

## Quit smoking training launched

PHARMACIES have a promising new weapon in the fight against smoking with the successful launch of the training program for FeelGood Guide's *No Need to Smoke*.

According to FeelGood Guide's Hilary Khan, the intensive four-day session teaches a focus on its non-confronting, step-by-step process.

Delivered by highly trained facilitators, the tightly structured program address people's sense of personal failure after previous failed quit attempts.

The 25 staff from five pharmacies chosen for the initial launch have hailed the training program a success, Ms Khan said.

*No Need to Smoke* allows pharmacies to offer a comprehensive and effective smoking cessation solution, which has the potential to translate into a significant increase in sales, clear differentiation and more customers, she said.

See [www.feelgoodguide.biz](http://www.feelgoodguide.biz) for pharmacists' feedback.

## RGH E-Bulletin

THIS week's edition of the RGH Pharmacy E-Bulletin deals with clozapine-induced hypersalivation and other side effects.

Pharmacists can subscribe free to the weekly bulletin by email to [chris.alderman@rgh.sa.gov.au](mailto:chris.alderman@rgh.sa.gov.au).

## Ritalin not over-prescribed

A NSW Government review has found only 20 per cent of children with ADHD were prescribed stimulants, challenging the view that doctors have created a so-called "Ritalin generation".

The review, published yesterday, was ordered last year by Health Minister, Reba Meagher, after a NSW judge said overprescribing of ADHD drugs had led to a rise in young people becoming addicted to other drugs.

After an audit of 137 medical files and a survey of 207 practitioners, the ADHD Special Review Committee found no need to alter NSW guidelines on ADHD.

## HIP into Melbourne

HEALTH Information Pharmacy (HIP) has opened its first Melbourne pharmacy.

The flagship store is located in the Melbourne Central Shopping Centre and on top of the city's main underground railway station - a busy CBD precinct that sees 33 million commuters travel through per annum.

Michael Glasson, HIP Business Development Manager in Victoria, said: "Melbourne Central provides HIP with a great opportunity to create excellent brand awareness and the ability to communicate its professional services to the business environment."

Melbourne Central is the sixth HIP to open in Victoria.

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## DISPENSARY CORNER

GOOD news for lolly addicts - blue Smarties are back.

Global food giant Nestle dropped the blue colour from its popular candy-covered chocolate sweets due to concerns about the use of artificial colours and flavourings.

Now a team of crack scientists has announced a major breakthrough - the extraction of a new blue colouring from a special seaweed called spirulina.

The groundbreaking discovery will mean that those with a sweet tooth can once again save the blue smarties until last.

AN EMAIL glitch has Eli Lilly in hot water in the USA.

A major New York newspaper last week ran a front page story detailing settlements over investigations into the marketing of the firm's anti-psychotic drug Zyprexa.

Eli Lilly was apparently hoping to keep the settlements confidential, with Zyprexa its most profitable medication.

Unfortunately a lawyer working for the firm was trying to send an internal email to someone called Bradford Berenson - and inadvertently sent it to Alex Berenson, who's a reporter with the *New York Times*.

AUTHORITIES in Mexico are offering obese police officers cash incentives to lose weight.

An official behind the plan in the city of Aguascalientes said the chubby cops would receive 100 pesos for each kilogram they lose, which could be quite a healthy bonus for some who are said to up to 20kg overweight.

The BBC reported one politician saying some officers had to stop chasing criminals after running just five metres.

## PSA Cairns seminar

THE Pharmaceutical Society of Australia will run a continuing professional development seminar in Cairns on Wed 20 Feb.

Northern Region pre-reg Pharmacist Training Facilitator Joanne Comper will present a session on antiepileptics, and it's free for PSA members - more information 07 3844 4900.

## Mums magazine

A NEW magazine is establishing pharmacy as the one-stop-shop for new mums.

Glama Mama - a glossy, pocket-size consumer title - will be distributed to women in hospitals in The New Mum Bounty Bags and through pharmacy.

Australian cosmetic brand, Designer Brands, has embarked on a major marketing initiative designed to drive these new mums into pharmacies for all their baby and beauty needs.

The magazine focuses on beauty tips for mothers with limited time and money.

"Glama Mama is a little bit of escapism that is all about them," said editor Snezna Kerekovic.

Promotional offers aim to drive almost half a million women into pharmacies to redeem free gifts and special deals, with free copies sent to women who "spread the Glama word".

## RGH Pharmacy

**Due to popular demand the  
RGH Pharmacy  
Anticoagulation Handbook  
is now available to the  
pharmacy industry across Australia.**

The handbook gives patients important information about warfarin treatment and has a chart to record INR results.

Repatriation General Hospital is making it available for purchase for \$2.80 per booklet, reduced to \$2.40 for PSA and SHPA members.

More information  
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