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COVAX push may need influencers

RECRUITING influencers to promote the uptake of COVID-19 vaccines (COVAX) could be key to ensuring the success of the Federal Government's immunisation campaign, Queensland University of Technology School of Clinical Sciences Head, Dr Lisa Nissen, believes.

Speaking during a webinar last night, Nissen, who has been seconded to join the Queensland Health COVID Taskforce to assist with the vaccine rollout in the state, warned that hesitancy or apathy could be biggest obstacles to achieving the required vaccination rates.

Nissen noted that during a conversation with experts in Israel yesterday, they had reported issues in getting people aged 35 years and younger to come forward to be vaccinated, despite the prevalence of community transmission, hospitalisations and mortality associated with COVID-19 there. "So I have in my mind that



communication using influencers, using all those kind of folk to deal with that potential hesitancy and anti-vaccine message will be really important for us, because it's not in our eyeline," she said.

"People aren't dying around us, we're not having relatives, friends and others dying like other countries have had, so that urge for everyone to get vaccinated and do it for the nation just isn't there.

"So unless we can leverage that it may be difficult to reach the vaccine

rated that we're hoping to get."

Nissen added the rollout of COVAX could be an opportunity to "keep stepping on the pillars we've already made" to expand pharmacists and pharmacy workers' roles in the health system.

"This is a great opportunity, not just for pharmacists, but the broader pharmacy team that includes the assistant and technician workforce," she said.

"I think it's going to be amazing for us as a profession broadly."

Today's issue of *PD*

Pharmacy Daily today features three pages of news, plus a full page from TerryWhite Chemmart.

Bush drone delivery project

PATIENTS in remote parts of the Northern Territory are set to have their medical supplies delivered by drone, as part of a project involving the Territory's Department of Health and Charles Darwin University.

The project hopes to see regular drone flights of up to 100km by the end of the year, with flights of to 250km transporting medical items to and from remote communities on a regular basis by 01 Jul 2023.

Project leaders said the program also aims to facilitate drone delivery of cold chain products in the future.

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CHECK OUT OUR 2020 YEAR IN REVIEW

Pharmacy Daily

CDC click and collect e-scripts

CHEMIST Discount Centre (CDC) is expanding its e-commerce offering with click and collect now available for electronic prescriptions.

Patients can now upload e-script tokens to the pharmacy group's click and collect system, CDC CEO Roger Millichamp said.

"The Chemist Discount Centre brand has been built upon sophisticated technology. We have an automated inventory management system, pricing analytics, and now a seamless integration of our click and collect technology with ePrescription functionality," he said.

The CDC will provide pharmacies with quarterly web traffic and sales reports for its click and collect, and delivery, platform, with itemised details of each item sold through the online system.

Greater cooperation needed in NSW

THE relationship between the Pharmacy Guild of Australia NSW, NSW Health and the Pharmacy Council of NSW needs an overhaul, a member of the Guild's NSW Branch Committee believes.

Concerns about the Pharmacy Council's approach to regulating community pharmacy were raised by Guild NSW Branch Vice President, Paul Jones, earlier this week (*PD* 08 Feb) after a number of "well regarded pharmacy owners" were subjected to conditions on their practice by the Council.

Former NSW Guild Branch President, Rick Samimi, told *Pharmacy Daily*, that there was a need for the Guild and Council to return to the table "in a much more cooperative frame of mind".

"The Pharmacy Council's role is to manage complaints and the legal performance of the practitioners," he said.

"So the way the Pharmacy Council is looking at it is if it doesn't address complaints and anecdotal evidence of misperformance then the Pharmacy Council isn't doing its job.

"That's the side pharmacists have to understand and comprehend, and in order for us to do that we need the next branch committee of the NSW Guild to start reengaging with the Pharmacy Council and NSW Health, and there has to be education.

"Education in terms of practitioners - employees and employers in community pharmacies must be re-educated about their legal and ethical obligations, and that has to come from the Pharmacy Council and the Pharmacy Board of Australia.

"And in return, the Pharmacy Council needs to have more practising community pharmacists as its members so the point-of-view of the dynamics of the practice of community pharmacy is better represented."

Samimi added that pharmacy schools also have a role to play in reinforcing professional obligations to students as they are completing their training.

"I'm sure they do it," he said.

"But they have to be reemphasised



again [before graduates start their intern training]."

Samimi is a candidate for one of three Vice President positions on the Guild NSW Branch Committee, alongside, Mario Barone, John Black, Catherine Bronger, Judith Plunkett and Adele Tahan.

He has also nominated to represent the Branch on the Guild National Council, with Barone, Bronger, Plunkett and Tahan also running for two positions.

Online pharmacy failing to deliver

CONSUMERS are being warned against shopping with online pharmacy, discountpharmacy.com.au.

Fair Trade NSW Commissioner, Rose Webb, issued the advice earlier this month, following an increase in complaints against the business for failing to deliver pre-paid purchases.

The business, which offers a variety of non-prescription medicines, health supplements and cosmetics, trades as Chemist Max and is registered to and managed by a David Le.

"Consumers report that their pre-paid items do not arrive and claim that no explanation is provided by the trader for these delays, and that there is no financial redress offered," Fair Trading NSW said.

"Consequently, consumers have to seek a chargeback option from their banks where payments



have been made via credit card.

"Consumers have reported finding it very difficult to contact anyone at discountpharmacy.com.au to discuss the delays, and there does not appear to be a complaint handling process, making it difficult for concerns to be resolved.

"Anyone who has dealt with the discountpharmacy.com.au website and is not satisfied with their interaction are urged to lodge a complaint with NSW Fair Trading."

Uni WA dental prescribing survey

RESEARCHERS from the University of Western Australia are inviting community pharmacists to take part in a survey to determine their knowledge and attitudes about medications used in dental ailments in Australia.

Data collected through the survey will be anonymous with

no identifying information, and stored on a password-protected laptop, accessible only by the principle investigator.

Community pharmacists who participate in the survey will receive a summary of the final findings of the research.

CLICK HERE to take the survey and further details.

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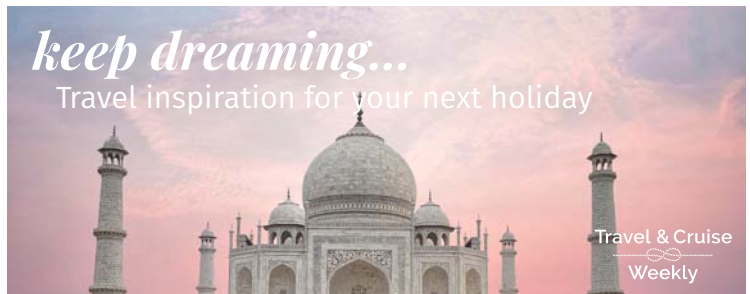
Everyday this week Pharmacy Daily & Azclear Action are giving away an Azclear Action pack valued at RRP \$70.00.

The Azclear Action range helps to manage acne prone skin, while also being kind to skin. The gentle products for acne-prone skin have been formulated without colours and fragrances to help lower the chance of irritation while they get to work cleansing and helping to hydrate and soothe dry and tight skin. To learn more, click [HERE](#).



Q: What Azclear Action product would you use to help hydrate and soothe dry and tight skin?

To win be the first person to send the correct answer to comp@pharmacydaily.com.au



Dispensary Corner

ISRAEL has been widely touted as a leader when it comes to rolling out the COVID-19 vaccine, but that doesn't seem to have helped the country's mental health.

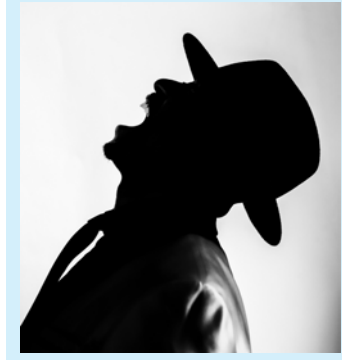
It could also perhaps be an election in the offing, or the ongoing investigation into Prime Minister, Benjamin Netanyahu, but the latest trend to relieve the stress of lockdown is "group screaming".

Tired of being confined, and seeking both "communion and emotional release," according to *Reuters*, the practice is being undertaken by young and old.

"We decided to meet, our group together, in order to take the group screaming so we can release our bad energies," said the organiser of one gathering.

"When we do it in a group it's like a prayer...and maybe God will hear us and release us from this COVID-19 curse".

The screaming in this group took place with masks removed, but the organiser downplayed any health risk because all of the participants had either been vaccinated or recovered from COVID-19 infections.



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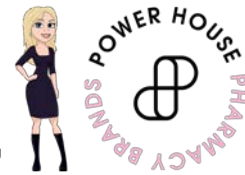
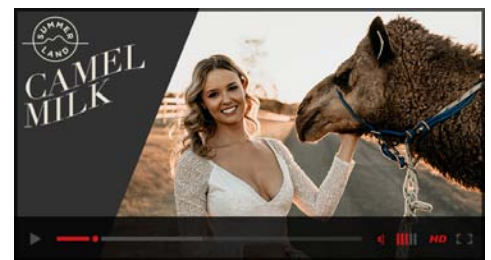
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