

Pharmacy DAILY Follow us on:

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## PD Competitions

**CONGRATULATIONS** to the winner of Fri's competition, Juliana Kobryn from Blooms the Chemist in Springwood NSW.

Juliana has won an Eternal Summer Self Tanning Body Creme.

Stay tuned to tomorrow's PD for the first installment of this week's Total Beauty Network competition, which will be the final comp featured for 2010.

## Interns at APP

**ENROLMENTS** are now open for the 2011 Guild Intern Training Program, with all intern registrants also receiving full registration to the 2011 Australian Pharmacy Professional and Trade Exhibition (APP) 17-20 March 2011.

The Intern Training Program will run in conjunction with APP and will include selected conference and intern-only sessions.

**MEANWHILE** the Pharmacy Guild has also revealed that iconic Australian rocker Jimmy Barnes will add a splash of colour to APP's already exciting social schedule with a special performance.

The Guild also confirmed the return of its 'Clinical Bites' sessions to APP, alongside the 'Business Bites' sessions which are designed to aid pharmacists to run efficient, effective and profitable businesses.

See [www.appconference.com/Registration.aspx](http://www.appconference.com/Registration.aspx) for more.

## Australia, be medicinewise

**AUSTRALIANS** are set to become more medicine savvy and to take more responsibility for their health, with the launch of the NPS' new 2011 Medicinewise campaign.

The first major event since its rebranding in July this year, the long-term Medicinewise campaign will kick-off on 30 January 2011 with the aim of enabling Aussies to apply 'quality use of medicines and medical tests in their daily lives'.

"Each year Australians spend more than \$11 billion on prescription, non-prescription and alternative medicines, but health literacy studies indicate people often don't understand why they're taking a medicine," a NPS

statement said.

The campaign will centre around advertisements and editorial (both published and broadcast) across all major television, radio, social media and print channels, in order to engage and interact directly with Australian consumers.

The first stage of the campaign, according to the NPS, "establishes what it means to be medicinewise" and covers 'Knowing what is a medicine', 'Finding the active ingredient', and 'Asking the right questions'.

"The campaign theme 'why?' acts as an umbrella and will carry through our future programs with specific messaging about common medicines use issues," the NPS said.

In addition, the NPS will also revamp its website which will reflect a stronger consumer focus and will include a new home page, as well as new useful information, tools, tips and applications sections.

"We know that attitudes towards medicines are a significant hurdle to achieving the best health outcomes, and our challenge is getting people to pay as much attention to what's in their medicines as they do with their food," said NPS clinical adviser, Danielle Stowasser.

See [www.nps.org.au](http://www.nps.org.au).

## Safyral approval

**THE US Food and Drug Administration** has approved Bayer's new oral contraceptive, Safyral.

The drug combines the hormone ingredients of the birth control pill Yasmin (drospirenone/ethinyl estradiol) with Metafolin, a stable form of naturally occurring folate predominantly found in food.

Safyral is the second birth control pill in Bayer's portfolio to contain folate, for the prevention of neural tube defect in pregnancy conceived whilst on the drug or shortly after discontinuation.

## Plan B decision

**THE Seattle Board of Pharmacy** has announced that it will not make changes to its current rule which requires pharmacists to dispense medications to patients regardless of moral objections.

The rule, in place since 2007, was called into question in several lawsuits pertaining to the dispensing of the controversial 'Plan B' contraceptive pill.

As a result, the Board had considered softening the rule to allow pharmacists the right of refusal if it was tempered with a referral to a pharmacy which would service their needs.

During its decision making process the Board held several public meetings and discussions, at which it received upwards of 5,000 comments and submissions, with opponents to the change saying the move would disadvantage women in remote communities.

Ultimately the Board decided to maintain status quo saying it "did not have any suggestions or recommendations of ways to improve the rule".



## DISPENSARY CORNER

**SMALL** gets even smaller.

A Kiwi mechanic, Lester Atherfold, has shaved a cool 2ft 8ins off his Mini in order to fit it under the bed of his motor home.

The project took just three months to complete, and saw the 10ft Mini slim down to a mere 7ft 10ins via the extraction of its middle and the narrowing of its chassis.



Compact holiday

## Pharmacy Daily Pharmacy Job of the Day!

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[jobs4careers.com.au](http://jobs4careers.com.au)

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Gold Coast Convention & Exhibition Centre, Queensland

"Community Pharmacy: Innovation in Healthcare"

 The Pharmacy Guild of Australia

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