

Examples of producing reliable pharmaceutical information in 2023

Communication:

- topicality 4.24
- reliability 4.27
- expertise 4.81
- "Fimea acts correctly and responsibly – taking both society and the environment into consideration." 4.43.

Source: Media Barometer 2023 of the administrative branch of the Ministry of Social Affairs and Health, on a scale of 1–5.

Accessibility

- We provided accessibility training and an internal campaign for personnel.
- We added tools for staff to produce accessible content.
- We audited our website and e-services.

Media

- Fimea's experts were quoted 247 times in the media.
- A total of 45 Fimea employees gave interviews.

Source: Fimea 2023 media analysis.

Campaign

- We participated in the international #MedSafetyWeek campaign (encourages the reporting of adverse drug reactions).

Materials

- We produced a spoken Easy Finnish video "How to use medicines safely."
- We published material for medicine users in Northern Sámi.

Podcast

- We started the Sic! Puheenvuoro -podcast, which contains discussions on topics such as:
 - What makes OTC medicine safe?
 - How to tackle the risks of pharmacotherapy?