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OTC Update Oral Health

Continuing our series on Oral Health care, today we are focusing on

Oral Health in Children

Good oral health starts at the beginning of a child's life. At different stages of their development children will have different needs.

Infants: during teething babies can experience irritation and pain. This can be soothed by chewing a teething ring, or the use of a soothing gel massaged onto the gums.

It is important not to give infants sweetened drinks from a baby bottle as this can lead to tooth decay.

Dentists recommend wiping babies' teeth with a moist cloth after feeding. At about 8 months introduce baby to a cup as this reduces the amount of time that decay-producing sugars are in contact with the teeth. As soon as teeth appear, gentle tooth cleaning can be started.

Pre-schoolers: Parents should brush their child's teeth and encourage them to learn. Use a small pea-sized amount of childrens toothpaste, which is a lower strength than normal toothpaste.

Primary school age: Parents should supervise teeth cleaning, especially after meals, using a fluoride toothpaste. As the kids get older they should be taught to use dental floss. Mouthguards should be used for sporting activities.

Teens: should have good oral hygiene practices. They should always use a fluoride toothpaste and brush teeth at least twice a day. Fluoride strengthens resistance to decay and encourages repair of enamel, damaged by the acid attack of the decay process. Flossing needs to be a part of the daily routine, to remove plaque stuck between the teeth. Regular brushing and flossing will prevent gum disease which can lead to tooth loss.

Children should be taken to see a dentist for regular check ups.

Ask Your Pharmacist week

COMMUNITY pharmacy is set to be in the spotlight this week, with the commencement today of Ask Your Pharmacist Week for 2009.

This year the Guild has revamped the www.askyourpharmacist.com.au website, which now includes a section on 'Community Pharmacy and You' detailing services such as chronic disease management, HMRs, DAAs, CMI and PMPs.

There's a link to the 'Find a Pharmacy' national pharmacy directory, a collection of the Guild's TV Community Service Announcements and links to more than 40 stakeholder groups.

Activities this week will include 'Ask Your Pharmacist' segments on 2UE and 3AW with Guild spokespeople, as well as national radio segments with Dr John D'Arcy - while Guild President Kos Sclavos will appear on tonight's Channel 9 news speaking about Project STOP.

Regional trials

HEALTH Minister Nicola Roxon on Fri announced funding to increase regional access to a number of clinical trials for cancer treatments currently being undertaken by the Multi-site Collaborative National Cancer Clinical Trials Groups.

The \$450,000 boost means that patients in Bendigo, Wodonga, Coffs Harbour, Hobart and Port Macquarie can benefit from the new cancer treatments, which were previously only offered to city locations.

LVT extension

THE Therapeutic Goods Administration has extended the due date for Low Volume Threshold exemptions from 01 Sep to a new deadline of 01 Dec.

Applications for exemptions from annual TGA charges can be made on the basis that a particular therapeutic good's turnover for the applicable financial year is not more than 15 times the applicable annual charge for the item.

LVT exemption applications must be submitted on the prescribed form with a non-refundable application fee of \$130 per product.

There's a maximum application fee of \$13000 per financial year which applies where exemption is sought for more than 100 therapeutic goods.

The key message is that community pharmacy is "here to help you", providing families with accessible medicines and professional health and medicine management advice.

The Guild today issued a statement saying that community pharmacists "play a crucial role in alleviating financial burdens on Australia's health system."

Sclavos said pharmacy services provided at no charge help to keep patients well and out of hospital.

"It's a win-win-win situation for the patient, the Government and community pharmacy," he said.

Blood pressure record

JAPANESE manufacturer Omron Healthcare has reached the milestone of selling 100 million blood pressure units worldwide since launching the products in 1973.

The company has produced more than 100 different models which are used in over 100 countries.

Dental prescribing

THE UK Medicines and Healthcare products Regulatory Agency has released a public consultation document seeking feedback on proposals to "enable dental hygienists and dental therapists to sell, supply and administer medicines."

The move would only apply under a Patient Group Direction, which is an instruction for the supply and/or administration of named medicines in an identified clinical situation.

PGDs are drawn up in each area by a multi-disciplinary group involving a doctor, a pharmacist and a representative from the professional group expected to supply medicines using the PGD.

Competition winner

CONGRATULATIONS to Nigel Bell of the Coffs Harbour Health Campus of the North Coast Area Health Service, who was the first PD reader on Fri to tell us that travellers often laughingly say "it won't happen TO ME."

He's won a copy of *Travelling Well* by Dr Deborah Mills.

See p2 for this week's comp.

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IBS recommendation

RESEARCHERS from Utrecht University in the Netherlands are recommending that a soluble fibre supplement should be the first line treatment for irritable bowel syndrome.

Their study compared the use of 10g of bran, soluble psyllium and a placebo twice a day in the diets of 275 patients over 12 weeks.

They found that those on psyllium reported a significant improvement in symptoms compared to placebo.

More than half of the group taking bran dropped out during the trial, in most cases because their symptoms became worse.

Mylan acne move

MYLAN Pharmaceuticals in the US has begun marketing a generic version of Sanofi-aventis' BenzaClin prescription acne treatment, (1% clindamycin/5% benzoyl peroxide).

It's the first generic BenzaClin to be approved by the FDA, and the move is based on agreement between Mylan and Valeant.

Total US sales of BenzaClin were US\$221m for the year to 30 Jun.

Mylan is the parent company of Alphapharm in Australia.

Big pharma vital for H1N1

THE swine flu pandemic has underlined the importance of the existing global research-based pharmaceutical industry, which was able to respond quickly to the crisis, according to a statement issued by the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA).

The new threat underscored "the importance of innovation and collaboration by the global pharmaceutical industry in

Allergy application

A NEW iPhone/iPod Touch application has been launched to help US sufferers of food allergies to eat out safely.

iCanEatOnTheGo pinpoints what meals at 15 US fast food chains can be eaten by users, who select from 9 allergens including eggs, fish, gluten, milk, peanuts, soy, shellfish, tree nuts and wheat.

The program covers Arby's Boston Market, Burger King, Chick-fil-A, Dairy Queen, Domino's, Dunkin' Donuts, KFC, McDonald's, Pizza Hut, Qdoba, Sonic, Subway, Taco Bell & Wendy's.

addressing global public health crises," the federation said.

"Improvements in global public health depend on the innovations that flow from the laboratories of research-based industry."

The effective and fast response to the Influenza A (H1N1) pandemic involved technology and innovation, collaboration between vaccine manufacturers, industry investment and proactive business continuity planning by the industry.

"But this innovation does not come easily, and it must be nurtured with the right incentives to drive the most creative science to address new health threats," the statement added.

The federation said that the industry's rapid response was "proof that the current system is functioning well."

China organ move

THE Chinese government has launched a new national organ donation system to try to reduce its dependence on body parts harvested from executed prisoners.

The *China Daily* last week reported that more than 65% of organ donations came from prisoners on death row.

It quoted Vice Health Minister, Huang Jiefu, saying "condemned prisoners are definitely not a proper source for organ transplants."

UK rest break push

THE Royal Pharmaceutical Society of Great Britain has launched a campaign calling for adequate rest breaks for pharmacists and pharmacy technicians.

"Taking a proper break is critical for ensuring that these professionals are able to deliver the best possible service to patients, the public and their peers in healthcare," the Society said in an official statement.

It's aiming to raise awareness of the issue so that employers and employees are aware of the potential risks of pharmacy professionals working long hours without taking a rest.

Next weekend the RPSGB will hold its annual conference, at which it will also unveil a report into the findings of a workplace pressures symposium it held in Apr.



DISPENSARY CORNER

A SECOND opinion was requested by relatives of a man who died in Spain last week.

The 70-year-old had a massive heart attack, and his body was on display at a funeral home in the southern city of Lorca.

But his family noticed that rather than a bloodless pallor, the body still had a healthy pink glow, and called in a doctor to confirm that their loved one was actually dead.

The doctor confirmed that the man had definitely passed on - but still appeared pink because his pacemaker was still running.

JUST about anyone can be a shoplifter, with police in Tokyo battling an epidemic of thefts by lonely old people.

One in four elderly shoplifters in the Japanese capital blamed their crime on loneliness, with a further 8% saying they did it because they had "no reason to live."

The police have set up a research panel to tackle the problem, with one of the key initiatives being to involve the offenders in the community.

"Instead of increased punishment, I hope we can rehabilitate shoplifters with special care," said a spokesman.

GORILLAS in a Minneapolis zoo in the USA have had a less than healthy diet recently, with revelations that someone has been feeding them sugary snacks.

An unnamed police officer is under investigation over claims that he crept into Como Zoo after hours to give the primates some Kellogg's Pop-Tarts - a breakfast food popular in the USA and renowned for its high fat and sugar content.

Two security guards reportedly spotted the policeman feeding the apes - named Togo, Gordy and Schroeder - on a surveillance camera.

Zoo officials said the animals are normally on a very strict diet - with visitors prohibited from feeding them anything - but hadn't suffered any ill effects from the experience so far.

WIN A BOTTLE OF BIO-OIL



Did you know that 9 out of 10 pharmacists recommend Bio-Oil®?

Pharmacy Daily has teamed up with Bio-Oil® this week, giving readers the chance to win their very own bottle of Bio-Oil®.

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