

Briefing on the Lebanese National Pharmacovigilance Program's Participation in the Med Safety Week 2025





What Is MedSafety Week?

MedSafety Week is a global medicine- safety awareness campaign, led by the Uppsala Monitoring Centre (UMC), to encourage reporting of side effects and promote a culture of vigilance around drug safety.

From 3–9 November 2025, the campaign united pharmacovigilance stakeholders worldwide to highlight that “We can all help make medicines safer.”

This year, the LNPVP actively engaged in the campaign on the social media platforms and also invited the five schools of pharmacy across Lebanon [Lebanese University (LU), Lebanese American University (LAU), Beirut Arab University (BAU), Lebanese International University (LIU), and Saint Joseph University (USJ)] to also participate in this event.

LNPVP’s MedSafety Week 2025 Campaign

Part 1: LNPVP Social Media Campaign

This year, the Lebanese National Pharmacovigilance Program (LNPVP) participated in the campaign through:

- Sharing UMC- provided campaign materials, including social media cards, flyers, and animated videos on national platforms.
- Producing local flyers, short videos, and graphics tailored to the Lebanese context.
- Ran a coordinated social media campaign across Facebook, Instagram, and Twitter via the Ministry of Public Health, and through the LNPVP LinkedIn page.

Preparations and Teaser Campaign

To maximize engagement, the LNPVP strategically planned and executed a series of posts using the Uppsala Monitoring Centre (UMC) manual. Teaser posts were shared in advance, building anticipation for the week. On all social media platforms, the two teaser posts received 75 documented interactions on LinkedIn, 121 on Instagram, and 1,364 views on X platform.

Day 1: November 3rd, 2025

Morning Post: "Hey, it’s Med Safety Week!"

Total interactions: 36 likes on LinkedIn, 35 on Facebook and Instagram, and 582 views on X Platform



Evening Post: Film 1 titled "Teenager."

Total interactions: 38 likes on LinkedIn, 39 on Facebook and Instagram, and 492 views on X Platform.

Day 2: November 4th, 2025

Morning Post: Film 2 titled "Elderly Lady."

Total interactions: 20 likes on LinkedIn, 20 on Facebook and Instagram, and 453 views on X Platform.

Day 3 November 5th, 2025

Morning Post: Film 2 titled "Elderly Lady."

Total interactions: 38 likes on LinkedIn, 38 on Facebook and Instagram, and 440 views on X Platform.

Day 4: November 6th, 2025

Morning Post: LNPVP video: What to Report

Total interactions: 37 likes on LinkedIn, 38 on Facebook and Instagram, and 484 views on X Platform.

Day 5: November 7th, 2025

Afternoon Carousel Posts: Focused on questions patients could ask to prevent side effects.

Total interactions: 22 likes on LinkedIn, 31 on Facebook and Instagram, and 645 views on X Platform.

Day 6: November 8th, 2025

Morning Carousel Posts: Focused on questions healthcare professionals could ask to prevent side effects.

Total interactions: 25 likes on LinkedIn, 31 on Facebook and Instagram, and 707 views on X Platform.

Day 7: November 9th, 2025

Morning post: LNPVP video: How to Report

Total interactions: 13 likes on LinkedIn, 23 on Facebook and Instagram, and 578 views on X Platform.

Closing Post: A "Thanks for joining" message was shared.

Total interactions: 18 likes on LinkedIn, 8 on Facebook and Instagram, and 709 views on X Platform.

Poll Questions: Shared on LinkedIn from day 1 to day 6.
The polls received significant engagement:

Q1: Have you ever had a side effect after taking a medicine? 79% Yes, 21% No.

Q2: Have you ever reported a side effect using the Med Safety Mobile Application or the VigiMobile E-Forms? 33% Yes, 67% No.

Q3: Do you know where to report the side effects of medicines? 88% Yes, 13% No.

Q4: Which side effects should be reported? 5% Serious ones, 95% All types.

Q5: Studies show that about half of side effects are preventable. 94% True, 6% False.

Q6: Do healthcare professionals have a duty to report side effects? 100% Yes.

LNPVP Additional Posts

In addition to the materials provided by the UMC, the LNPVP developed its own tailored social media content, featuring photos taken with the UMC team during the ISOp 2025 meeting and accompanying messages encouraging the public to report adverse events and participate in MedSafety Week. This content was posted on the LNPVP LinkedIn account.

Total Interactions: 129 likes on LinkedIn.





Key Metrics

Total Interactions: Engagement varied across all platforms and posts, with the highest number of interactions being 38 for the "Elderly Lady" post.

Views on X: Videos and posts achieved substantial reach, with views reaching 709 for the "Thanks for Joining".

Poll Responses: Poll questions drew perceptive responses, highlighting public awareness and attitudes toward pharmacovigilance.

Part 2: Engaging Academic Stakeholders

To deepen engagement, LNPVP invited five schools of pharmacy across five universities to participate in the MedSafety Week 2025.

LNPVP Role:

Provided supporting materials and guidance including:

- Print- ready materials (logos, brochures, educational flyers, visuals).
- Educational videos (UMC originals + local content).
- Freedom to design their own activities
- Planning of on campus awareness campaign
- Dedicated LNPVP educational videos covering what to report and how to report; were also provided to be displayed as part of the daily classroom lectures

All five universities participated:

1. Lebanese University (LU)
2. Lebanese American University (LAU)
3. Lebanese International University (LIU)
4. Beirut Arab University (BAU)
5. Saint Joseph University (USJ)

Activities Conducted by Each University - SOP:

1. Lebanese University (UL)

At the UL Hadath campus, the school of pharmacy, in collaboration with the LNPVP, organized an awareness campaign on the 10th of November 2025. The pharmacy students hosted an awareness campaign focused on Adverse Drug Reaction (ADR) reporting and safe medication use. Posters, flyers, small lectures, and video presentations were shared across the faculty. This initiative boosted pharmacovigilance awareness and encouraged interprofessional learning, reinforcing the shared responsibility for patient safety. As a result of this campaign, the LNPVP has received 2 case reports from LU students.



2. Lebanese American University (LAU)

Between Nov 3–13, the LAU School of Pharmacy collaborated with the LNPVP and MoPH to deliver digital learning on pharmacovigilance. A dedicated Blackboard course, along with three educational videos on ADRs and reporting pathways, equipped students with essential safety knowledge. A quiz competition, email signature banners, and widespread flyer distribution further amplified campus engagement. This initiative reflected LAU's commitment to patient safety and national efforts.



3. Lebanese International University (LIU)

During a two-day MedSafety Week activity, LIU pharmacy students partnered with the LNPVP to lead interactive sessions on medication safety. Students demonstrated the VigiMobile e-Form and emphasized the importance of identifying, managing, and reporting adverse reactions. Their leadership strengthened peer awareness and promoted responsible medication practices, contributing to nationwide pharmacovigilance efforts.



4. Beirut Arab University (BAU)

In collaboration with the LNPVP and the Ministry of Public Health, the



Faculty of Pharmacy at Beirut Arab University launched the “Safe Meds, Save Lives” awareness campaign as part of MedSafety Week 2025. Fourth-year pharmacy students led educational sessions, interactive games, and discussions promoting safe medication use and ADR reporting via the VigiMobile app. Students and staff from Pharmacy,



Medicine, Dentistry, and Health Sciences engaged in the initiative, strengthening interprofessional collaboration and reinforcing a culture of safety across campus.

5. Université Saint-Joseph (USJ)

USJ School of Pharmacy contributed to MedSafety Week through lectures and educational videos on pharmacovigilance in collaboration with the LNPVP. Students engaged in discussions on ADR reporting and safe medication practices, helping build stronger safety awareness among future pharmacists and healthcare providers.



Conclusion

The LNPVP's participation in the Med Safety Week of 2025 was an important step in promoting awareness about adverse drug reactions and the importance of reporting them. The use of diverse content types (videos, carousel posts, and polls) and a multi-platform strategy, along with academic engagement, ensured a wide reach of safety culture. The understandings gained from the poll responses highlight the need for ongoing education and outreach to improve ADR reporting practices among the public and healthcare professionals.