

Consumers Can Help Prevent
Harmful Medication Incidents

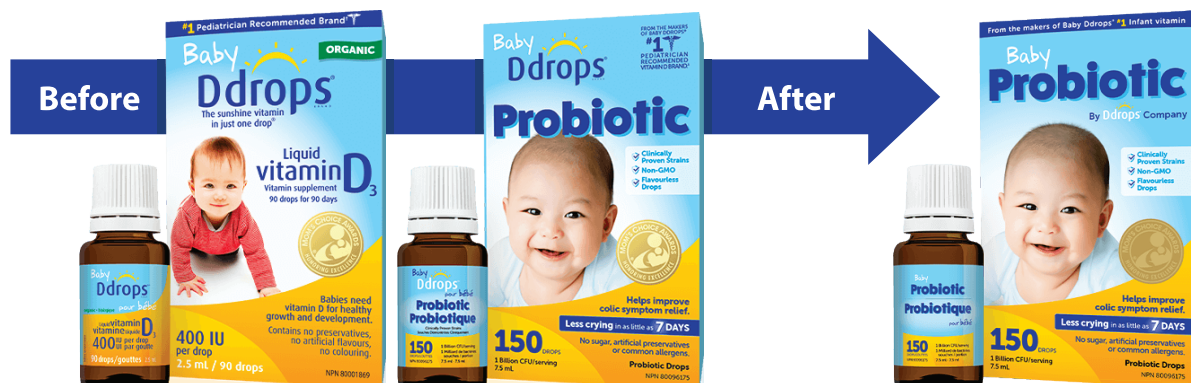
SafeMedicationUse.ca Newsletter

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The Power of Words: Improving Labels and Packages for Medication Safety Part 3 of a 3-Part Series

This newsletter is focused on the importance of clear information on labels to support decisions and selection of products for use. The first newsletter described the power of an informed consumer. The second newsletter described the power of strong relationships with health care providers. This third newsletter also describes the power of reporting when information on medication labels and packages is confusing.

Mederror.ca received a report about a parent who intended to buy Baby Ddrops (vitamin D) for their child. However, the parent mistakenly bought a package labelled as Baby Ddrops Probiotic. Despite its name, the product purchased did not contain any vitamin D. ISMP Canada shared the incident with the company that makes the products and Health Canada. The company appreciated the reported concern and changed the label in less than 3 weeks to support safe use of their products.



**Ddrops with Vitamin D was confused with
Ddrops that contained only probiotics.**

**The new label for the probiotics product
removes the emphasis on the Ddrops part
of the company name.**

The following tips can help make products and care safer:

- If the information on the product package is unclear, talk to the pharmacist.
- If you think information on a label or package might lead to a medication mistake, tell us about it at [mederror.ca](https://www.mederror.ca).

For more information on the important work that Health Canada is doing to increase the safety of health products:

[Natural health product regulation in Canada: Protecting Canadians from Unsafe Drugs Act \(Vanessa's Law\)](#)

This newsletter was developed in collaboration with Best Medicines Coalition and Patients for Patient Safety Canada. Recommendations are shared with healthcare providers, through the ISMP Canada Safety Bulletin, so that changes can be made together.

This newsletter shares information about safe medication practices, is noncommercial, and is therefore exempt from Canadian anti-spam legislation.

SafeMedicationUse.ca Newsletter: www.safemedicationuse.ca – **Report an Error:** www.mederror.ca

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