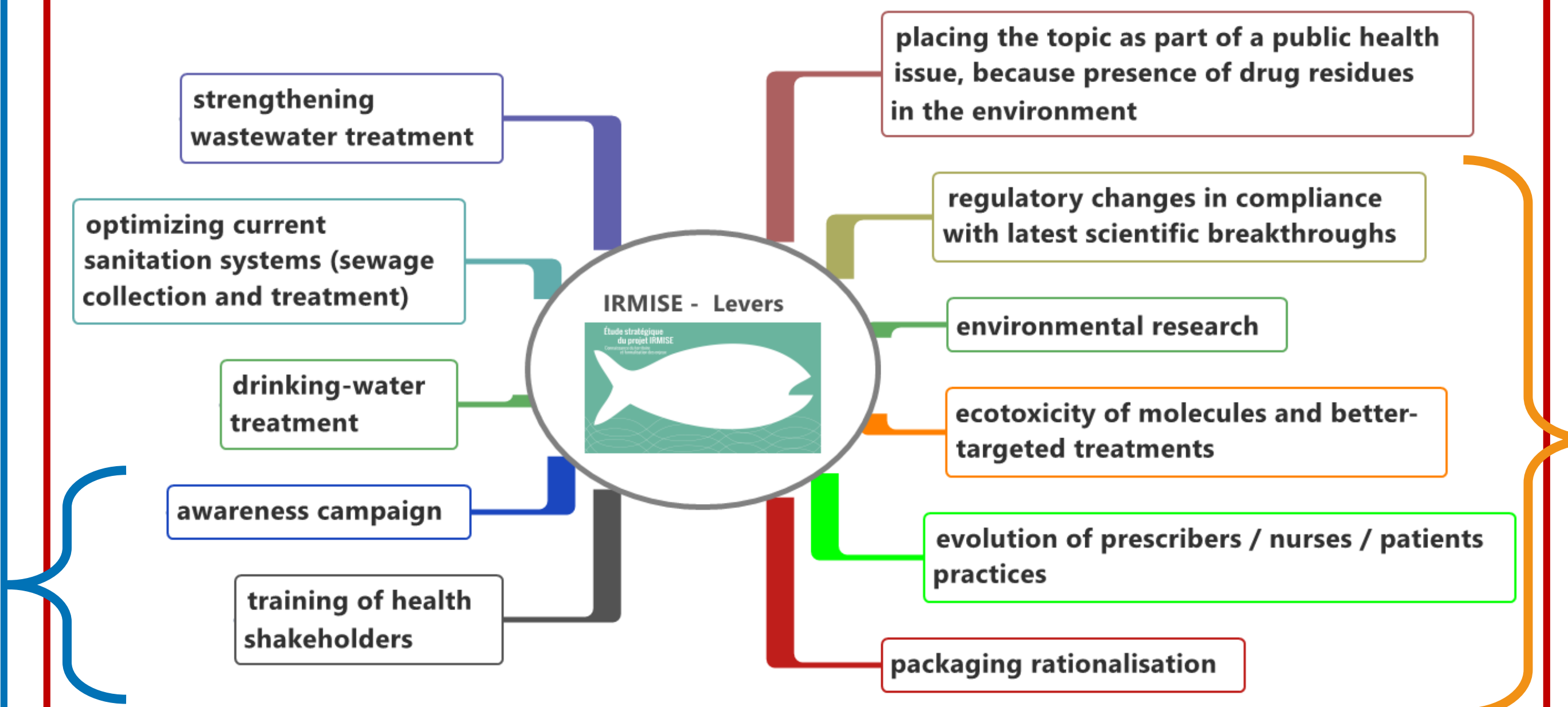
Awareness of the 'pharmaceuticals in water' issue

- An experimental approach
- The definition and the collective ownership of messages and materials
- **Messages for:**
 - The institutions:** place the topic as part of a public health issue
 - What do drug residues become once in the water?
 - Current state of research?
 - How to take action?
 - Health trainers:** inform health professionals about the issue and related best practices: **prescribers, pharmacists and nurses**
- **Materials:** advocacy kits including hand drawn videos and informative resources



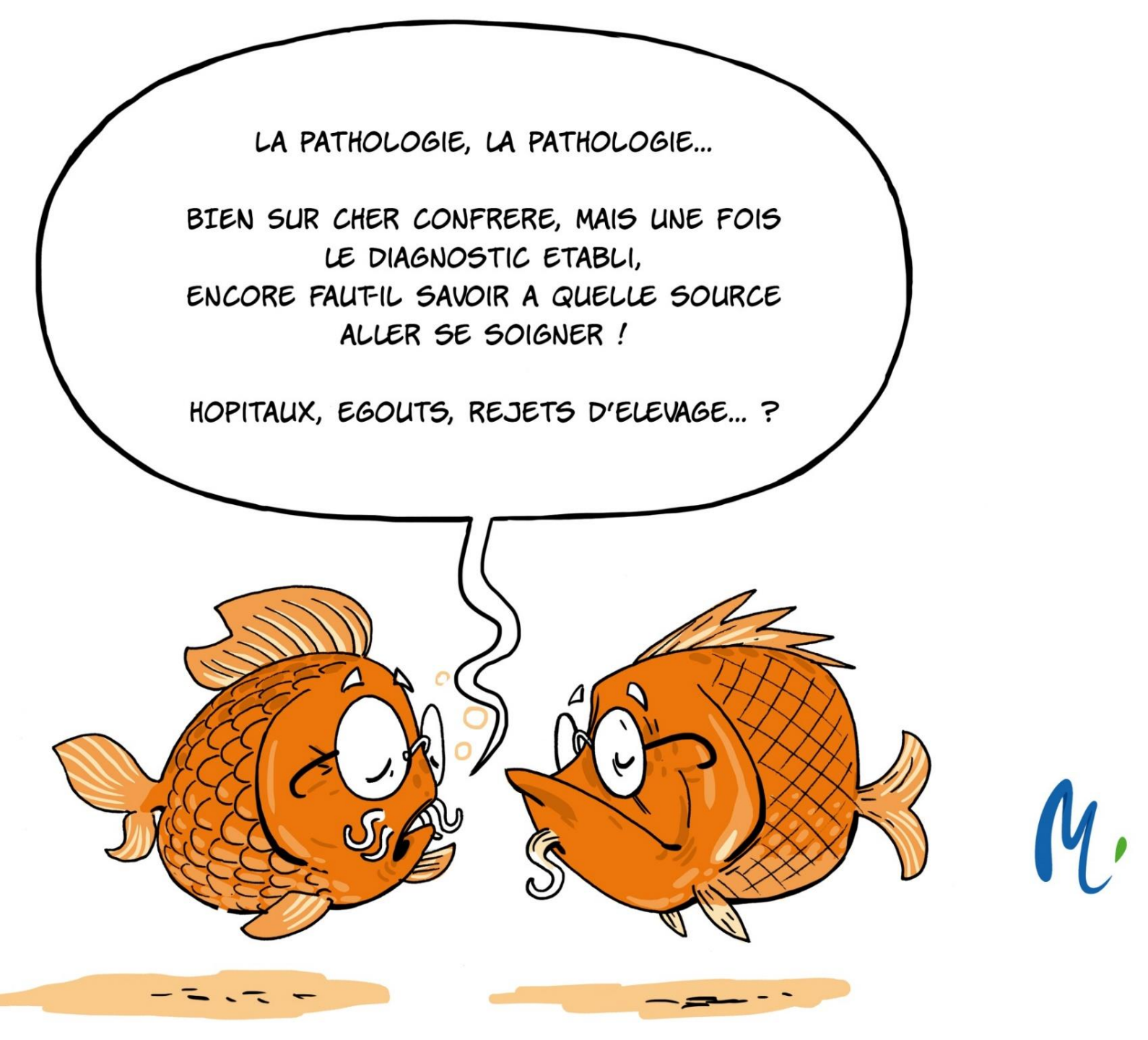
STRATEGY

Levers identification



Messages: We can all take action! We are all responsible!
Each of us, in our own way, let's take responsibility for our own health and preserve our environment!
Let's seek out new solutions!

Precautions: Do not warn unnecessarily
Health and comfort of the patient above all else



LEVERS IN HEALTH CARE PRACTICES

Seeking out new solutions



- A survey at the CHAL hospital, on practical solutions to limit the polluting discharges of a health care facility.
- A research part:
 - **Socio-technical survey:** among health care professionals - on technical objects, systems or devices in hospital practises and home care; among institutional stakeholders - on the conditions for the launching of pharmaceuticals
 - **Experiment:** to test the conditions of a change in practices among health care professionals

2014
2018

