**Consumers’ Knowledge and Experiences of Adverse Drug Reaction Reporting in Australia**

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Introduction. Adverse drug reactions (ADRs) are a major cause of mortality, morbidity, and increased healthcare costs. Worldwide, consumers' knowledge and practice of adverse drug reaction (ADR) reporting is low.

Aims. To investigate the current knowledge and experiences of consumers in Australia on ADR reporting and their reasons for reporting or not reporting ADRs, with a focus on the use of digital tools for ADR reporting.

Methods. A cross-sectional online survey was conducted among adults who had taken medicine in Australia. A structured questionnaire with multiple choice or Likert scale responses with an option for participants to provide free-text responses, pretested for face validity was used. Consumer characteristics, knowledge and ADR reporting practices were analysed using descriptive statistics and chi-square test or Fisher's exact test.

Results. A total of 544 survey responses were included in the analysis. The majority of respondents were women (68%), and 22% were aged between 65-74 years. Fifty-eight percent (n=317) of respondents knew that they could report ADRs to either the Therapeutic Goods Administration (TGA), state or territory government health department or healthcare professionals. Three-quarters (n=405) of respondents stated that they had experienced an ADR; of these, 36% reported an ADR to either the TGA, state or territory government health department or healthcare professionals. Among those who reported ADRs, 58% were unaware that they could use digital tools to report ADRs. The main reason for reporting was that they were worried about their own situation (45%) and the main reason for not reporting was that they did not think the ADR was serious enough to report (39%).

Discussion. Over half of consumers who responded to our survey knew that they could report ADRs; however, their knowledge of ADR reporting methods, using digital tools for ADR reporting, and practices of ADR reporting were low. Addressing awareness of digital tools for reporting ADRs, privacy and security concerns are crucial in order to encourage the use of digital tools for ADR reporting, as a large proportion of respondents described these as barriers to ADR reporting using digital tools.