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MedsAware 2025: Empowering safe and sustainable medicine use

The third annual MedsAware campaign kicks off today highlighting the benefits of deprescribing for both people and the planet

Advanced Pharmacy Australia (AdPha) in partnership with the Australian Deprescribing Network (ADeN) today launched its annual [MedsAware: Deprescribing Action Week](#) campaign with a focus on sustainability.

Now in its third year, MedsAware seeks to empower conversations between people, carers and healthcare providers on the benefits of deprescribing and the risks associated with inappropriate medicine use, to reduce preventable medicines-related harm and keep more Australian safe, well and out of hospital.

With pharmaceuticals making up close to 20% of all healthcare-related greenhouse emissions in Australia¹, MedsAware is this year shining a light on how deprescribing can also positively impact the environment around us.

MedsAware 2025 Campaign Ambassador Grace Wong FANZCAP (MedSafety, MedInfo) – Founding Member of AdPha’s Climate and Health Specialty Practice Group and Founder of Pharmacists for the Environment – says she is proud to take a lead in empowering conversations about health and sustainability.

‘Deprescribing is a “win win” action – reduction in medication misadventure risk and financial cost for patients, and reduction in environmental impact of the manufacture,

1. [The carbon footprint of Australian health care](#), Malik, Arunima et al.. The Lancet Planetary Health, Volume 2, Issue 1, e27 – e35

use and disposal of medicines.

'I am delighted that the MedsAware 2025 campaign are bringing the benefits of deprescribing for people and the planet to the forefront for consumers and healthcare professionals. This type of campaign has the potential to drive simple conversations and create change, one small step at a time.'

Chair of the Australian Deprescribing Network (ADeN) Emily Reeve says deprescribing is an essential part of achieving quality use of medicines.

'Deprescribing has broad reaching benefits for individuals and it's great that this year we can also discuss a future where our health and the health of our planet go hand in hand.'

AdPha President Tom Simpson says AdPha has been working hard to factor sustainability into everything they do, making it one of the five pillars of the recently launched [Yindyamarra 2030](#) six-year strategic plan.

'Sustainability must be embedded and actively practiced in every healthcare organisation because our individual health is deeply connected to planetary health.'

'That's why initiatives like Monash's Transitions to Sustainable Health Systems Consortium are so vital. By bringing together voices from across health departments, this consortium is driving meaningful action to reduce emissions in Australia's health system, and AdPha is proud to be the voice of the pharmacy profession in this transformative alliance.'

'MedsAware is such an important way to promote sustainable medicine use, but we know that conversation alone isn't enough.'

'Sustainability must be a priority in procurement, prescribing, and medicine assessments. By factoring in carbon costs and increasing transparency, we can make greener choices that support Australia's health and climate goals.'

Mr Simpson says the theme of sustainability has resonated strongly with many like-minded organisations who have joined the largest-ever MedsAware week.

'As an awareness campaign, MedsAware thrives on collective voices, and we are deeply grateful to our founding partner, ADeN, and the 15 national and international organisations that have enthusiastically lent their support.'

'We're excited to see the vital deprescribing message – both for people and the planet – reach far and wide.'

View [MedsAware 2025 hub >](#)

Access [MedsAware 2025 campaign resources >](#)

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About Advanced Pharmacy Australia:

Advanced Pharmacy Australia (AdPha) is the progressive voice of Australian pharmacists and technicians, built on more than 80 years of hospital innovation that puts the patient at the centre of everything we do. AdPha supports all pharmacy practitioners, working with interdisciplinary teams across hospitals and health services, to realise their full potential. We are the peak body committed to forging stronger connections in health care by extending advanced pharmacy expertise from hospitals to everywhere medicines are needed.

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