

Pharmacy favourite for hayfever

PHARMACY staff are being called on by hayfever sufferers above all other health care professionals to assist in the management of symptoms, according to a survey released this week.

The second annual Telfast Spring Survey has shown that for two in three (65 per cent) patients, pharmacists and pharmacy assistants are the key information source of choice for patients.

When asked the reasoning behind their choice, sufferers noted convenience, knowledge and face-to-face contact provided by pharmacists and pharmacy assistants as the key drivers for choice, in favour of other options such as general practitioner, naturopath, family members and the internet.

The findings "offer an excellent opportunity for pharmacists to expand their position within the community as the key to primary health care and to lead the way in the treatment of hayfever," said Professor Peter Carroll from the University of Sydney.

Iodine deficiency alert

A STUDY by Food Standards Australia New Zealand (FSANZ) has confirmed that many Australians aren't getting sufficient iodine as part of their normal diet.

Parliamentary Secretary for Health and Ageing Senator Jan McLucas described the findings as a "great concern" particularly for groups such as pregnant women, babies and young children.

"Mild to moderate iodine deficiency can result in children having learning difficulties," McLucas said.

"In extreme cases it can result in severe intellectual disability."

The study showed that 70% of women aged 19 to 49 weren't getting sufficient iodine, with 43% of Australians in total having an

Generic ads win

THE 2007 *Get to know your medicines & Generic medicines are an equal choice* campaigns run by National Prescribing Service have won a 2008 National Golden Target Award in the 'health organisation' category from the Public Relations Institute of Australia, awarded at the PRAI annual dinner in WA.

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FeelGood Guide



DISPENSARY CORNER

SCIENTISTS have confirmed what Australians have known for years - people from the north of England should wash more.

Researchers from the London School of Hygiene and Tropical medicine swabbed the hands of 409 commuters waiting at bus stops in five British cities, and found traces of faecal bacteria on more than 25% of them.

Passengers from the north of England were over three times as likely to be contaminated than their southern cousins.

"The results suggest that there is a real problem with people washing their hands in the UK," said a spokesperson.

THE influenza season in the USA may not be so bad this year - at least for frequent travellers - with a huge rise in the number of airports offering influenza injections.

The phenomenon started just a few years ago at O'Hare International Airport in Chicago, where a kiosk set up by a local medical centre ended up giving out more than 5000 flu shots.

It's now spreading just about as fast as flu itself, with similar kiosks set up at more than 25 US airports in preparation for the coming winter.



Shine your shoes? Buy some donuts? Vaccination?

Win a Slimmm Starter Pack!

THIS week *Pharmacy Daily* has teamed up with Slimmm and API to bring you a fantastic new competition!

Each day for the next week we will be giving away a Starter Pack for the exciting new weight management program, Slimmm.



Slimmm is a meal replacement program, designed to fit in with busy lifestyles, it works by replacing two meals per day with shakes, soups or bars.

The Starter Pack includes a week's supply of shakes, a shaker, a program guide and 2 FREE meal replacement bars.

To enter, pharmacists simply have to send the correct answer to the following question to comp@pharmacydaily.com.au.



Today's question is:

Where can your pharmacy purchase Slimmm from?

The first person to respond with the correct answer each day will win this great prize.



HINT: For clues and information visit www.slimmm.com.au.

CONGRATULATIONS to Charina Thompson of Docs Day/ Night Pharmacy, Newcastle who was yesterday's winner.

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