



## Appendix 3: More information on research-identified characteristics of a Consumer Medicine Resource

**When creating a consumer medicine resource, research<sup>5</sup> suggests considering:**

- ease of use,
- added value to existing resources or practice,
- content effectiveness, and
- adaptation to local input.

**The same research<sup>5</sup> identifies several factors that support uptake and sustained use:**

- sufficient training and capacity-building for consumers,
- consumer buy-in, including awareness of the resource, its value and motivation to use,
- effective messaging and communication about the resource, its purpose and content,
- sufficient human resources (with time, ability and training),
- funding and financial support for development, training, implementation, monitoring and evaluation,
- sufficient equipment, supplies and infrastructure to support implementation,
- a positive team culture, with leadership support for development, training, implementation, monitoring and evaluation,
- local and national data systems that provide useful information on uptake and use,
- policy alignment and support from local and national government bodies and personnel, and
- strategic partnerships.