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Pfizer fake campaign

PFIZER has launched a new hard-hitting cinema advertisement in the UK warning about the risks of buying prescription medicines from illicit websites.

The campaign, which depicts a man coughing up a dead rat after taking a pill bought online, is also backed by the UK MHRA.

It's been developed in response to new research indicating that more than 330,000 UK men purchase prescription medications from unregulated websites every year in the UK.

European guidelines

THE Therapeutic Goods Administration is inviting comments from the industry on the proposed adoption or non-adoption of a number of European Union guidelines.

Those proposed for adoption include a guideline on the Clinical Evaluation of Medicinal Products used in Weight Control as well as others relating to ulcerative colitis, anti-nausea products for chemotherapy and pharmacovigilance for medicines used by the paediatric population. See www.tga.gov.au.

Diabetic sunburn alert

EXTREME weather conditions in Sydney have led the NSW Health Dept to issue a warning to diabetics about the possibility of serious sunburn.

The move follows the admission of three patients to Liverpool Hospital in the city's west with serious burns, with one likely to require amputation of a limb.

Some diabetics lose sensation in their feet so they're not aware

that they are burning, meaning sores can turn into ulcers.

MEANWHILE the NSW health dept has also alerted of a continuing increase in whooping cough across the state, with over 8000 cases reported in 2008 compared to 2097 in 2007.

Dementia day care

TWO dementia day-care centres will be built in NSW with the assistance of the federal and state governments.

The Port Macquarie-Hastings Shire Council will receive \$1.6m to build a purpose-designed centre on the NSW north coast, while in the Sydney suburb of Kogarah \$1.5m will be provided to Calvary Health Care to build a similar facility.

Federal minister for Ageing, Justine Elliot, said "The focus on dementia-specific facilities is a response to the increasing incidence of dementia associated with the ageing of the population."

The centres provide outings, day trips, diversionary activities, support, nursing and allied health services to people with dementia.

US specialty push

A PEAK group of pharmacist bodies in the USA, including the America Pharmacists Association and the American College of Clinical Pharmacy, have submitted a petition to the Board of Pharmaceutical Specialties (BPS) seeking recognition of Ambulatory Care Pharmacy Practice as a specialist area of pharmacy.

It's the first request for recognition of a new speciality for US pharmacists since 1992.

Currently the BPS recognises five speciality practice areas for pharmacists: Nuclear Pharmacy, Nutrition Support Pharmacy, Oncology Pharmacy, Psychiatric Pharmacy and Pharmacotherapy.



DISPENSARY CORNER

EMERGENCY winter first aid was needed in the US state of Indiana on Wed night when a ten-year-old boy's tongue became stuck to a freezing metal electricity pole.

A police spokesman said the fourth-grader licked the pole as the result of a "triple-dare" from a friend, with the local temperature about -12°C at the time.

By the time an ambulance arrived the boy had been able to remove himself from the frozen pole with the assistance of his mother, who was instructed by paramedics how to care for the bleeding tongue.

A CHINESE girl has been laughing non-stop for 12 years, and nothing seems to be able to cure her.

The girl's parents say Xu Pinghui began laughing when she had a fever at 8 months of age.

"Ever since then, she's been laughing uncontrollably," her mother said.

At age two, Xu Pinghui lost the ability to speak and could only laugh.

The family has spent almost all their money on treatment, but nothing has helped.

"Seeing her laughing, we feel even sadder than if she was crying," her father said.

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Last day to enter Dr Deb comp!

EACH day this week *Pharmacy Daily* has been giving readers the chance to win one of two copies of Dr Deborah Mills' latest book, *Travelling Well*.

The book is a must-have guide to a safe and healthy journey, with detailed advice about pre-trip preparation, how to look after yourself while away, and what to do if you get sick.

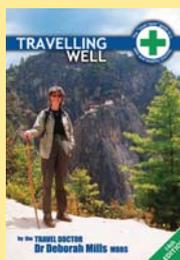
Dr Deborah Mills, widely known as "The Travel Doctor" is one of Australia's leading travel health care providers, and has over 20 years experience in the field.

For your last chance to enter, send your answer to the following question to: comp@pharmacydaily.com.au

What is the 'hormone of darkness' that can help with jetlag?

This great prize will go to the first two correct responses, so for your chance to win, make sure you send in your entry NOW!

Congratulations to **Glenys Bray** of **Footes Pharmacy Ipswich** and **Treasure McGuire** of **Mater Pharmacy Services** in Brisbane, who were yesterday's lucky winners.



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