The following page is a letter that introduces a 12-week campaign to help reduce medication errors and promote safe medication administration practices in all facilities licensed by the Department of Human Services. You are urged to actively participate in this campaign by:

- Reading the information that will be provided to you electronically beginning in May 2013;
- Sharing the information with other caregivers; and
- Implement changes that may be needed to reduce the potential for medication errors and create a safer medication management system.

You can anticipate helpful information and multiple resources being made available to you in the coming weeks.
DHS’s Office of Licensing and Regulatory Oversight (OLRO) is launching a quality improvement campaign targeting medication errors in DHS licensed settings. OLRO is developing tools and resources to support DHS licensed provider’s work towards reducing medication errors.

Why is this important? The Institute of Safe Medication Practices (ISMP) reported that in a single year 9 million individuals were hospitalized and another 18 million individuals were treated in the emergency room for medication errors.

In addition to medical costs and human suffering associated with medication errors there are other costs related to medication related rule violations. Rule violations specific to medication errors are commonly encountered in DHS Licensed settings. **Most of these rule violations can be prevented by implementing a few basic steps saving the licensed setting time and money.**

Beginning May 2013 OLRO will introduce a campaign: **12-Weeks to Safer Medication Administration.** For 12 weeks OLRO will send/post weekly e-cards (electronic postcards) highlighting simple suggestions for improving medication administration. Six of the twelve messages will target administrators/owners and the other six messages will target direct care staff.

All messages support the **Six Rights of Safe Medication Administration** concepts. The administrator or owner of the DHS licensed or certified setting will be responsible for sharing the direct caregiver e-cards with their caregivers. After the first 12 weeks OLRO will conduct a survey to assist in evaluating the campaign.

Additionally, OLRO will be launching a dedicated webpage to Safe Medication Administration beginning May 2013. E-cards and other supporting documents, tools and links will be available on the webpage. The web address for the new Safe Medication Administration webpage will be announced on the e-cards. Starting May 2013 access to the new webpage will also be available through the AFH webpage: [www.oregon.gov/dhs/spd/pages/provtools/afh-apd/index.aspx](http://www.oregon.gov/dhs/spd/pages/provtools/afh-apd/index.aspx).

Partner with OLRO by actively supporting and encouraging safe medication administration.

**It Matters — Take Control of Medication Administration**