

\$5m Codral promo

CODRAL says it will be "supporting pharmacy like never before" this winter with improved training programs and an investment of over \$5.2m in consumer advertising.

J&J Pacific president Max Johnston said the ongoing push demonstrates a "clear commitment to community pharmacy" with the entire Codral range remaining Pharmacy Only.

Johnston said there had been strong sales growth in the Codral New Formula range, with almost half of all consumers now choosing phenylephrine.

"We will continue to invest strongly in the brand to drive customers to their local pharmacy where they can receive healthcare advice for symptomatic relief of colds and flu," he said.

Climate change and health

UNIVERSITY of Melbourne's Professor David Karoly, a climate change specialist, will give the keynote presentation addressing the theme of *Protecting Health from Climate Change* to mark World Health Day today.

"As global temperatures continue to rise we will experience a proportional increase in health hazards, that will include: devastating natural disasters and heatwaves; higher rates of waterborne diseases as a result of natural disasters; more diseases related to air pollution; increase in large scale population displacement caused by rising sea level, drought and famine" said Professor Karoly.

The inaugural AMREP (Alfred Medical Research and Education Precinct) World Health Day Symposium is being held at Coppin Hall in Vic, with public health professionals and researchers discussing ideas to tackle the issues of climate change and global health initiatives.

Pharmacy prescribing plan

PHARMACISTS in the UK will have additional powers to prescribe medicines for minor ailments, under a proposal put forward by the government.

Health Minister Ben Bradshaw said the move is aimed to take pressure off GPs and enable them to spend more time with patients.

It is estimated that each GP will gain one extra hour a day - or 57 million GP consultations a year.

Pharmacists will also be encouraged to manage people with chronic conditions and offer screening for vascular diseases as part of the health checks initiative for 40-74 year olds announced last week.

Direct communications with hospitals on care of discharged

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Arthritis material

ARTHRITIS Australia says its 29 new information sheets available for pharmacies to give their patients (*PD Wed*) also include details of the condition in languages such as Arabic, Greek, Chinese, Italian and Vietnamese.

Arthritis Awareness Week kicked off yesterday and copies of the popular booklet *10 steps for living well with arthritis* are also available by calling the Arthritis Infoline on 1800 678 988.

Want \$20,000?

THE Pharmacy Guild is offering grants of up to \$20,000 for projects which provide health benefits to rural communities.

The Small Project Funding Scheme aims to support the role of community pharmacists in rural and remote communities, and is an initiative of the Rural Pharmacy Workforce Program.

To be eligible, projects must involve a pharmacist or pharmacy related organisation, have a time frame of no more than 12 months and be completed by 31 Mar 2010.

Applications by 5pm Fri 02 May; see www.ruralpharmacy.com.au.

patients and more work around vaccination are two other areas which pharmacists are expected to take on.

The British Medical Association has welcomed the government plans and said it was "a helpful move" commissioning pharmacists to help improve health outcomes.

Discussion on the white paper proposals begins on 01 May.

The Royal Pharmaceutical Society of Great Britain said it was exciting that the govt had listened to the profession's call to extend the clinical and advisory services offered to the public.

"The time is now right for pharmacists to seize this opportunity," said RPSGB president Hemant Patel.

Pharmacy e-bulletin

THIS week's edition of the Repatriation General Hospital's Pharmacy E-Bulletin covers T-cell co-stimulation blockade for rheumatoid arthritis - said to be the next major advance in the use of biologics for the management of the condition.

Recent clinical evaluations of Orencia (abatacept) have indicated that the agent is more effective than placebo for improving rheumatoid arthritis.

Abatacept was listed on the PBS as an authority script from 01 Mar.

The bulletin is available from chris.alderman@rgh.sa.gov.au.

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DISPENSARY CORNER

THE latest cosmetic surgery technique is ideal for people who think they're too short.

The 90-minute "scalp-lift" procedure, currently only available at an exclusive clinic in Madrid, Spain, sees an incision made in the side of the head and a special implant squeezed in under the scalp.

Dr Luis de la Cruz claims to be add up to 5cm to a person's height using the technique.

He charges US\$8000 for the procedure which is performed using local anaesthetic.

Dr de la Cruz claimed many would-be flight attendants, models and police officers are queuing up for the surgery.

HERE'S a neat way to foil a robbery.

Inge Pryde and pharmacist Ross Beck from the Health Information Pharmacy branch in the Brisbane suburb of Morningside managed to stop an attempted hold-up recently, simply by asking the thief if he minded waiting until the pharmacist was free.

When another customer walked in the would-be robber ran out empty-handed and was arrested after a police chase.

MAYBE that would have worked for this bank robbery in the US.

Police in California are still searching for a possibly disabled man who held up a bank in a shopping centre, and then made a fairly slow getaway in his electric wheelchair.

Witnesses say one of the thief's legs was wrapped in bandages and sticking straight out as he rolled down a nearby street before disappearing.

Investigators aren't sure if the wheelchair was just a prop to assuage suspicion.

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