

Myvaccination launch

A NEW Australian site, developed by drug company GlaxoSmithKline (www.myvaccination.com.au), has been launched this month.

The site features easy to understand information on vaccine-preventable diseases broken down into sections including What is it? How is it spread? Who is at risk? What are the symptoms? and What are the vaccine recommendations?.

In addition, website users are also able to search by age range for the most relevant info on vaccines for their age, whilst travellers can also search for health advice by typing in the country they are headed to.

Arthritis fundraiser

ARTHRITIS NSW has launched its first ever Arthritis NSW Summer Challenge fundraiser.

The event aims at getting groups to organise an outdoor event during February, which people either pay, or receive sponsorship to participate in.

Arthritis NSW is hoping to raise \$50,000 through the Challenge.

See www.arthritisnsw.org.au.

ASMI defends NSAID safety

OVER the counter non-steroidal anti-inflammatory drugs (NSAIDs) are safe and effective for the temporary relief of pain and inflammation, according to The Australian Self-Medication Industry.

The comment comes in response to a recent meta-analysis study published in the British Medical Journal (BMJ 2011; 342:c7086) which analysed all the available evidence relating to the cardiovascular safety of NSAIDs.

Study investigators looked at the results of 31 large scale randomised controlled trials, involving a total of 116,429 patients, which compared NSAIDs with non-steroidal drugs or placebos, and concluded that "although uncertainty remains, little evidence exists to suggest that any of the investigated drugs are safe in cardiovascular terms".

NSAID drugs investigated in the trials included naproxen, ibuprofen, diclofenac, celecoxib, etoricoxib, rofecoxib, and

lumiracoxib, with results varying as to their cardiovascular risk profile.

Analysts found that rofecoxib was associated with the highest risk of myocardial infarction, whilst ibuprofen exposed patients to the highest risk of stroke, and the highest rates of cardiovascular deaths were linked to etoricoxib and diclofenac.

Responding to the results, ASMI urged both healthcare professionals and the public to "take care" in interpreting the study's conclusions, adding that studies included in the analysis involved high (prescription) doses and long-term treatment of chronic conditions.

"It is important that the results of this study and the conclusions drawn by its authors are not confused with the safety profiles of OTC NSAIDs available in Australia," ASMI said in a statement.

"OTC NSAIDs such as ibuprofen, naproxen and diclofenac, are approved by the Therapeutic Goods Administration (TGA) for short-term use at low doses for self-limiting conditions.

"The lower doses of OTC NSAIDs and their short term use mean that their safety profiles are different to their higher dose, prescription counterparts," the statement added.

Blackmores aid

NATURAL healthcare company, Blackmores, is inviting all pharmacies affected by the Qld floods to contact 1800 808 522 to take advantage of the Blackmores' Queensland Retailer Support Package.

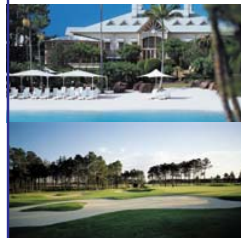
"Our first priority is to understand the impact on retailers so we can find the best way to assist them," said Kerry Cunningham, Blackmores' Director of People and Strategy.

"This may include extended credit, replacement of stock, merchandising units and point of sale and financial support," she added.

MEANWHILE, Medicines Australia has also pledged a \$100,000 donation to the Premier's Flood Relief Appeal.

"Our thoughts and sympathy go out to all who are suffering in the face of this devastating tragedy," said Medicines Australia Chief Executive, Dr Brendan Shaw.

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Pharmacy flood

AROUND 120 South-East Queensland pharmacies are closed today as a result of flooding, according to the Pharmacy Guild of Australia.

Commenting on the situation, national Guild President Kos Sclavos said that "it is important for people to continue to take their medicines".

As such, the Guild is advising patients who run out of medication and whose local or regular pharmacy is closed, to go to the nearest pharmacy to have their script filled.

For patients whose script is lost or destroyed, the Guild is advising that they try and get a new one from their doctor, and if that is not possible, that patients should take their identification and entitlement cards to the nearest open pharmacy.

"A pharmacist may dispense medicines without a prescription in an emergency," the Guild said.

Patients who have lost their Medicare, DVA or Centrelink cards, are also being advised to seek their nearest pharmacy and have the pharmacist call the PBS enquiry Helpline to retrieve their details.

The Guild is also welcoming calls from people with questions on how to access their medicines via its (02) 6270 1888 contact number.



DISPENSARY CORNER

BANDAIDS fix 30ft fall injuries.

A four year old boy in China's Yunnan province has survived a 30ft fall into a dry well, as well as two days without food or water, suffering only minor cuts.

The boy had fallen down the well whilst playing around an abandoned factory near his house.

It is thought the well's soft floor and walls are responsible for saving the boy from worse injuries.

The boy told his family that he was not scared, as he was kept company by a cat who also fell down the well- and was rescued.

OBESE ambulance.

Authorities in the US city of Boston have unveiled a new ambulance, designed to cater to obese patients.

The vehicle features a hydraulic lift as well as a stretcher which can hold up to 386.3kgs, and is expected to be needed around four times per week.

IT'S NEVER TOO EARLY TO THINK ZINKE

Every day this week, *Pharmacy Daily* is giving 2 lucky readers the chance to win a KeySun Zinke Pack, courtesy of KeySun.

Each pack is valued at \$26.93 and contains 3 products for babies and toddlers: Clear Zinke Roll on, Stick & Lotion.



The NEW Clear Zinke for Babies and Toddlers by Key Sun is:

- ✓ Dermatologically tested
- ✓ Fragrance free
- ✓ Non irritating, gentle formula
- ✓ Suitable for sensitive skin
- ✓ 4 hours water resistance
- ✓ Broad Spectrum UVA & UVB protection
- ✓ Very high sun protection SPF 30+
- ✓ Formulated by Australians, specifically for the Australian sun

For your chance to win this great pack, simply send through the correct answer to the daily question below:

Zinke Babies & Toddlers is made by which Australian owned company?

Email your answer to: comp@pharmacydaily.com.au

First 2 correct entries received will win!

Hint: Visit: www.keysun.com.au

Congratulations to yesterday's lucky winners, **Jessica Shaw** from **Spencers Amcal Pharmacy** and **John Raeside** from **Ascent Pharmaceuticals**.