

Blackmores Special Olympics pact



BLACKMORES ceo Richard Henfrey has launched a partnership with Special Olympics Australia for the upcoming Blackmores Sydney Running Festival.

Special Olympics athletes will join not only as runners this year, but as fitness trainers, hosts at the Blackmores Recovery Village and race ambassadors.

The pact aims to celebrate diversity and inclusion, by introducing these inspirational athletes to the Blackmores trainer and influencer squad, "to help break down stigma in today's society and to inspire all Australians to get on board," Henfrey said.

"Like Blackmores, Special Olympics is also committed to encouraging Australians to get involved in sport and to highlight the importance of keeping active."

The running festival is scheduled for 16 Sep - more details at sydneyrunningfestival.com.au.

New MA chair

MEDICINES Australia (MA) has appointed Dr Anna Lavelle as its Independent Chair.

Lavelle, who is a former ceo of life science industry body AusBiotech, joined the MA Board in Jan last year as the organisation's first independent director.

She replaces Wes Cook who has been MA chair since 2015.

Guild minor ailments push

QUEENSLAND Pharmacy Guild branch president Trent Twomey has urged a widening of the scope of practice for pharmacists, in light of recent reports of increasing numbers of people presenting at emergency rooms for assistance with minor ailments.

He said the worrying trend highlighted "that consumers are disinclined to see a GP for minor ailments due to excessive costs and long waiting times."

"There has always been strong support for pharmacists to be the first port of call for minor ailments - it's based on the trust in which pharmacists are held, and on their professional and ethical standards,"

MHR extension

THE Federal Government has extended the opt-out period for My Health Record by an extra month, giving Australians until 15 Nov 2018 to consider their options.

The 2012 legislation governing the scheme will also be amended to ensure that if someone wishes to cancel their record they will be able to do so on a permanent basis, with their record deleted forever.

Health minister Greg Hunt said the law would be amended to ensure no record can be released to police or government agencies, for any purpose, without a court order.

He said the government would also work with medical leaders on "additional communications to the public about the benefits and purpose of My Health Record so they can make an informed choice".

Twomey said.

He said expanding the scope of practice for pharmacists, currently under consideration by a Qld parliamentary inquiry (PD 23 May), would deliver significant gains for the state's health system.

Suggested expansion would include wider delivery of dose administration aids, delivering a structured system of medicine reconciliation after hospital discharge, continued dispensing for stable long-term conditions, and supporting home delivery services.

"We know this would also substantially reduce costs on the public health system and improve access to health care, especially in regional and remote parts of Queensland," Twomey added.

The Qld branch president also reiterated calls for the establishment of an independent Pharmacy Council "to ensure the current system of pharmacy ownership was even more transparent and protected standards of health care".

Spring Spotlight soon



THE next *Pharmacy Daily* Spring Spotlight feature is filling fast, and on 21 Aug will showcase exciting products for the upcoming season.

The Spring Spotlight promotion features four items on a page, with insertions including an image, a brief description and a call to action for phone, email or website ordering.

To have your products included call 1300 799 200 or email Mel on advertising@pharmacydaily.com.au.

Black box consult

THE Therapeutic Goods Administration is seeking comments from interested parties on proposed guidance for the use of Boxed Warnings for prescription medicines, which are used internationally to draw attention to the most serious of safety issues.

Submissions are due by Fri 31 Aug - more details at tga.gov.au.

McGuire college president

THE Australian College of Pharmacy Board annual elections were held last week to appoint office-bearers for 2018/19 placing experienced pharmacy practitioner, pharmacologist, educator and researcher Dr Treasure McGuire (pictured) as president.

McGuire has been a long standing



member of the college and a member of the board since 2014.

She is currently the chair of the clinical faculty and member of the Academic Board.

At the same meeting, Susan Holzberger was elected as vice-president and Matthew Harris as director of finance.

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Vic expands pharmacy vax

THE Victorian Government yesterday announced a range of vaccination reforms, including pharmacy immunisations against measles for those aged 16 and up.

The government also announced a "measles vaccination blitz" so that eligible adult Victorians will be able to get the measles vaccine free of charge from a pharmacy, or other vaccination providers.

Vic Health Minister Jill Hennessy noted that over 87% of Victorians live within 2.5km of a pharmacy.

Most younger Victorians received their vaccinations at school or as part of their childhood immunisation schedule, but many adult Victorians - especially those born between the late 1960s and 1980s - remain unvaccinated or only partially immune, she said.

"We're making the measles vaccination available at pharmacies, making it free for those who need it most, and ensuring younger Victorians can get the vaccinations

they need - without needing an appointment with a GP," she said.

The Pharmaceutical Society of Australia (PSA) welcomed the move, which will see the state government make measles-mumps-rubella vaccines available at more than 350 pharmacies state-wide.

"This is a practical and common-sense response by the government, particularly since pharmacists have already been vaccinating people 18 years and over for flu and whooping cough in Victoria since 2016," said PSA national president Shane Jackson.

"A younger and more vulnerable segment of the population can now get vaccinated quickly and easily without having to make an appointment with a GP," he said.

Jackson noted that the Tasmanian Government had also recently taken a proactive approach to a meningococcal outbreak (PD 27 Jul) by enlisting pharmacists to deliver the vaccine to people over 10.

Meet the top NT assistants!

PHARMACY assistant Anita Jones (right) from Amcal+Palmerston Health Centre Pharmacy has been chosen to represent Northern Territory at the National Finals of the 2018 Pharmacy Guild of Australia/Maxigesic Pharmacy Assistant of the Year Award (PATY).



The Northern Territory winner of the Glucojel Super Star Award was also announced at the workshop. "I would like to acknowledge Suzanna Calder (pictured below) from Stuart Park Amcal Pharmacy for being granted this award for outstanding customer service

skills in community pharmacy," Pharmacy Guild of Australia training manager and national PATY judge, Deborah Scholz said. Calder is in the running for the Glucojel Super Star National title, also awarded at the 2018 Pharmacy Assistant National Conference.

Jones was delighted to be selected saying, "I was absolutely shocked that I won...I went into the day thinking it was a good opportunity to learn and meet other people."

"To win was a lovely surprise to the end of a really good day with other fantastic state finalists."

Jones will represent the Northern Territory at the National Finals to be held at the 2018 Pharmacy Assistant National Conference on 26 Oct at the Gold Coast, with the overall winner to receive \$10,000 in cash, prizes and rewards.

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Dispensary Corner

WHOEVER said sport is good for your health clearly wasn't aware of a new culinary offering at the University of Phoenix Stadium in Arizona, USA.

The artery-clogging US\$75 Gridiron Burger features five 200g burger patties, along with five hot dogs, five bratwurst sausages, eight slices of bacon and eight chicken tenders.

In an attempt to balance things out there are also some veggies - lettuce, pickles and potato - in the form of a 500g serve of fries.

Football fans who can finish the monstrosity in under an hour will receive a free football jersey and have their photo posted on an official scoreboard.



A HEATWAVE in northern Europe this month has led to several creative solutions, including a supermarket manager in Helsinki, Finland, who offered her customers the opportunity for an air-conditioned sleepover.

When Marika Lindfors heard her customers joking about spending the night in the cool store, she decided to make the most of their interest by selecting 100 lucky people to stay the night.

They brought their own sleeping bags and mattresses, and were able to buy snacks and beer until 9pm before settling down for the evening, with the guests describing it as "like coming to camp".

CMA urges better IP protection

COMPLEMENTARY Medicines Australia (CMA) has recommended a formula for successful innovation in a response to a review by the Department of Industry, Innovation and Science of intellectual property laws in Australia.

CMA ceo Carl Gibson noted that in the complementary medicines sector, ingredients such as herbals and botanicals did not get the strong intellectual protections provided to pharmaceuticals.

"For our industry, as much creativity is needed in designing fair and effective IP protection as is needed to develop new, innovative products...this could be achieved by protecting the recipes, the formulation of complementary medicine products," Gibson said.

He said such protection would encourage businesses across the sector to invest in more research, whereas currently innovative formulations were at the mercy of being copied by competitors.

TGA AE analysis

THE Therapeutic Goods Administration (TGA) has released its latest analysis of adverse event (AE) reports, covering about 18,600 incidents during 2017.

The majority of reports made last year were by sponsors, at a new high of 9,998 or 54%.

The previous highest reported number was in 2013 (9,563) while its lowest point for this five-year period was in 2014 (8,359).

Of the total adverse event reports, 18% (3,441) were from state and territory health departments (reports of adverse events following immunisation); 10% (1,879) came from hospitals and hospital pharmacists; 7% (1,201) from consumers; 6% (1,170) from community pharmacists; 3% (579) from general practitioners and 2% (359) from other sources.

Compared to previous years, the biggest increases in reports of adverse events were from sponsors and state and territory health departments.

The TGA said the increase in reports from health departments may relate in part, to the continuation of enhanced surveillance for two additions to the National Immunisation Program in 2016, namely the 18-month diphtheria, tetanus and acellular pertussis-containing vaccine and Zostavax.

Find more data at tga.gov.au.



Welcome to Pharmacy Daily's weekly comment feature. This week's contributor is **Amit Saha**, Group Technical Manager at Little Bodies.



Infants and eczema

THE incidence of eczema is most common in infancy where it occurs in around one in five children under two years of age. Although some children will completely outgrow their eczema, most will continue to have the tendency for dry and sensitive skin into adulthood.

The key to living with eczema is effective treatment and management.

While severe eczema often requires the use of steroids, often times mild to moderate eczema can be managed with non-steroidal treatment.

The obvious downfall of using steroids is that this type of treatment needs to be stopped and started, whereas if eczema is managed with the use of effective non-steroidal products including creams, lotions and washes, the regimen of care can be ongoing.

Parents particularly of babies and young children are often inclined to want to stay away from the use of steroids and thus are looking to their local pharmacy for products suggestions and help to manage the condition. Some basic tips:

- Moisturise often to keep skin well hydrated
- Avoid hot baths as these can dry out the skin
- Bath with a nourishing soap and SLS free cleanser
- Gently pat dry after bathing
- Moisturise immediately after bathing whilst skin is damp
- Continue to moisturise even when there is no visible eczema
- Make use of cotton clothing and bedding
- Do not overheat children with eczema.

Win with Dreambaby®

Each day this week Pharmacy Daily and Dreambaby® are giving readers the chance win the new Dreambaby® Aqua Range designed to help with toilet training, valued at \$54.95.

The prize comprises The EZY-POTTY which comes with an ergonomic contoured backrest for added comfort and support, is easy-to clean, non-slip and lightweight and designed to make the first stage of potty-training a cinch. Also included in the prize is the EZY-TOILET TRAINER SEAT which cleverly fits snugly onto your regular toilet seat to make it smaller and reassuring for little ones and lastly, the DREAMBABY® 2-UP STEP STOOL which provides height challenged help with toilet training, brushing teeth or simply looking in the mirror! www.dreambaby.com.au or call 02 9386 4000.

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