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Travel Specials

WELCOME to *Pharmacy Daily's* travel feature. Each week we highlight a couple of great travel deals for the pharmacy industry, brought to you by *Cruise Weekly*.

TRAVELLERS who book a 2014 Russian River Cruise with Travelmarvel will fly from Australia just paying air taxes of \$1,100 per person.

The 12 day *Treasures of Russia* voyage travels from Moscow to St Petersburg and is priced from \$4,995 per person twin share.

Highlights include the Kremlin, Red Square, St Basil's Cathedral, the Golden Ring cities of Uglich and Yaroslav, the White Lake, Lake Onega and St Petersburg.

For more information or to book see your travel agent.

Major CM advertising worry

THERE'S considerable concern among complementary medicine practitioners about proposals by the Therapeutic Goods Administration which could restrict the information and advice they can provide to consumers.

It's part of the TGA's consultation on regulating the advertising of therapeutic goods to the general public (*PD 03 Jun*), with one of the proposals suggesting the exclusion of complementary medicine practitioners as health professionals in relation to advertising of therapeutic goods.

Proposal six of the consultation document includes an option which would update the exemption for health professionals in section 42AA of the TGA Act to "only recognise health practitioners regulated under the *Health Practitioner Regulation National Law*" - replacing the existing arrangement which includes a list of health workers to whom advertising may be directed.

Switching to professions regulated by the AHPRA would automatically exclude Herbalists, Naturopaths and Homeopathic Practitioners who are currently explicitly included in the list.

Mobile mental health

A MOBILE mental health service to help people with mental health crises in Melbourne's Bayside area is to be established in a partnership between Victoria Police, the Alfred Hospital and the Australian Government.

Minister for Mental Health and Ageing Jacinta Collins yesterday launched the Mental Health Integration Coordination Unit, which will be run by Bayside Medicare Local and respond to requests from police or ambulance officers attending incidents in the Port Phillip, Stonnington and Glen Eira areas.

In response to feedback from the local community, Bayside Medicare Local has made better mental health services a priority.

The Bayside Medicare Local is one of the 61 Medicare Locals set up across the country.

Blackmores is strenuously opposing the change, with the company yesterday circulating an email warning that it will result in "significantly less scientific and technical information provided to practitioners, restricting the information and advice you can give to your consumers".

Blackmores is suggesting that the industry object strongly to 'Proposal 6, Option 2' in the consultation document and instead support 'Option 1: No Change'.

The TGA has extended the deadline for submissions to the consultation, which will now be accepted until 5pm on Fri 19 Jul.

"Blackmores has a proud heritage of promoting natural health and we will always campaign to ensure that complementary medicines are an integral part of the Australian allied health industry," the email said.

"We believe that Naturopaths, Herbalists and Homeopaths offer valuable advice and consumers should have access to well trained and informed advice so they have freedom to choose.

"If we stand side by side and campaign, we can stop these concerning proposals and together we can save your profession," Blackmores added.

The CM sector is also being urged to make its voice heard via an online petition opposing the move, initiated by Toowoomba-based naturopath David Howell who warned that the proposal will "effectively delete the industry".

Almost 10,000 people have signed the petition at www.change.org.

Priceline in the P!NK

SEVERAL Priceline stores in NSW have teamed up with COVERGIRL to give locals the opportunity to win tickets to see pop star P!NK.

It all happens this Sat 13 Jul, with fans urged to come to the Priceline stores at George Street, Miranda, Castle Towers, World Square and Warringah as soon as they open.

The best two P!NK inspired outfits and looks present at each participating store will win tickets to see their idol live in concert.

NPS on cough & cold

NPS MedicineWise is concerned that parents might still be reaching for cough and cold medicines for their kids this winter, despite restrictions introduced last year.

On 01 Sep 2012, the TGA restricted the use of cough and cold medicines to treat young children in light of potential harms.

"Even though cough and cold medicines are widely used, most have not been studied in clinical trials...and they are known to potentially cause drowsiness, nausea, vomiting or constipation, and more serious side effects like seizures," NPS said.

Under the new regulations, cough and cold medicines should not be given to children under 6 years of age and should only be given to children aged 6-11 years on the advice of a doctor, pharmacist or nurse practitioner.

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Nurofen off target

RECKITT Benckiser has been told to withdraw advertisements for Nurofen which claim it offers 'Targeted relief' from pain.

The TGA Complaints Resolution Panel issued the ruling after two complaints, including one from health activist Dr Ken Harvey

pac13

PAC13 Update

Hot topics at PAC13!

Mental health, diabetes and working with Medicare Locals are some of the hot topics during PAC13.

The diabetes and mental health sessions will be structured to include a clinical update, practice implementation session and conclude with a consumer presentation.

In the diabetes sessions Director of the Chronic Disease Strategy at Queensland Metro North Health Service, Dr Maarten Kamp will provide delegates with the latest clinical diabetes evidence, then Professor Shalom (Charlie) Benrimoj will demonstrate the findings from the recent University of Technology Sydney pilot study collaboration with Roche Diagnostics which explored the integration of blood glucose monitoring with the Diabetes MedsCheck service. Ending the session is Diabetes Australia-Queensland who is presenting a consumer perspective.

The final hot topic session is a workshop on how to work with your Medicare Local presented by Chair of Greater Metro South Brisbane Medicare Local, Dr John Kastrissios and PSA's Strategic Projects Manager, Dr Alison Roberts.

For more information please visit www.psa.org.au/pac.



Syd Uni pharmacist award

ASSOCIATE Professor Parisa Aslani (pictured) from the University of Sydney's Faculty of Pharmacy has been named as the recipient of the 2013 Royal Pharmaceutical Society's Pharmacy Research UK Award.

Aslani's award is recognition of her international reputation as an expert in her fields of research which include Consumer Medicine Information (CMI) and adherence to therapy.

"The prestigious honour awards individuals who demonstrate leadership and make a significant contribution to the field of pharmacy practice research," according to a statement from the university, where Associate Professor Aslani is the current holder of the Thompson Fellowship.

Her research in CMI has attracted several significant grants in recent years, and fostered several collaborations with academics from the US and Europe as well as with other Australian universities.

Aslani is currently conducting research to develop and evaluate



useable patient medicine information documents to meet consumer needs and ensure optimal delivery by healthcare professionals.

She will travel to the UK in September to accept the award and present a lecture on her work.

Pharmacy Research UK Board of Trustees chair, Professor Anthony Smith, said Associate Professor Aslani was a deserving recipient.

"Her research focus shows an ambition to improve healthcare for the benefit of patients which is at the heart of our aspirations for Pharmacy Research UK," he said.



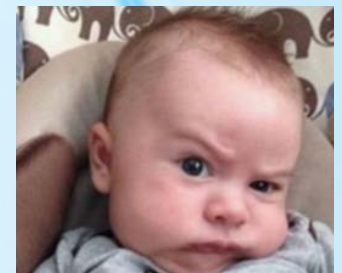
DISPENSARY CORNER

A **NATIONWIDE** search in the USA has named four-month-old Liam Keilbart from Arizona (pictured below) as the country's best "stinky face".

It's the result of a quest which was run on Facebook by a company called Munchkin Inc which makes a range of products for babies and toddlers.

The America's Best Stinky Face competition was to celebrate the 'Odor Controlling Powers' of its Arm & Hammer Diaper Pail.

This mighty product is "helping to rid America of stinky faces forever by eliminating unpleasant nursery odours," Munchkin said.



WIN A PAIR OF CANCER COUNCIL SUNGLASSES



This week **Pharmacy Daily** has teamed up with **Cancer Council Australia** and today is giving one lucky reader the chance to win a pair of Cancer Council 'Kensington' sunglasses (pictured left).

Cancer Council eyewear offers the highest level of sun protection, for your ultimate comfort and protection all Cancer Council sunglasses conform to Australian Standard AS1067:2003; carry the max eye protection factor rating of 10; eliminate 100% of horizontally reflected glare; are fitted with polarised lenses.

To win, simply be the first person to send in the correct answer to the daily question below to: comp@pharmacydaily.com.au.

All answers can be found by [clicking here](#) and downloading the catalogue.

True or False: All Cancer Council Sunglasses are fitted with category 3 polarized lenses?

Congratulations to yesterday's lucky winner, **Abbey Butler** from **Flinders Medical Centre**.