

Smokers sent to doctors

A NEW campaign to be promoted in pharmacies is encouraging smokers to talk to their doctor about the best ways to quit.

Pfizer Australia today launched the national *Yes Master* campaign to urge people to "outsmart cigarettes" and break their nicotine addiction.

The unbranded advertising campaign, which is scheduled to run for three months, includes a TV advertisement, online, radio and outdoor advertising, a website and promotional materials such as posters and display items available to surgeries and pharmacies.

An interactive website at outsmartcigarettes.com.au explains the effects of nicotine on the body, a quit checklist, cost of smoking calculator and tips for seeking the doctor's advice.

Pfizer's prescription-only Champix was approved as an Authority script on the PBS from 01 Jan 2008.

Pharmacy bulletin

THIS week's edition of the Repatriation General Hospital Pharmacy E-Bulletin covers the new heart rate lowering drug ivabradine (Coralan), which can be used as an alternative agent for the treatment of patients with chronic stable angina - more info chris.alderman@rgh.sa.gov.au.

RGH Pharmacy

Due to popular demand the
RGH Pharmacy
Anticoagulation Handbook
is now available to the
pharmacy industry across Australia.

The handbook gives patients important information about warfarin treatment and has a chart to record INR results.

Repatriation General Hospital is making it available for purchase for \$2.80 per booklet, reduced to \$2.40 for PSA and SHPA members.

More information



Register for PMP program

ANOTHER program funded through the Fourth Agreement is ready to kick off, with pharmacies invited to register before 30 June for the Patient Medication Profile (PMP) Program.

PMP, which integrates with the DAA and HMR programs, will be delivered in partnership between the Pharmacy Guild and the PSA, and is the next professional pharmacy service to roll out as a part of the Better Community Health Initiative of the Fourth Community Pharmacy Agreement.

Timely registrants will receive the maximum registration payment of \$1,200, and participating pharmacies will also be eligible for incentive payments of up to \$4,200 for early registration and full participation

Super oldies!

THE health department says Australia is experiencing a demographic shift which will see an explosion in the number people aged over 100.

Currently there are 2860 Aussies who've lived for more than a century - but this number will increase to 78,000 by 2055.

The shift will also see an increase in so-called "super-centenarians" - people over 110.

Australians now have the world's fourth longest life expectancy after the Japanese, Swiss and people from Iceland.



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in the program's first phase.

The program will provide patients with a list of all of the medicines they are taking, including prescription, over-the-counter and complementary medicines, to help them actively manage their health.

"It also provides the patient's healthcare providers with tools to assist with effective communication," said Pharmacy Guild President Kos Sclavos today.

Community pharmacies will soon receive a Pharmacy Readiness Kit (PRK), which outlines the steps required to participate, including training provided by the PSA.

Motor Neurone Disease Week

MND Associations will this week be raising awareness of the care needs of people living with Motor Neurone Disease through a film clip featuring the renowned physicist Professor Stephen Hawking.

"People with MND need access to early diagnosis, information, coordinated care, ongoing support, respite, and equipment," said Ralph Warren, President of MND Australia.

This week people living with the disease, their friends and families will be calling on all governments to commit funds and resources to enable health professionals, service providers and MND Associations to provide the best possible care and support.

During MND Week, blue cornflowers - a symbol of hope - can be purchased from MND Associations.



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DISPENSARY CORNER

FARTING freely can lead to better health, according to a French doctor.

Frederic Saldmann is urging his countrymen and women to "dare to fart" in his recent book *Le Grand Menage*.

He said getting rid of the approximately two litres of gas produced each day is a "natural process," and retaining it can be "harmful to the intestines."

Saldmann's relaxed view of bodily functions also extends to the other end, suggesting that burping frequently - particularly after each meal - is the best way to reduce the risk of hernia.

Belching also avoids cancer, he says, because keeping air in the stomach leads to heartburn.

He said the increase of cancer of the oesophagus in France is due to "the burp that we no longer do."

Readers of the book are also urged to avoid the use of antiperspirants because "to block sweat not only stops the elimination of toxins, but also a certain number of messages that are potentially very attractive to the opposite sex."

NERDS across the globe yesterday commemorated the 30th anniversary of the creation of the first spam email.

The first recognisable email marketing message was sent on 03 May 1978 to 400 people, on behalf of now-defunct computer maker Digital Equipment Corp.

Now billions of unsolicited junk mail messages are sent every day, with the FBI estimating that 75% of internet scams snare their victims by duping them through spam.

One of the most popular uses of spam is the promotion of erectile dysfunction medications.

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