



Starter for 10: Welsh schools take up the challenge!

On a new stage and being broadcast live across Wales, young Welsh scientists have been competing in the Life Sciences Challenge annual quiz, run by Cardiff University School of Medicine.

Once again, ABPI Cymru Wales was delighted to sponsor the Life Sciences Challenge, an inter-school competition for Year 10 pupils designed and delivered by PhD students, medical students, scientists and early career researchers within the School of Medicine. The fun, interactive and challenging quiz has been created to share an enthusiasm for trying to understand the natural world and to inspire pupils to consider the extensive possibilities of careers involving science.

In February, nearly 400 pupils from 42 schools across Wales entered the preliminary stages of the competition, which takes place online. The quiz is run for both English- and Welsh-medium schools in parallel competitions. Each team comprises four members who have an interest in maths, science and the world around them.

The eight top-scoring English- and Welsh-medium schools took part in the quarter-finals and semi-finals held at the start of the summer in schools across Wales.

For the first time in its six years the quiz was hosted in the impressive main lecture theatre in the Education Suite of the Heath Hospital and was broadcast live via a link across Wales

to all competing schools and the families of teams entered.

The finalists vying for the title of 2018 Life Sciences Challenge Quiz Teams of the Year were: St Cyres, Penarth v. Ysgol Clywedog, Wrexham (English-speaking version) and Ysgol Glantaf, Cardiff v. Ysgol Calon Cymru, Builth Wells (Welsh-speaking version).

All four schools were new to the final, and both finals were very closely contested competitions.

After seven rounds of tough competition the eventual winners were St Cyres and Ysgol Glantaf. Both schools were presented with a trophy and a cheque for £150 to be spent on science within the school.

Continued overleaf

Main Image: Members of St Cyres team displaying 2018 Life Science Challenge winners' certificates received from Professor Simon Jones, Dean of Research, School of Medicine and Mr Lewis Oliva, Cardiff University medical student, track cyclist and Commonwealth Games 2018 silver medallist, in the presence of St Cyres Deputy Director of Science, Mr Nick Alford.

A regular participant in the School of Medicine's Science in Health activities, Nicholas Alford, Deputy Director of Faculty of Science at St Cyres, said:

"We are very grateful for the opportunities you provide for our students. The LSC has generated a real buzz around the school as we have progressed to the final. Science in Health Live has inspired and germinated many careers in research and medicine and the work experience weeks you offer are incredibly enriching, allowing our students' university applications to stand out. Thank you."



Members of Ysgol Glantaf team displaying 2018 Life Science Challenge winners' certificates received from Professor Simon Jones, Dean of Research, School of Medicine and Mr Lewis Oliva, Cardiff University medical student, track cyclist and Commonwealth Games 2018 silver medallist, in the presence of Ysgol Glantaf Head of Science, Mr Marc Davies. Also photographed are Dr James Matthews and Gwenllian Roberts, quiz presenters.

A new era of partnership to deliver the best for patients

The joint working agreement between Pfizer and Swansea University is focused on supporting the development of a system that better aligns industry, the NHS and academia in the pursuit of improved patient and public outcomes.

The agreement, which aligns with the Wales Government National Strategy, sees Pfizer and Swansea University working in partnership to drive forward ambitious local health, wealth and wellbeing agendas. Representing an optimal environment for life sciences research and development, the South West Wales region has been selected, given its potential to be at the forefront of excellence in healthcare service delivery, research, education and innovation. The alignment between the Welsh NHS, academia and industry in South West Wales has created the right environment that provides the potential for these ambitious collaborative plans to discover, develop and improve healthcare delivery.

Erik Nordkamp, Managing Director, Pfizer UK, describes the backdrop to the Pfizer and Swansea University joint working agreement: *"Demands from an ageing population and continued medical advances require not only investment and efficiency, but a fundamental shift towards greater partnership between the health service and other stakeholders, including industry."*

Professor Hamish Laing, recently appointed Professor of Enhanced

Innovation, Engagement and Outcomes at Swansea University, commented: *"Through partnerships with industry we will design new approaches that focus on the value medicines and interventions deliver for patients and healthcare systems, using real-world outcomes that matter to inform a new sustainable paradigm that meets the needs of citizens and payers for the future."*

The foundation to the partnership focuses on real-world research and innovative projects in the health and life science sector, as well as support of the proposed Llanelli Wellness and Life Science Village. The central purpose of this work is to deliver the improved vision of health and wellbeing for the region's population of over one million people.

Erik Nordkamp concluded: *"Our strategic partnership with Swansea University and the opportunity it represents for present and ongoing collaboration between industry, the Government and the health system, is part of our ongoing commitment to enhancing long-term health and social care. We're incredibly excited about the*

future of these partnerships and the opportunities they represent. We're thinking big and look forward to ongoing collaboration between industry, Government and the NHS to improve UK health and put patients first."

For more information visit www.pfizer.co.uk/joint-working-project-between-swansea-university-and-pfizer-ltd



Erik Nordkamp
Managing Director
Pfizer UK



Hamish Laing
Professor of
Enhanced
Innovation,
Engagement
and Outcomes

Respiratory Innovation Wales

Respiratory Innovation Wales Limited (RIW) provides a central focus for the NHS, academia, industry and patients for research and implementation of innovative solutions to improve respiratory health and wellbeing.

Its Executive team and Board hold a national remit for all 3.2 million people in Wales; however, the company will ensure solutions can be delivered at scale to global markets. The RIW team consists of experienced private sector leadership and globally renowned experts from the NHS and partner universities. These include clinicians, R&D specialists and researchers. By creating a new ecosystem with faster contracting and widespread contacts, RIW can uniquely bridge multiple organisations in Wales.



Kevin Smith, Chief Executive of RIW tackling the big questions from ABPI members

RIW secure time-limited projects and larger strategic partnerships across five major domains:

1. Commercial trials: a dedicated contracts manager who is highly experienced in respiratory trials and a mobile team of research staff to speed up and run Phase II to IV trials across all Wales in both secondary and primary care. We provide a single point of access for single or multiple sites. We also deliver a service whereby the NHS identifies patients and identifies Phase I specialist centres. Our projects include multi-phase and adaptive trials.

2. Devices and technology: a dedicated trials manager and senior clinical lead work alongside SMEs, manufacturers and clinicians to embed, test and retest devices in real-world systems. We are developing short- and long-term collaborations across our health and social care systems – providing enough scale for those wishing to develop and test novel respiratory products.

3. Population Health Informatics: a clinical lead runs our joined-up data systems covering over 70% of all general practices and all hospitals through the MRC-supported SAIL Databank with

the Farr Institute. We can identify potential trial participants and predict healthcare benefits of interventions, with a powerful asset being linked biobank and outcome data for eventual personalised respiratory medicine.

4. Biobanking: the first Welsh repositories are operational. RIW is central to linking these to NHS Health Informatics across a homogenous and stable population.

5. Educational programmes: RIW develops bespoke CPD programmes for health professionals and industry locally and internationally. With support from prestigious international bodies RIW will also develop MSc programmes and specific training of respiratory health professionals.

Our partners are provided with immediate access to a network of senior respiratory clinicians, R&D policymakers and academic groups. Our current expertise includes digital, nanotech, metabolomics, drug design, 3D printing and Prudent Health Care /value-based analysis. The company is supported by digital infrastructure encompassing leading-edge digital platforms and technologies.

Digital innovation forms a key part of our strategy.

RIW also allows access to initiatives funded by the UK Government's Industrial Strategy such as the Llanelli Wellness and Life Science Village which combines a research, innovation and wellbeing campus with clinical services (supporting the five stages of life approach) and biopharma. We also work closely with the new Health Campus developments in Swansea, the Rural Health Collaborative and the North Wales Innovation Centre.



Professor Keir Lewis, Medical Director of RIW and Kevin Smith, Chief Executive of RIW (both seated) meeting with ABPI members in Cardiff

Meet ABPI Cymru Wales

Following the success of our 'Meet ABPI Cymru Wales' sessions held over the last three years, we ran the exercise again on 6 and 7 November 2018.

Representatives of the ABPI Cymru Wales Industry Group based themselves in the coffee shop at the Senedd, meeting Assembly Members and their staff. This offered everyone involved the opportunity to have an informal discussion on some of the key issues facing the pharmaceutical industry's work in Wales. Amongst other areas, we discussed some of the exciting new collaborations between the pharmaceutical industry and NHS Wales, the New Treatments Fund and the implications of Brexit for Wales.

We would like to take this opportunity to thank those who took the time to come and speak with us. As ever, if an Assembly Member – or their team – would like to meet with the ABPI and its members, please get in touch!



Coffee Shop Meetings / Nick Ramsay AM meeting with members of ABPI Cymru Wales Industry Group

Your Medicines, Your Health

Prescribing a medicine is one of most common interventions in NHS Wales. However, an estimated 30 to 50 per cent of medicines for long-term conditions are not taken as prescribed, resulting in both medicines waste and a potential loss of health benefits.

To help tackle this, in January 2013 Cwm Taf University Health Board devised and launched a multi-faceted staff, community and media campaign to help re-educate the public – not just patients – to be more aware of the need to take medication as prescribed, and more importantly, to tell the prescriber if they can't or don't. This work has proved so successful it is now being rolled out across Wales, with support from the Welsh Government.

The campaign's aim, with its message **'Take them if you can, tell us if you can't'** is to prompt people who may not take their medication, for whatever reason, to speak to their doctor or pharmacist. The Your Medicines, Your Health team provide the public with information about the benefits of safe and effective use, storage and disposal of medicines, through advertising and promotional material, personal talks and presentations.

Using simple messages, the Your Medicines, Your Health team give people easy actions that they can take to improve their medicines management, often linked to events such as a stay in hospital, the holiday season and even the annual spring-clean!

Main Image:
An example of the Your Medicines, Your Health advertising campaign

Continued overleaf



Local campaign targets unused medicines and incorrectly recycled inhalers

2018 saw 'Complete the Cycle' (a GSK-funded inhaler recovery and recycling scheme) being offered at both local hospital and community pharmacies in Cwm Taf University Health Board area – making it easier for patients to drop off their used inhalers to help reduce plastic waste and protect the environment.

Both Complete the Cycle and the Health Board's 'Your Medicine, Your Health' campaign give patients the opportunity to seek advice from their pharmacist on how to take control of their own health. This can be through learning good inhaler technique or participating in a medicine's review to get the most out of their medicine. Research commissioned for GSK revealed that 33%^[i] of patients nationally use their kerbside recycling service to dispose of their asthma inhaler, wrongly thinking that the inhaler will be recycled.

Many respiratory inhalers contain plastics and gases that are not readily recycled through existing arrangements, so are typically incinerated or end up in landfill. The inhaler aerosol canister can then leak harmful greenhouse gases into the air. The House of Commons Environmental Audit Committee has also published a report into the UK's progress on reducing F-gas emissions – these are the greenhouse gases which have a high global warming potential. It said that inhalers contribute to 3.5% of the NHS' greenhouse gas emissions.^[ii]

The Committee called for more people to use a pharmacy-based inhaler recycling scheme.

Robyn Miles, GSK's Head of External Affairs in Wales said: *“By taking all types of inhalers to a participating hospital pharmacy such as Ysbyty Cwm Rhondda, or to a local participating community pharmacy, the aerosol canister will be separated from the plastic*



Amy Matthews and Gareth Hughes at Sheppards Pharmacy – part of the Complete the Cycle project

components of an inhaler and any greenhouse gases will be safely collected and reused, for example in car air conditioners. The plastic and aluminium parts of inhalers are also recycled and used to make non-medical products such as garden furniture.”

The Complete the Cycle scheme has so far potentially saved the amount of carbon dioxide emissions equivalent to taking 5,199 cars off UK roads.^[iii]

Emma Williams, Community Pharmacist Lead for the health board said: *“It's really important to regularly check the medicines you have at home and return any medicines that you no longer need or have gone out of date to our local pharmacy for safe disposal. Returning used and unused inhalers to the pharmacy will mean that these can be recycled, helping the environment and giving you the chance to speak to the pharmacist who can help with questions you may have about your medicines.”*

Gareth Hughes, Professional Services Manager, Sheppards Pharmacy, Rhydyfelin (pictured) said: *“This scheme allows the pharmacy to play a role in protecting our environment by encouraging inhaler recycling, whilst also providing*

a unique opportunity for patient interventions, ensuring that they are making the most of their medicines.

“We will definitely be looking to roll out the scheme across more of our 33 branches.”

Amy Matthews, Pre-registration Pharmacist at Sheppards Pharmacy (pictured), said: *“Identifying patients that may be over-using or under-using their inhaler therapy, which could be due to poor inhaler technique, can lead to important consultations to improve the management of their condition and enhance patient care, all within a pharmacy setting and without needing to make an appointment.”*

Emma Williams continued: *“Aligning the two schemes is a great example of how patient safety and environmental sustainability can help drive quality improvements in our own health and make economic sense.”*

For more information, visit:
www.completethecycle.eu
www.cwmtaf.wales

[i] GSK data on file, August 2017, ref: UK/OTH/0025/17

[ii] UK Progress on reducing F-gas emissions (UK Parliament). 18 April 2018. Available at: <https://publications.parliament.uk/pa/cm201719/cmselect/cmenvaud/469/46902.htm>. Accessed 25 April 2018

[iii] GSK data on file, February 2018, ref UK/RET/0010/18

Antibiotic Guardians

Did you know that there are 12 'priority resistant pathogens' that are the key targets for developing new antibiotics? Growing resistance means we need new strategies to treat bacterial disease, and in 2016 pharmaceutical companies invested £2billion into antimicrobial resistance research and development. There are now 40 new antimicrobials in late-phase clinical development.

Whilst this is exciting news, we can all do our bit. The ABPI recently supported the World Antibiotic Awareness Week (#WAAW18), hosting a series of parliamentary and stakeholder events and a range of social media activity. As part of the week, ABPI Cymru Wales staff all became Antibiotic Guardians, taking an individual pledge to make better use of antibiotics and help save these vital medicines from becoming obsolete.

The ABPI also has a range of resources for schoolchildren in the area of antimicrobial resistance, which can be accessed from our Schools website:

<https://www.abpischools.org.uk/topic/antimicrobial-resistance>

These include information on what antimicrobials are and how they work, how antimicrobial resistance develops, the mechanisms and consequences of resistance and how antimicrobial resistance is being tackled.



ABPI Cymru Wales staff became Antibiotic Guardians as part of #WAAW18

Who we are

The Association of the British Pharmaceutical Industry (ABPI) represents innovative research-based biopharmaceutical companies, large, medium and small, leading an exciting new era of biosciences in the UK.

Our industry, a major contributor to the economy of the UK, brings life-saving and life-enhancing medicines to patients. We represent companies who supply more than 80 per cent of all branded medicines used by the NHS and who are researching and developing the majority of the current

medicines pipeline, ensuring that the UK remains at the forefront of helping patients prevent and overcome diseases.

Globally our industry is researching and developing more than 7,000 new medicines.

The ABPI is recognised by government as the industry body negotiating on behalf of the branded pharmaceutical industry for statutory consultation requirements including the pricing scheme for medicines in the UK.

For further information about any of the issues in this Bulletin or about ABPI Cymru Wales, please contact:

Dr Richard Greville,
Director ABPI Cymru Wales

Email: rgreville@abpi.org.uk
Tel: 029 2045 4297



Bringing medicines to *life*
Dod a meddyginiath i *fywyd*

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