

Mental health help

AUSTRALIANS with a lived experience of mental health illness are being called on by the Government to help shape national mental health reform by joining the Consumer Reference Group.

"The new Consumer Reference Group will ensure the views of people living with mental illness are informing the establishment of the forthcoming National Mental Health Consumer Organisation," said the Minister for Mental Health and Ageing, Mark Butler.

"The Group will have an integral role in advising on policy areas for the new organisation.

"Importantly, it will lay the groundwork to enable our new mental health consumer body to hit the ground running and bring a strong and consolidated voice to mental health policy in Australia, as quickly as possible," he added.

The Consumer Reference Group will operate until the National Mental Health Consumer Organisation establishes a membership and elects a board.

Applications to participate in the Group are open until 20 Feb 2012.

Information on how to apply is available at-

www.health.gov.au/mentalhealth.

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Pfizer's Saturday deliveries

PFIZER Australia has responded to calls from Australian community pharmacists by expanding its Pfizer Direct operations to allow for Saturday deliveries to metropolitan, regional and rural pharmacies.

The service will enable pharmacists to select a Saturday delivery option for orders placed manually before 2pm on Fridays.

Pharmacists who opt for Saturday deliveries will however have to pay a \$20 delivery fee.

Discussing the company's decision to place a \$20 fee on Saturday deliveries, Pfizer Australia's Managing Director, John Latham, said that it was necessary given the "additional delivery costs involved".

"Urgent orders, and orders for medicines from the critical products list, will continue to be delivered on the same day wherever possible, free of charge, including at weekends and on public holidays," he added.

The new Saturday delivery option will be available to pharmacists

Picato(R) approval

THE US Food and Drug Administration has approved Picato(R) (ingenol mebutate) gel (0.015%, 0.05%) as a treatment for actinic keratoses (AK) on the face, scalp, trunk and extremities.

The gel is designed to be used as a once daily field-directed topical treatment for AK, a potential precursor to non-melanoma skin cancer caused by cumulative sun exposure.

Treatment with Picato(R) gel is completed over two consecutive days for AK on the trunk and extremities and over three consecutive days on the face and scalp.

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KC's positive 2011

KIMBERLY-Clark Corporation saw its fourth-quarter net sales increase 2% to US\$5.2 billion.

The company's organic sales also rose by 3%, driven by higher net selling prices and sales volumes.

In addition fourth quarter adjusted earnings per share were up 7% year-on-year to US\$1.28.

The company is attributing the higher share price to sales growth, cost savings and a lower share count, partially offset by input cost inflation, a higher effective tax rate and lower net income from equity companies.

Moving forward, the company said it plans bring a healthy pipeline of innovation to market, as well as to invest in its brands and growth initiatives, whilst continuing cost saving measures.

WIN A MOOGOO PAMPER ME GIFT BOX

This week **Pharmacy Daily** is giving five lucky readers the chance to win a **MooGoo Pamper Me Gift Box**.

Each MooGoo Pamper Me Gift Box includes: Anti-Ageing Face Cream, a bottle of Milk Wash (formulated for the face but can be used all-over), a tube of Skin Milk Udder Cream, a bar of milk soap, an edible lip balm and soft toy cow.

MooGoo is a Queensland company that has helped thousands of people suffering from skin or scalp problems. MooGoo was first made when the founder adapted an udder cream used in dairy farms to help a family member with a skin problem.

MooGoo is available from selected pharmacies and health stores and also online at www.moogoo.com.au.

To win this great prize pack, simply be the first person to send in the correct answer to the question below.

Can someone still use MooGoo if they are lactose intolerant?

Email your answer to: comp@pharmacydaily.com.au.

Congratulations to yesterday's lucky winner, Ayesha Platis of The Queen Elizabeth Hospital, SA.



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Events Calendar

WELCOME to *Pharmacy Daily's* Continuing Professional Development Calendar, featuring upcoming events and opportunities to earn CPE and CPD points.

If you have an upcoming event you'd like us to feature, email info@pharmacydaily.com.au.

02 Feb: Anaphylaxis Training for Pharmacists, Charles Darwin University, email - sa.branch@psa.org.au.

06 Feb: Glaucoma Update, University of Tasmania, email - lorraine.norris@psa.org.au.

24-26 Feb: Guild Pharmacy Academy-NSW Convention; Novotel Manly Pacific-
CLICK HERE.

Concentrated concerns

SEVENTY-two percent of Australian mothers are concerned about their children's ability to concentrate in the classroom, according to the Australia-wide Nature's Own Omega Delight Survey. The survey looked at responses from 1,000 Aussie mothers with school age children and found that this concentration concern left only 56% of mothers "excited about the start of the academic year".

Interestingly whilst 97% of mothers surveyed linked Omega-3 to brain development, and 94% linked it to concentration, only 20% managed to get their children to eat the recommended two to three serves of fish a week, whilst less than 20% said that they supplemented their child's diet with Omega-3.

"The Omega Delight Survey confirms that most Australian mothers understand these important links to Omega-3 but children still aren't reaching intake goals," said Accredited Practising Dietitian, Milena Katz.

"Although Omega-3 intake through diet is always preferred, it's relevant that parents consider other options including Omega-3 supplementation while also working on improving their children's fish intake," she added.

Pharmacist takes the lead

PHARMACISTS are coming to the fore in the mental health sector, with the new appointment of Kate Carnell as the Chief Executive Officer of the national depression advocacy organisation, *beyondblue*.

Carnell, a registered pharmacist and former community pharmacist, comes to the position with a wealth of health and political experience, having been Chief Minister of the Australian Capital Territory for six years, the Minister for Health in the ACT for three years, CEO of the Australian General Practice Network and the CEO of the Australian Food and Grocery Council.

In relation to depression services, Carnell has been a Director of *beyondblue* since 2008 and Deputy Chair since 2010, and also helped to establish Australia's National Youth Mental Health Foundation, Headspace.

"*beyondblue* has been very successful in the 12 years since its inception, but much more needs to be done," she said.

"Depression and anxiety affect

the lives of more than one in five Australians, so the role of *beyondblue* in increasing the understanding and decreasing the stigma sometimes associated with these conditions continues to be very important," she added.

MEANWHILE Carnell's appointment has been met with widespread industry excitement, with the Pharmaceutical Society of Australia saying it is pleased that a pharmacist has been appointed to the position, given the role pharmacy plays in mental health.

"Pharmacists interact almost on a daily basis with people who suffer from psychological or mental health problems and so are very well-placed to help them but in the past this has not been fully utilised to the benefit of those with problems," the PSA said in a statement.

"We look forward to working closely with Ms Carnell and *beyondblue* to further develop and implement programs and services to improve outcomes for people with mental health problems," the statement added.

Pharmacy students hold a meeting of the minds



THE National Australia Pharmacy Students' Association held its National Council Second Quarterly Meeting this month at Charles Sturt University's Wagga Wagga Campus in regional NSW.

Distinguished guests at the meeting included Liesel Wett from the PSA and Greg Turnbull from the Guild, who both hosted workshops

and stimulated discussion.

Major milestones achieved at the meet included the approval of the final draft of the NAPSA Rural and Indigenous Position Statement, as well as approval for criteria for the NAPSA Best Branch award.

The NAPSA 2011-12 National Council is pictured above at the Quarterly Meeting in Wagga.

DISPENSARY CORNER

A DOZEN nuggets a day turns doctors hair gray.

A seventeen year old British woman, Stacey Irvine, is facing the music after eating a steady diet of only McDonald's Chicken McNuggets since she was two-years old.

According to reports, the poor state of her health became public knowledge after she collapsed and was hospitalised due to anaemia and swollen veins in her tongue.

Whilst bed-ridden Stacey confessed to her doctors that all she had eaten for the past fifteen years was Chicken McNuggets, with the very occasional variation of hot fries, toast or packet chips.

"I first tasted chicken nuggets when my mum took me to McDonald's when I was two," she told media.

"I loved them so much they were all I would eat," she said, adding that she had never tried a vegetable (apart from the potato in chips) or a piece of fruit in her life.

"I just couldn't face even trying other foods, Mum gave up giving me anything else years ago," she said.

Since her health scare however Stacey has been forced to admit the error of her ways saying "I am starting to realise that this is really bad for me".

Have your PBAC say

THE Pharmaceutical Benefits Advisory Committee is inviting public comment on the current line-up of new drug submissions, requests for changes to submissions, and re-submissions.

New drug applications include Bayer Australia's Eylea (aflibercept) solution for intravitreal injection 40mg per mL; and Bristol-Myers Squibb's Dapagliflozin, tablet, 10 mg (as propanediol monohydrate), (brand name-to be assigned).

For full details on the drug applications see www.pbs.gov.au.

The closing date for consumer comments 8 February 2012.