

## 4 ways to help build strong bones



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## Today's issue of PD

Pharmacy Daily today features two pages of news, plus full pages from:

- Pointrs
- WholeLife Pharmacy & Healthfoods
- Glucojel

## Save with Pointrs

POINTRS is offering a free 30-day trial, giving pharmacists the opportunity to save big on their next holiday.

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See more on **page three**.

## Make a moooove

ALIGNING your pharmacy with WholeLife Pharmacy & Healthfoods can help drive foot traffic and increase basket sizes, backed by a leading store design - more on **page four**.

## First Nations and Pfizer team up on COVID

PFIZER Australia has launched a groundbreaking health awareness campaign developed in collaboration with First Nations communities, to improve access to COVID treatments.

Data shows that First Nations communities continue to face more severe COVID outcomes than the general population.

Aboriginal and Torres Strait Islander people are 60% more likely to die from COVID than non-Indigenous people, and older First Nations people are 25% less likely to access antivirals compared to the national average.

The initiative is spearheaded by leading ENT surgeon Professor Kelvin Kong, a Worimi man, alongside local Aboriginal Health Workers and community health leaders, and is one of the first such collaborations addressing COVID treatment awareness.

"This campaign is about protecting our mob and making sure our people know there are

medicines that can help if COVID hits," Professor Kong said.

"It is crucial that our communities understand these treatments need to be taken early, being proactive, which means getting tested as soon as symptoms appear and having a yarn with your healthcare worker about your options."

Pfizer said that pharmacists have a key role to play in the campaign, and is encouraging them to order the posters and patient leaflets to use in conversations with First Nations patients.

"As in previous years, we're starting to experience a wave of COVID infections in the lead up to the holiday season," said Dr Krishan Thiru, Medical Director at Pfizer Australia and New Zealand.

"We are encouraging pharmacists who work in First Nations communities to utilise these resources, which we developed following advice from our Reconciliation Action Plan advisors and created in consultation with

our Steering Committee, whose members were selected for their experience and insight into Indigenous health.

"These resources are designed to help pharmacists and other healthcare professionals start a conversation about oral antiviral treatments, where indicated, to help reduce severe illness and hospitalisation from COVID infection in First Nations people."

The resources include a link to two videos featuring Professor Kong and are developed specifically for healthcare professionals and consumers.

Order resources **HERE**. KB

## Glucojel glucojoy

GLUCOJEL is running a major campaign for a \$10,000 giveaway, so stock your shelves with the popular product to attract more customers in-store - more details on **p5**.



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## Dispensary Corner

**SOME** skills are hard to master, like blowing your nose correctly...wait, what?

Yes, that's right, apparently many of us could be clearing out our stuffy noses the wrong way.

According to paediatric allergist Dr Zachary Rubin, you could risk ear infections and nose bleeds if you aren't carefully executing this basic action.

Dr Rubin explained to his 487,000 Instagram followers that exhaling air and mucus from both nostrils can put excessive pressure on the delicate nasal passages, potentially causing damage.

"If you blow too hard you could be displacing mucus, bacteria and viruses into that eustachian tube and potentially increase the risk of having an ear infection," he warned.

Blowing too aggressively could also trigger a rapid change in pressure behind the eardrum, which can cause pain in the ears and, if you're extra unlucky, a ruptured eardrum.

It could also trigger a nosebleed by putting blood vessels in the nose under so much strain that they burst, and in very rare cases, fracture the tiny bones inside the inner ear, according to medical experts.

So what's the solution if you've got a bad case of blocked nose?

Rubin advises blowing gently and clearing one nostril at a time to reduce pressure in the sinuses; you can also use over-the-counter decongestant sprays and 'steaming out' the mucus by hovering your head over a bowl of hot water.

## FIP supporting self-care

**TO MARK** Universal Health Coverage Day on 12 Dec, the International Pharmaceutical Federation (FIP) has released a new publication, *Knowledge and skills reference guide for pharmacists supporting self-care*.

The guide is designed to be a comprehensive resource for pharmacists, providing them with the knowledge and skills needed to support self-care effectively, and has been adapted specifically for pharmacy practice from World Health Organization (WHO) documentation for healthcare professionals supporting self-care.

It covers five key domains: people-centredness; decision-making; collaboration; personal conduct; evidence-based practice; and communication.

It also highlights the role of pharmacists in supporting people to access safe and effective over-the-counter treatments, recognise symptoms that require medical attention, and make informed lifestyle choices that promote health and prevent disease.

"The healthcare landscape is evolving, with a growing emphasis on proactive, people-centred approaches that empower individuals to take greater control of their health," said Dr Manjula



Narasimhan, WHO self-care lead. "Pharmacists have a unique and pivotal role in this transformation."

With people facing barriers to accessing healthcare services, whether due to geographical isolation, economic constraints or workforce shortages, self-care can bridge these gaps, Narasimhan said.

"Effective self-care needs to be provided in the context of safe, enabling environments so as not to add further burden on people.

"As highly trusted healthcare professionals positioned in the heart of communities, pharmacists are often the most accessible healthcare providers for people in need of advice, guidance and support," Narasimhan said. **KB**

You can access the guide **HERE**.

## Alarming rise in under-50s bowel cancer

**THE** number of under-50s being diagnosed with bowel cancer is increasing worldwide, and Australia has the highest rate of early-onset cancer among the 50 countries included in an international study.

The reason for the increase is largely unknown, but thought to be due to changing diet (from one rich in low-fat and high-

fibre foods, to an increased consumption of red and/or processed meat, sugars and convenience foods) and physically inactive lifestyles.

In more positive news, colorectal cancer rates are decreasing in Australians over 50, likely due to screening programs, such as the postal sampling kit.

Read the paper **HERE**.

## Forbes pharmacy power women

**THE** Forbes list of the world's 100 Most Powerful Women for 2024 has been released, as determined by four main metrics: money, media, impact and spheres of influence.

Among the politicians, popstars and philanthropists are business leaders in the world of pharmaceuticals, retail pharmacy, and health and beauty.

GlaxoSmithKline CEO Emma Walmsley came in at number 14, and in 2017 was the first woman to run a major pharmaceutical company.

Based in the UK, she was appointed Dame Commander of the British Empire in 2020 for her work in the pharmaceutical industry and business generally.

President and CEO of Walmart International, Kathryn McLay, appeared at number 19.

Originally from Australia, McLay joined the \$100 billion division of the retail giant last year, overseeing a team of half a million people reaching 80 million customers across 18 countries.

Belen Garijo at number 70 is the CEO of Merck KGaA, the parent company of healthcare giant Merck.

A qualified medical doctor, Garijo ran operations at Sanofi-Aventis before joining Merck.

At number 75 is Malina Ngai, Group CEO of AS Watson, an international health and beauty retailer with \$23 billion in revenue and 16,800 stores around the world.

Based in Hong Kong, she was once an elite rower, successful at an international level.

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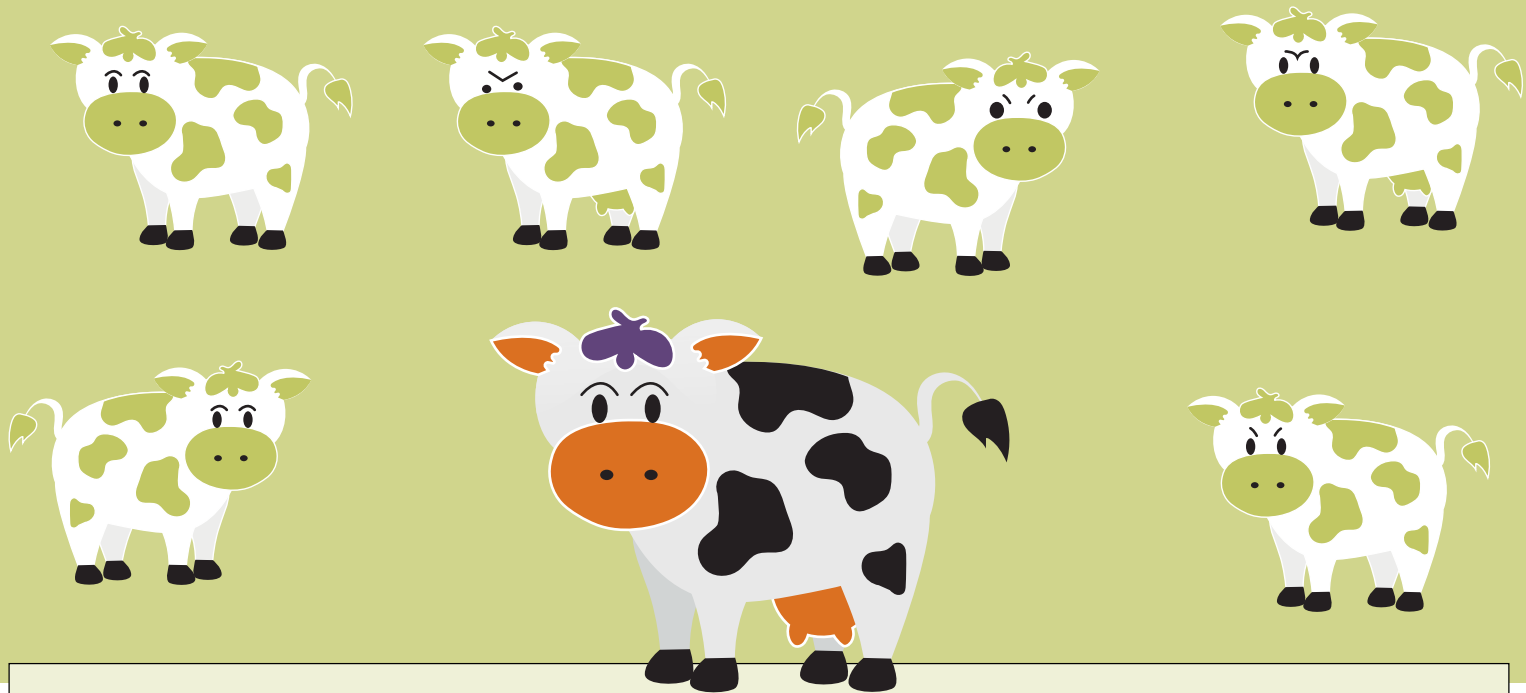
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