

MHRA and CAP take action against illegal 'hayfever jab' adverts online

Following several high-profile rulings by the Advertising Standards Authority, the Medicines and Healthcare products Regulatory Agency (MHRA) and the Committees of Advertising Practice (CAP) have issued a joint enforcement notice about the advertising of Kenalog injections on social media.

This enforcement notice warns all organisations offering Kenalog as a hayfever treatment to stop advertising it in any of their social media or website advertising.

Kenalog is a prescription-only medicine (POM), which must not be directly or indirectly advertised to the public. Kenalog is not licensed for the treatment of hayfever in the UK, although it is offered by some beauty and aesthetics clinics, under the personal responsibility of an individual prescriber, and advertised widely on social media.

Now, advertisers must ensure that all references to Kenalog in the text, images or emojis on social media are removed, as well as commonly-used descriptive phrases for the jab such as 'hayfever injection' or hayfever jab' or any account names, testimonials or memes by 29 August 2022. After this date, the CAP's compliance team will remove non-compliant ads using targeted software and those who continue to promote it may be referred to the MHRA for further enforcement action.

Kenalog is the brand name for triamcinolone acetonide and is a steroid injection that is licensed as a medicine for a number of conditions, though not for the treatment of hayfever.

Claire Tilstone, Head of Advertising at MHRA said:

Social media offers a powerful advertising tool for clinics but they must remain aware of the rules that surround it for medicines.

The advertising of prescription-only medicines in the UK is banned under UK advertising law and so clinics should now urgently review their websites and social media to ensure that they are not advertising the prescription-only medicine Kenalog, to avoid further enforcement action.

We would urge anyone who sees a clinic advertising it, to report it either to the MHRA or the Advertising Standards Authority, and always to consult a qualified healthcare professional to discuss options for hayfever treatment.

Shahriar Coupal, Director of CAP, has said:

Our enforcement notice, published jointly with the Medicines and Healthcare products Regulatory Agency, makes it abundantly clear that Kenalog, as a prescription-only-medicine, should not be directly or indirectly advertised to the public. Our rules apply across media, but we are particularly concerned about the prevalence of Kenalog injection advertising on social media.

Through our use of technology and data science, we will proactively monitor and take enforcement action against any advertiser who does not stick to the rules so there is a level playing field for businesses and consumers are protected.

Notes to Editors

- Kenalog is not licensed in the UK for the treatment of hayfever. A prescriber during a consultation with a patient can make a professional decision to prescribe a medicine outside the indications stated in the medicine's licence to meet the specific clinical needs of their patient. They do this on their own personal responsibility. This further information from the GMC and this article in MHRA Drug Safety Update might be helpful background. During the consultation, patients should be made aware of any risks of using a medicine 'off-label' in place of a licensed treatment.
- Medicines and Healthcare products Regulatory Agency (MHRA) is responsible for regulating all medicines and medical devices in the UK by ensuring they work and are acceptably safe. All our work is underpinned by robust and fact-based judgements to ensure that the benefits justify any risks. MHRA is an executive agency of the Department of Health and Social Care.

[Join the South West Regional Flood and Coastal Committee](#)

Press release

An enthusiastic person with a knowledge of farming and land management is wanted to lend their experience to managing flood risk.



The SWRFCC makes funding decisions on flood defence schemes like Calstock and is seeking a new member

South West Regional Flood and Coastal Committee (SWRFCC) is a regional partnership with oversight of flood and coastal erosion risk management across Devon, Cornwall and the Isles of Scilly.

The committee is recruiting an independent member to represent farming, agriculture, and land management interests.

The successful applicant will help the committee understand the issues affecting farmers and land managers. They will play a crucial role in deciding local priorities, considering climate change impacts and approving programmes of work. The role will also involve supporting local authorities and the Environment Agency to work closely with farmers and communities.

SWRFCC Chair Philip Rees said:

We cannot ignore the increasing impacts that flooding and coastal erosion are having on our region. We must also continue to seek solutions and prepare ourselves to adapt to the effects of climate change.

It is essential that the committee represents the communities we serve. We are seeking enthusiastic people who have an interest and experience in any aspect of farming, agriculture, or land management.

This is a really valuable opportunity to help guide flood and coastal management across the South West. This role can make a real difference to people's lives and the environment we live in.

The committee approves the Environment Agency's regional flood spending and programme of works. It raises a local levy and works with other organisations to encourage investment and innovation to help communities in need of flood and coastal erosion solutions.

The committee is supported by the Environment Agency and its members are appointed by local authorities, alongside independent members with different

areas of focus.

Independent members are appointed as impartial individuals, not as representatives of any organisation. They are expected to attend at least 4 committee meetings each year. The role is voluntary, but members can claim reasonable expenses and, if eligible, a fixed financial loss allowance.

See the [SWRFCC webpage](#) for more about the committee. For further information or to request an application pack, contact Kate Morton at swrfcc@environment-agency.gov.uk. Deadline for applications is 11.59pm Monday 29 August 2022.

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[Dunball Sluice to get 25 year life extension](#)

Press release

One of Somerset's most important tidal defence assets is being refurbished so it can continue protecting Bridgwater and the Somerset Levels and Moors.



Dunball Sluice near Bridgwater

A £4.2 million refurbishment scheme will refurbish or renew mechanical and electrical components in Dunball Sluice. This sluice controls flood flows in the King's Sedgemoor Drain (KSD) and the River Sowey, which is also known as the River Parrett Flood Relief Channel.

Dunball Sluice is a critical structure in the defence of the Somerset Levels and Moors and became operational in 1971. It sits at the location where the King's Sedgemoor Drain (KSD) meets the tidal River Parrett. 4 gated culverts control water levels by releasing water into the Parrett when the tide

permits while preventing the tide from bringing saltwater into the KSD. This would impact nationally and internationally designated freshwater habitats.

The refurbishment will also make environmental improvements to encourage the migration of eels and improve access for otters between the KSD and the River Parrett. Health and safety improvements for Environment Agency staff and contractors who operate and maintain the sluice will also be completed as part of the scheme.

Rachel Burden of the Environment Agency said:

The project will extend the life of Dunball Sluice. Reducing the potential for failure and mitigate the risk of flooding to properties and internationally and nationally important freshwater habitats.

The scheme, funded by the Department for Environment, Food and Rural Affairs (Defra) with £650,000 partnership funding provided by Somerset Rivers Authority. The scheme will begin at the end of July 2022 and is programmed to be completed by 2024.

Work begins on creating Dunball Sluice which opened in 1971

Cllr Mike Stanton, Chair of Somerset Rivers Authority (SRA), said:

I'm delighted that the SRA is helping to make this work possible. Dunball Sluice is a crucial facility. Refurbishing it boosts the SRA's own major scheme to increase the floodwater-carrying capacity of the River Sowey and King's Sedgemoor Drain.

Sowey-KSD works are being delivered for the SRA by the Environment Agency up until the end of October. As partners we're working together to reduce flood risks across a large part of the Somerset Levels and Moors.

The work will not have an impact on the continuing operation of the sluice and all refurbishment works will be undertaken within the compound area.

If there is a need to move water out of the system into the Parrett but the tidal gates can't be used due to the state of the tide. Then temporary pumps can be set up at the sluice to pump water over the structure and into the river. This was last done in 2014 and upgrades have been made since to better accommodate temporary pumps deployed from the nearby Bradney depot.

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[Home Secretary continues funding to support victims of terrorism](#)

Victims and survivors of terrorist attacks will continue to receive the practical and emotional support they need, as the government announces further funding to four organisations providing this vital support.

Cruse Bereavement Support, the Peace Foundation, South London and Maudsley NHS Foundation Trust and Victim Support have been supported by government funding since October 2020.

Backed by this funding, these organisations have been able to set up a 24/7 support line, offer mental health assessments and referrals, provide bereavement support and establish long-term peer support networks.

Today's funding extension will ensure that all victims of terrorism can continue to access these support services, regardless of when the attack happened.

Home Secretary, Priti Patel, said:

We recognise the victims of terror attacks can be affected in more ways than many of us could ever contemplate.

The continuation of funding will ensure those affected by terrorist attacks can be provided with a broad range of practical and emotional support in their attempt to work through these traumatic events.

This year marks the fifth anniversary of several horrific terrorist attacks that took place in 2017.

The Home Office's Victims of Terrorism Unit recognises a victim to be anyone affected by a terrorist attack, whether that be someone who has suffered physical, mental or emotional harm, those who have been bereaved (including extended family members), witnesses and first responders to the scene of the incident.

The services are available to anyone affected by an attack in the UK, or those returning to the UK following an attack overseas.

[Victim Support](#) run a 24/7 support line to provide victims with immediate, practical, and easily accessible support. They can be contacted on 08 08 16 89 111 or via [live chat](#)

[South London and Maudsley NHS Foundation Trust's](#) service focuses on outreach,

screening, assessment and onwards referral for psychological treatments.

[Cruse Bereavement Support](#) provide bereavement support for victims who are not currently eligible to receive support under the Homicide Service.

[The Peace Foundation](#) facilitate a long-term peer support network for victims of terrorism and provide one-to-one casework support.

Further information about the support services available to victims can be found at victimsofterrorism.campaign.gov.uk.

[Report outlines youth-centred framework to build a more confident and inclusive Northern Ireland](#)

Press release

Wilton Park publishes report reflecting on the dialogue between participants at a special conference looking ahead to the 25th anniversary of the Belfast (Good Friday) Agreement.



- Youth-focused recommendations published following first-of-its-kind conference on achieving a more confident and inclusive Northern Ireland, looking forward to the Belfast (Good Friday) Agreement's 25th anniversary.
- Conference highlighted importance of supporting a culture of empathy, continued and sustained integration in all aspects of society, and entrepreneurial ambition to achieve a brighter future for Northern Ireland's young people.
- Participants agreed that the public, third and private sectors should better involve young people in decision making, so they have a greater say in Northern Ireland's future.

Wilton Park today published a report reflecting on the open and constructive dialogue between participants at a special conference on a more confident and inclusive Northern Ireland, held in partnership with the Northern Ireland Office and the Foreign, Commonwealth and Development Office.

The conference was convened looking ahead to the 25th anniversary of the Belfast (Good Friday) Agreement in April 2023. It brought together young people with politicians and representatives from the public sector, academia, peace-building organisations, and youth workers to consider the conditions needed to build a fair, prosperous and vibrant future for all.

Participants reflected on the extraordinary transformation Northern Ireland has undergone over the last quarter century, and shared ideas on how Northern Ireland can reach its potential, with a focus on the role of young people.

These ideas included:

- Ensuring that children and young people from all backgrounds are included in decision-making processes – participants also called on business and civic society to be more proactive in their youth engagement.
- Longer-term investments and improvements in education, in particular to support greater integration through education.
- Developing empathy skills, including via the education and skills system to support a more stable and just society.
- Work to attain a more confident and inclusive society is something that begins in very early stages of life, and can be supported by early years interventions.
- Instilling a sense of entrepreneurial ambition within young people would retain talent and support Northern Ireland's future economic prosperity.

Looking forward, the conference concluded that the Belfast (Good Friday) Agreement's upcoming 25th anniversary presents a strong opportunity to share Northern Ireland's success story with the world – with a particular focus on promoting its innovative economy, cultural prowess and creativity, and areas of natural beauty.

Minister of State for Northern Ireland, Conor Burns, who attended the conference, said:

This report really captures the positive and uplifting discussions that were had at Wilton Park.

Bringing together young voices and decision makers is so crucial in political debate, and I was inspired to hear fresh thinking to help us achieve a more confident and inclusive Northern Ireland with long-term peace and prosperity.

As we move closer to the 25th anniversary of the Belfast (Good Friday) Agreement, it is more important than ever to encourage individuals from all walks of life to engage in dialogue so that we may build an even brighter future.

In support for greater integration through education, the UK government has recently announced a [£1.9m funding package](#) to support schools through the transformation process towards integrated status.

Notes to editors

- The report is available to download. As the conference was held under the Chatham House Rule, conference participants are not identified:
<https://www.wiltonpark.org.uk/reports/>
- Wilton Park was established as part of an initiative inspired by Winston Churchill to help re-establish peace and democracy in Europe in the aftermath of the Second World War. Discussions on how to promote peace, reconciliation and understanding have been a core mandate of Wilton Park ever since. Find out more about the conference at:
www.wiltonpark.org.uk/event/a-more-confident-and-inclusive-northern-ireland/

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