

## Americans score C+

**THE** US National Community Pharmacists Association has released a new report which scores Americans an unsatisfactory C+ in adherence to chronic medication.

Interestingly, the biggest predictor of medication adherence was patients' personal connection (or lack thereof) with a pharmacist or pharmacy staff.

Patients of independent community pharmacies reported the highest level of personal connection (89% agreeing that pharmacist or staff "knows you pretty well"), followed by large chains (67%) and mail order (36%).

Other factors relating to adherence included affordability of medications, continuity in health care usage, how well informed they feel about their health, and medication side effects.

For a full summary [CLICK HERE](#).

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## Preventive Health Strategy

**THE** Australian National Preventive Health Agency has launched the *National Preventive Health Research Strategy (2013-2018)* which will "guide knowledge-development for a healthy Australia through application of a collaborative, integrated model of research."

It aims to foster approaches to research and evaluation which better enable all sectors to implement the most effective preventive health programs, and "enable individual choices to be evidence-informed."

Specific priority-driven research agendas for tobacco control, obesity and harmful consumption of alcohol are being developed.

The tobacco agenda is already out, with the other two to be released later this year.

"Through an extensive consultation process the Agency has developed this Strategy to be the national guide for the production of preventive health knowledge through research undertaken in partnership with those that prepare and implement with policy," said ANPHA ceo Louise Sylvan.

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## FDA tobacco ticks

**THE** US Food and Drug Administration has approved the marketing of the first new cigarettes since it was given the authority to regulate tobacco in 2009.

The laws allow tobacco firms to sell new products if they can establish they are substantially equivalent to an item already on the market, and will not present more harm to public health.



## PAC13 Update

### Speaker Update

PSA is pleased to announce ABC News Queensland presenter Karina Carvalho will be the moderator of the PAC13 panel discussion.

Before starting as the ABC News Queensland presenter, Karina filled in as co-host of ABC News Breakfast during Virginia Trioli's maternity leave.

This year's panel discussion will examine how health care professionals from different disciplines can work together to achieve the best health outcomes for their patients while utilising the current health system. The theme of the panel discussion is "one health system, one patient, many professionals".

Confirmed panellists include Pharmaceutical Society of Australia President Grant Kardachi, President of the Royal Australian College of General Practitioners Dr Liz Marles and Royal Pharmaceutical Society of Great Britain President Martin Astbury.

Just a reminder that the early bird registration pricing closes at the end of next week, so make sure you don't miss out on your chance to save money with our early bird rate. To register for PAC13 visit [www.psa.org.au/pac](http://www.psa.org.au/pac).



## New MATES module

**THE** Veterans MATES service has released its 35th educational module, with a range of resources covering Neuropathic Pain.

There's a brochure which encourages veteran patients to become actively involved in their pain management via the M<sup>3</sup> approach: medicines, movement and mind.

An associated therapeutic brief highlights the importance of accurate diagnosis, early intervention and regular clinical reviews - for details see [www.veteransmates.net.au](http://www.veteransmates.net.au).

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## Travel Specials

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**APT** is offering free flights for travellers booking one of its 2014 holidays to China.

The deal is available for bookings made by 31 Oct on both the 19-day China Explorer and the 23-day Yunnan & Yangtze tour, which also includes a four night luxury river cruise.

Both trips visit Kunming's stone forest, Dali, Lijiang's Jade Dragon Snow Mountain, the Songzalin Monastery in Shangri-La, Chengdu, Beijing, the Great Wall of China, Xian and Shanghai - for more info see your travel agent or call 1300 278 278.

## Generic Viagra launches

**MYLAN** has launched generic versions of Viagra in 11 countries in Europe in 3 strengths: 25mg, 50mg, and 100mg.

Mylan has received marketing authorisation from each country's respective health authority to begin selling its product immediately.

Sildenafil Citrate is the generic version of Pfizer's Viagra, and is indicated for the treatment of erectile dysfunction.

Viagra had total sales of €241.1 million (A\$335 million) in France,

the United Kingdom, Ireland, Italy, Belgium, Slovakia, Germany, Denmark, Czech Republic, Spain and the Netherlands for the twelve months ending March 31, 2013, according to IMS Health.

Pfizer's patent on Viagra is due to expire in 2019 in the USA and 2014 in Australia.

Other erectile dysfunction products available in Australia, Cialis and Levitra, are still in patent.

## US export EU waiver

**THE** United States has become a "listed company" with the European Commission, meaning that American companies will not need to obtain an export certificate from the Food and Drug Administration before shipping certain pharmaceutical products to Europe.

Without this waiver, all US firms shipping active pharmaceutical ingredients to Europe after 01 Jul 2013 would have first had to submit documentation from the FDA that the product was made in accordance with European good manufacturing practices.

The FDA filed a formal "listing request" with the EC in Jan which was followed by an audit of the FDA's oversight procedures in May.

The European requirement falls under its Falsified Medicines Directive which was enacted in 2011 "in response to the challenges posed in keeping the pharmaceutical supply chain safe at a time when products are increasingly sourced from around the world".

## New FIP chief

**THE** International Pharmaceutical Federation has announced that Mr Luc Besançon is its new General Secretary/Chief Executive Officer.

The appointment follows the death of former FIP head Ton Hoek, who died last year.

Besançon is currently FIP's Acting General Secretary for Professional, Scientific and External Affairs.

He's a pharmacist specialising in industrial pharmacy, and will be formally appointed by 01 Aug.

## DISPENSARY CORNER

**ANTI-SMOKING** advertisements may have a very unintended consequence - they can actually trigger a desire for a cigarette.

According to a recent study published in the *Media Psychology* journal, inclusion of scenes portraying smoking objects or behaviours can make the ads more relevant and engaging - but may also be so distracting for smokers that they just want to light up.

The authors said the key is whether the anti-smoking message is strong enough to capture the viewer's attention.

In weaker ads, the visual cues of individuals smoking will "override the viewer's ability to encode and remember antismoking arguments," they said.

**INTESTINAL** worms were a major issue for the Crusaders in the Middle Ages, according to an analysis of ancient faeces from a castle in Cyprus.

Researchers from the University of Cambridge have found that the residents of a 12th century castle built during the Crusades were riddled with parasites.

Testing on samples from the latrines at the Saranda Kolones castle showed a high prevalence of roundworm and whipworm.

"The discovery of these parasites highlights how medieval crusaders may have been at risk of malnutrition at times of siege and famine, as these worms competed with them for nutrients," the scientists wrote in the *International Journal of Paleopathology*.

**EATING** with fancy cutlery really can make your food taste better, according to a research team from Oxford University.

They believe the brain makes judgements on food even before it goes into the mouth, with the type of cutlery a key influencer.

For example, yoghurt was found to taste better on a silver spoon, while cheese tasted saltier when eaten from a knife, they found.

## WIN A CEDEL HAIR CARE PACK

Every day this week **Pharmacy Daily** is giving one lucky reader the chance to win a **Cedel** hair care prize pack.

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Congratulations to yesterday's lucky winner, **Debra Phillips** from **Palmerston Capital Chemist**.