



## Vic funds menW vax

**FOLLOWING** the examples of the Western Australian and New South Wales governments (**PD 07 Feb**), the Victorian government has also agreed to fund the provision of vaccination for 15 to 19 year-olds against the virulent W strain of meningococcal bacteria.

## Kids' steroid phobia

**THE** Australasian College of Dermatologists has released a position statement on the use of topical corticosteroids for childhood eczema in an attempt to counter the "significant misinformation about the use of steroid creams to treat eczema in children", the College said - **CLICK HERE** for the position statement.

## Oz sleep deprived

**AUSTRALIA** is in the grip of a sleep deprivation epidemic that is reducing the nation's productivity, risking safety and damaging mental health, a new national sleep study reveals.

Research by the Sleep Health Foundation has found 33% to 45% of adults sleep either poorly or not long enough, partly influenced by late night internet use.

**CLICK HERE** for the report.

## S3 advertising QUM positive

**LAWS** that prohibit consumer advertising of Schedule 3 medicines are out of step with international practice and deliver no public health benefit, according to the Australian Self Medication Industry (ASMI).

ASMI's position is based on research it had commissioned from the Centre for Health Economics Research and Evaluation (CHERE) at the University of Technology Sydney to determine the impact of a new consumer communication model for S3 medicines on the Quality Use of Medicines (QUM).

While S2 products can be advertised under Therapeutic Goods Regulations, S3 products cannot, except through an Appendix H exemption, making them "largely invisible to the wider public", ASMI said in a statement.

Consequently ASMI has proposed an alternative model for S3 medicines advertising, comprised of three core elements: education on the condition/disease, branded product information and the role of the pharmacists in determining whether the medication is appropriate for the consumer.

ASMI said it will propose this



alternate model for advertising S3 medicines at an upcoming TGA review of medicines scheduling slated for next month.

CHERE Professor of Health Economics and director Rosalie Viney said there appeared to be no public health benefit from the current restriction on S3 advertising and the evidence suggested ASMI's alternative model could have a positive impact on QUM.

The research indicates S3 advertising would enhance the role of pharmacists and also result in better healthcare outcomes for consumers, ASMI concluded.

**CLICK HERE** to access the report.

## Private ER clinic

**LOCAL** pharmacy and GP patients will have access to a new model of emergency room (ER) medicine with the opening of WISE Clinic at Sydney's Macquarie Park, owned and operated by senior emergency specialists.

Patients pay an upfront, all inclusive, \$200 fee for access to all specialist and medical technology scanning, pathology and dental services - visit [wisemedical.com.au](http://wisemedical.com.au).



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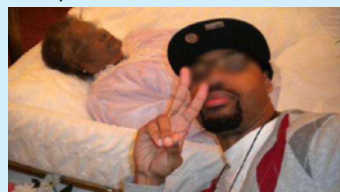
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## Dispensary Corner

**CANADIAN** funeral directors are planning a campaign to educate mourners that it may sometimes not be appropriate to take a selfie next to the body of a loved one.

Apparently the practice is a growing trend, with mourners hiding their phones until the last moment during a viewing, before snapping a pic and then posting it onto social media.

A spokesman told Radio Canada that while taking photos at a funeral may not be disrespectful, posting it onto Facebook "can be detrimental to the dignity of the family of the late loved one".



**ALSO** in Canada - we've heard of piles of gold, but this is ridiculous.

A former worker at the Royal Canadian Mint has been sentenced to more than two years in prison, after stealing gold coins by putting them up his backside.

35-year-old Leston Lawrence was sentenced this week after police tracked the sale of 17 of the precious items through Ottawa Gold Buyers.

The discovery of the \$165,000 theft followed an investigation where officials found Vaseline and latex gloves in the man's locker.

These items "could have been used to facilitate insertion of gold items inside his rectum," reported the *Toronto Star*.

The gold coins weighed up to 264g each, with Lawrence using the proceeds to buy a boat and build a house in the Caribbean.

## New ethics code released

**THE** Pharmaceutical Society of Australia has formally released a revised Code of Ethics for Pharmacists, with the new version following a comprehensive review.

According to Grant Kardachi, chair of the Project Advisory Group, the document incorporates some key changes to make it consistent with the ethical requirements of contemporary pharmacist practice as well as reflecting the healthcare expectations of Australians.

"A significant outcome of the review has been the alignment of the Code's seven principles to three ethical values pertinent to professionalism - Care, Integrity and Competency," he said.

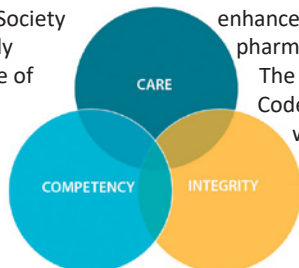
"The revised Code clearly articulates the behaviours and values expected in our profession".

The Pharmacy Board of Australia has endorsed the new version, which also incorporates a renewed focus on patient-centred collaborative care to further

enhance public trust in pharmacists.

The revision of the Code was supported with funding from the federal Health Department, under the PBS Access and Sustainability Package including the Sixth Community Pharmacy Agreement.

The PSA is encouraging pharmacies to prominently display a summary of the Code, with a number of practice support tools to assist pharmacists with implementing the revised version set to roll out next month.



### Tablets not so Super

**THE** Therapeutic Goods Administration has warned of three more fake imported drugs containing sildenafil.

Chao Jimengnan Super Powerful Man Tablets, Impeous Man capsules and Zhen Gongfu capsules have all been tagged by the TGA as posing a risk to health and should not be taken - visit [tga.gov.au](http://tga.gov.au).

## WIN WITH DESIGNER BRANDS

This week Pharmacy Daily and Designer Brands are giving away the entire Flawless range each day - a prize valued at \$135.

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To win, be the first person from SA or NT to send the correct answer to the question to [comp@pharmacydaily.com.au](mailto:comp@pharmacydaily.com.au)

Name 3 benefits of the foundation?

Congratulations to yesterday's winner, Lorraine Brouard from Symbion.



## 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*.

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