



WESTERN PACIFIC PHARMACEUTICAL FORUM NEWSLETTER



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President's Message

Welcome to 2003. I hope the festive season in all our countries was most enjoyable.

As the Forum moves to encourage all the pharmacy associations in the Western Pacific Region to support a year of encouraging consumers to ask questions about the medicines they take we pharmacists must consider the quality of the information that we give and the quality of our skills in communicating that information.

Training in good communication skills has long been overlooked in many of our pharmacy degree courses and both our schools and our associations must turn their attention to making sure that sufficient training is given to practicing pharmacists to enable them to communicate properly with the consumers. To achieve good communication a partnership needs to be developed between the pharmacist and the consumer.

Good communications between the consumer and the pharmacist are absolutely essential to achieve the best outcomes from the use of medicines.

Consumers generally have a different approach to the amount of information they want. Nevertheless, I believe that all want to be informed and to be able to make some decisions about their medicines.

The length of time a patient has been taking a medicine may well determine the amount of information they want at any one time. Any change or increase in medication will need much more information than those who have been taking the same medications over a long period of time. It is vitally important to encourage the patient to ask questions about their medicines, even when they have been under treatment for some time as this may well indicate where there are problems occurring that will inhibit better outcomes.

If patients are not informed about their medicines they may not comply as well as those who have received good communication about their medicine. It is important that the consumer knows what the medicine is for, its potential benefits and what, if any, side effects one may expect. Understanding the information will make the patients much more likely to comply with their treatment and therefore have better health outcomes through the quality use of medicine.

As well as verbal information the consumers should receive written information. Pharmacists should encourage consumers to read the written information and return to the pharmacy with any questions that they may have relating to it. An active approach by pharmacists in providing quality information delivered in a highly professional manner does much to enhance the visibility of the pharmacist as a member of the health professional team.

JOHN WARE, OAM, PhD
President, WPPF

WPPF Now in Full Gear!

To mark another milestone in its quest for maximum and excellent service to the people, the Western Pacific Pharmaceutical Forum continues to unfold hidden treasures of knowledge in its field of endeavour. As such, various plans and projects will be tackled in another Executive Meeting which will be held in Shanghai, China come March 22-23 this year. With the WPPF gear held steadfast by committed leaders Peter Kielgast, past President FIP, and John Ware, President WPPF, other key leaders and project proponents follow through. In this meeting country reports will echo with resounding tones from every member country. Reporting on the Western Pacific Pharmaceutical Forum website is Dr. Mei-Ling Hsiao of China, Taiwan. Public Health Education in Pharmacy undergraduate Courses will be reported by Dr. Wai Keung Chui of Singapore. Self-Care in the Western Pacific Region will be open for more sharing and discussion. Meanwhile, projects for 2003 will be presented. Leading the list is the topic - Ask Questions About Your Medicines. Simultaneous with this are: Pilot Program to Train Pharmacist on Communication Techniques, and Translation of FIP Policy and Statement to Japanese and Mandarin. Rallying on as first activity of the year and, prior to the Executive meeting of WPPF is the Seminar on Good Pharmacy Practice. It is organized by the Chinese Pharmaceutical Association, and will be held on Friday, 21 March 2003. Leading the Seminars list of speakers are Peter Kielgast who will talk on "A Global View of Good Pharmacy Practice." John Ware will deliver a talk on "The Foundation of Good Pharmacy Practice." Other speakers will be Dr. Wai Keung Chui of Singapore who will lecture on "Good Pharmacy Practice Through Sound Foundation in Pharmacy Education" and Dr. Su Yu Chuin of China on "Promoting the Professional Role of Pharmacist Through the Implementation of GPP." Dr. Lu Lizhu will speak on "Good Pharmacy Practice - A Vision for China." Brief Country Reports on Good Pharmacy Practice will be presented by Nobuo Yamamoto, (Vice President WPPF) of Japan and Reynaldo Umali (Professional Secretary WPPF) of the Philippines.

All these and a lot more, mould into one, the WPPF will continue to shine in brilliance and excellence in the name of service to the people. With the WPPF's gear strongly held, "no stone will be left unscathed."

WPPF and FIP Await Meeting in Sydney in September

The Western Pacific Pharmaceutical Forum will hold its Annual General Meeting and Seminar on 04 September 2003, 8:30 AM to 2:00 PM at the Harbourside, Meeting Room No. 3 of the Sydney Convention Center, Darling Harbor. This coincides with the FIP Congress, also in Sydney. Participants of the latter will be given the opportunity to join in the abovementioned meeting and will enable them to interact with the WPPF on matters related to general membership. The Annual General Meeting (AGM) of the WPPF members will be certainly an interesting interaction, discussion and sharing.

Western Pacific Pharmaceutical Forum

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Starting this issue the WPPF Newsletter will feature a particular theme. Now it is SELF-CARE/SELF-MEDICATION on focus. One way of enhancing knowledge-power in the field of self-care, everybody takes pride and honor to present ideas and concerns about it. To begin with, this issue has these to share:



International Pharmaceutical Federation Federation Internationale Pharmaceutique

STATEMENT OF PRINCIPLE

SELF-CARE INCLUDING SELF-MEDICATION -The Professional Role of the Pharmacist-

This Statement was adopted by the Council of the International Pharmaceutical Federation (FIP) during the Council Meeting in Jerusalem on Sunday, September 1, 1998

2. Self-care and Self-medication

- Self-care, including self-treatment or medication, has been a feature of healthcare for many years.
- Nowadays, members of the public, better informed than in the past, are keen to take more personal responsibility for their own health status. They are also keen to obtain as much information as possible from expert sources to help them to take appropriate action in healthcare. Consumer research demonstrates that people recognize the pharmacist as an authoritative source of information and advice.
- Self-care includes the prevention of ill-health by appropriate diet, exercise, consumption of, at most, only moderate amounts of alcohol, avoiding smoking and use of other tobacco products and avoiding misuse of drugs. When preventable measures fail, self-medication, which is the treatment of symptoms that the patient has observed for himself with medicines available without prescription, should be responsible.
- Governments and health insurers encourage responsible self-care to improve the health of the nation and recognize that it may help to limit the rate of increase in third party funded expenditure on healthcare.

3. Modern Medicines

The competent authorities which issue marketing authorizations for medicinal products seek to ensure that they are safe, of high quality and efficacious. Medicines are classified as prescription-only medicines when the competent authorities are of the opinion that a medicinal product should only be used under medical direction or that there are potential problems associated with the use of the product that make medical supervision of patients undergoing treatment with that medicine imperative. Where these criteria do not apply a medicinal product will be available for use without medical direction. It is then necessary to ensure that self-medication is responsible and that advice is given that a prescriber should be consulted where self-medication is not appropriate. This can only be achieved by adequate labeling and by ensuring that any necessary additional information is given only in premises in which professional advice is available from a pharmacist. Thus medicines should be restricted in their distribution to pharmacies.

4. The Role of the Pharmacist

- In most countries Pharmacies are conveniently accessible and in them, pharmacists are available for a considerable period during each working day and no appointment to see them is necessary. In countries where pharmacies are not well distributed, the aim of governments should be to ensure that the vast majority of the Public have convenient access to a pharmacy. Pharmacists have a professional responsibility to provide sound, unbiased advice and to ensure that self-medication is resorted to only when it is safe and appropriate to do so.

- The pharmacist is ideally qualified and placed to advise on the need to consult a prescriber and that advice, because it will be based on expert knowledge, is bound to be better and safer than advice given by a friend or member of that person's family.
- Pharmacists have the necessary knowledge to advise on safe storage of medicines in the home and on safe disposal of medicines once a course of treatment has been completed or, in the case of a medicine, which is obtained for occasional use, when the expiry date has been reached.
- Pharmacists can also advise that medicines prescribed for one individual or purchased for the treatment of a specific medical condition should not be used by another person without professional advice first being sought.
- Pharmacists have a responsibility to report to the person's doctor the manufacturer and the regulatory authorities for medicines, any relevant information about an adverse reaction encountered by an individual, which may be associated with a medicine purchased without prescription.

1. Education and Training of Pharmacists

- The Education and Training of Pharmacist equips them to give sound advice on self-medication. Pharmacists have a responsibility to extent and update their knowledge on medicines and the recognition of symptoms of common ailments which can safely be treated, throughout their professional careers.
- In pharmaceutical education nowadays greater emphasis is being given to communication skills, aspects to the social and behavioral sciences and pharmaco-economics which have implications for pharmacy practice. In addition, the benefits of multi-disciplinary teaching which is being encouraged in some countries, wherever appropriate should be promoted in all countries.
- Their education equips pharmacists to play a key role in providing assistance, information and advice to members of the public about medicines available without prescription.
- The knowledge of therapeutics gained during their course of education and training enables pharmacist to advise when self-medication is not appropriate and a prescriber should be consulted.

Pharmacy Self-Care

By: William Kelly, PhD

Pharmaceutical Society of Australia

PSA's Pharmacy Self-Care program equips pharmacists and their staff to effectively provide accessible, current and authoritative health information and counseling systems to the public. The program is a key strategy in ensuring quality use of medicines. The 1900 pharmacies that have subscribed to the program receive a wide range of information and education resources such as specially written Fact Cards on over 70 topics for consumers, supporting educational and informational materials for pharmacy staff, and promotional materials to enable the pharmacies to participate in a number of health promotion activities.

Pharmacy Self-Care is a highly integrated health promotion program designed to increase the capacity of pharmacists and maximize the opportunities presented by the pharmacy setting to provide primary health care to all Australians.

After sixteen years, Pharmacy Self-Care may become the most well established health promotion program in Australia. The program was launched in 1986 in response to the following:

- ◆ consumers hold pharmacists in high regard as honest and ethical professionals and reliable sources of health information and advice;
- ◆ pharmacists are one of the most frequently contacted of all Australia's community health workers;
- ◆ Australian community pharmacy is ideally set up for primary health care - with access to pharmacy and pharmacist only medicines such as nicotine replacement therapy, and the acceptance by the public of the pharmacy environment as a legitimate setting for primary health care;

- ◆ pharmacy can be accessed by most Australians, well and ill, and caters for a broad diversity of health needs including both preventative and medication management services; and
- ◆ pharmacy is commonly the first point of contact within the health care system.

Member pharmacies (approx. 40% of total pharmacy) subscribe to the program so that they are able to provide their customers with information, advice and support which is credible, independent and professional.

- ◆ provides evidence based, reviewed, accessible health information and advice to a broad range of consumers through the pharmacy setting;
- ◆ educates pharmacists and their staff about their role in primary health care and their role in public health;
- ◆ equips pharmacists and their staff to provide health education and consumer support, through the provision of high quality education materials;
- ◆ works in partnership with other organizations to capitalize on pharmacy's primary health care function; and
- ◆ promotes the role of pharmacy to consumers and other health professionals.

A partnership approach has always underpinned all Pharmacy Self-Care activities. Such an approach is vital if pharmacy is to achieve its role as an integral part of the health care system. As a result of joint efforts, member pharmacies are centres for health advice, information and support.

Pharmacy Self-Care partners include:

- ◆ consumer organizations,
- ◆ government (Federal and State),
- ◆ other health providers, including general practitioners,
- ◆ other health organizations (such as Diabetes Australia, National Asthma Council) and
- ◆ pharmaceutical industry.

Pharmacy Self-Care complements many other public health initiatives including:

- ◆ Quality use of medicines,
- ◆ National health priority areas and public health policies and campaigns, and
- ◆ National public health partnerships.

Pharmacy Self-Care reinforces and enhances the pivotal role of pharmacists in the community to support national health initiatives, differentiates pharmacy from other retail businesses and ultimately, benefits the health outcomes of consumers.

The Role of Healthcare Professionals In Relation To Self-Medication

By: Jerome Reinstein, PhD

Director General of the World Self-Medication Industry

Along with drugs that are safe and effective in normal use, and well-informed and educated consumers, responsible self-medication benefits from the input of healthcare professionals. This is not quite the paradox it might appear. As far as self-medication is concerned, healthcare professional are an important source of advice and education for consumers and patients.

Providing this information is less time-consuming than the traditional consultation, which may be unnecessary in many cases. Even when there is no substitute for a physician in the initial diagnosis and management decision, the opportunity of subsequent treatment to proceed through self-medication by the patient allows the physician more time and resources to devote to patients with more serious health problems.

This advisory role is seen most clearly in collaborative care for chronic and recurring conditions, the collaboration being between the patient and the healthcare professional. A patient who develops osteoarthritis, for example, will often be able to manage the associated pain by self-medicating with a nonprescription analgesic, because it is possible to obtain a safe and effective analgesic without a prescription. A physician will be involved in an initial consultation, when patient can be advised about the choices available for self-medication and instructed in their appropriate use, and periodically thereafter as management decisions are taken.

Pharmacists too, are an important point of reference for self-medication. But the individual will take responsibility for the day-to-day management of pain through self-medication. Other chronic conditions, such as hypercholesterolemia and hypertension are currently under consideration for collaborative care as well. It has also been well accepted for recurring conditions, such as vaginal candidiasis.

Increasing the scope for self-medication does not involve any abdication of responsibility by healthcare professionals. Their role will change in relation to some conditions, becoming much more that of an advisor to those patients who can benefit from the appropriate use of drugs available without a prescription, but the point of this is to empower patients and encourage self-reliance and secondarily to enable healthcare professionals to re-direct their time and resources more effectively.

PHARMACEUTICAL SOCIETY OF SINGAPORE COUNTRY REPORT

By: Dr Chui Wai Keung
President
96th PSS Council

In the year 2002, the council of the Pharmaceutical Society of Singapore concentrated its resources and effort on activities related to the action plans identified from the retreat that was organized in the previous year. In addition, the various committees continued to organize the annual activities of the society.

In an effort to improve the quality, service and standard of pharmacists, the PSS advocates that pharmacists must embrace a life-long learning attitude and be regular at pursuing continuing education (CE) throughout their profession. In this aspect, good quality and relevant CE activities are important. In an effort to assure that CE activities organized by PSS are of good quality, a set of guidelines for assuring good quality learning activities was drafted and implemented at the beginning of the year 2003. The PSS is currently working with the Singapore Pharmacy Board to set up a framework that addresses the mandatory requirement of Continuing Professional Development for pharmacists in Singapore.

The Singapore Standards and Guidelines for Aseptic Dispensing Practice were updated this year to include the quality assurance of the premises and equipment used for safe handling of cytotoxic drugs and microbiological monitoring. In addition, the Guidelines for Good Pharmacy Practice was translated into mandarin for a second

time and circulated to pharmacists in China. These are good testimonials of the conscious efforts on the part of PSS to continue to set high standards for pharmacy practice both locally and overseas.

An attempt is made to publicize the role of pharmacist in providing drug information and medication review through the organization of a nation-wide Pharmacy week in April 2003. The theme of the Pharmacy week is "Are You Getting The Most From Your Medication? Ask Your Pharmacist". The public is encouraged to ask their pharmacists about the medications they are taking and the pharmacists are prepared to help patients who are on multiple medication regimens to get the optimal therapeutic outcome from their medicines.

With the rapid advancement in biomedical sciences and the changes in pharmacy practice, new opportunity for pharmacists is identified. In this regard, PSS organized its 15th Annual Pharmacy Congress (in November 2002) along the theme of "Continuity of Care - Building the Bridges". Pharmacists are in a favorable position to provide continuity of care for their patients at home and in the institution; the congress therefore provided a platform for pharmacists to discuss how they could play a more active role and how this service could be introduced into the existing healthcare system.

The year 2002 was another busy year for the PSS. In addition to setting up all the frameworks for future activities of the society, PSS continued to provide activities for its 900 over members. The next couple of years will be exciting times for the pharmacy profession in Singapore. PSS will have to carry on working hard to promote the profession and set standards for the professional practice.



Nobuo Yamamoto
Vice-President
Western Pacific Pharmaceutical Forum

After graduating from Tokyo College of Pharmacy in 1973, he began to work at the Community Pharmacy that has existed in front of the University of Tokyo Hospital. He has been working and managing his pharmacy, HOSEIDO, since 1981. He became a pharmacist after he got his diploma.

He got a position of prestige in pharmacist's association in the community he'd lived, and, after then, he worked as the Director, and then Executive Director of Tokyo Pharmaceutical Association. Now he is also the Executive Director of Japan Pharmaceutical Association. He is in charge of the international pharmacists' affairs and the medical insurance.

His first opportunity that has relationship in FIP happened in 1981, in Vienna. He read a paper about computer systems in pharmacy. Since 1985, in Montreal, he has taken part in the Community Pharmacists Committee as the representative of the Japan Pharmaceutical Association.

Since 1991, as one of the members of the working group about GPP, he coped with making the Tokyo Declaration, and he has been a member of WGPP since 2001. In addition to that, he has joined FAPA every two years in its congress since 1986, and he got the prize of an lifetime award (community pharmacy field) from FAPA in 2000 in Sydney.

His wife is a pharmacist and manages his pharmacy while he stayed away from home. They have two sons and one daughter. His elder brother works at the Ministry of Health, Labor and Welfare in Japan, and the younger got the pharmacist diploma and now studies pharmacy in the postgraduate school. His daughter is now a student at the college of pharmacy. As you can find, all his family luckily has opportunity to take an active part in the field of medical, health and sanitation.



MEI-LING HSIAO
Executive Board Member
Western Pacific Pharmaceutical Forum

A graduate with a Bachelor of Pharmacy and Master of Public Health from National Taiwan University, Mei-Ling Hsiao is Chairman of the Board of the Center for Drug Evaluation and also Executive Board Member of the Pharmaceutical Society of China Taiwan. She has been urging the member pharmacists to actively participate in all the related activities of the International Pharmaceutical Federation (FIP), and has been supporting the establishment of the Western Pacific Pharmaceutical Forum.

She devoted herself to implementing the separation of dispensing from medical practice in Taiwan, establishing a national adverse drug reaction reporting system, reconstructing domestic clinical trials and the pharmaceutical registration network in accordance with technical requirements of the International Conference on Harmonization (ICH). To promote the growth of biotechnology and pharmaceutical industries, she established the Joint Institutional Review Board (JIRB) in Taiwan in 1997. Also, in 1998 she established Center for Drug Evaluation with a pivotal role in upgrading the drug evaluation process.

To stimulate students' awareness of pharmaceutical administration and regulations, she has served as instructor in College of Pharmacy in National Taiwan University, Institute of Health and Welfare in National Yang-Ming University. She helped host Taipei 2002 International Pharmacy Student's Federation (IPSF), the 2nd Asia Pacific Pharmaceutical Symposium. Ms. Hsiao is serving as Executive Board Member of the Western Pacific Pharmaceutical Forum.

Editorial

On Healthcare Through Self-care

It is an accepted fact that a pharmacist, as a healthcare professional, is recognized as an authoritative source of information and advice on matters related to the quality use of medicine. Because of the easy accessibility of pharmacists, we are seen by many members of the general public as a key health professional to give them advice on a whole range of other health issues. People have always wanted to self-medicate, but more and more patients are wanting to participate in their own healthcare.

As the World Health Organization encourages people to be aware of non-communicable of lifestyle diseases, there is an enormous opportunity for pharmacy to provide advice and supportive information to patients suffering from these diseases. Pharmacists also have the opportunity to play a role in giving advice to prevent the development of these diseases states.

A structured Pharmacy Self-Care program will support the pharmacist's role in this area. The provision of current and authoritative counseling and health information advice is made available to the public by the pharmacist or pharmacy staff through a variety of systems. As a result consumers and patients become more knowledgeable and responsible for the day-to-day management of many common conditions such as pain, diabetes, asthma or hypertension.

There is no substitute for the diagnosis carried out by a physician. The Pharmacy Self-Care program may provide information that will guide the patient to a physician if necessary or subsequently support their self prescribed treatments.

The Western Pacific Pharmaceutical Forum, in supporting the World Health Organization's programs regarding lifestyle diseases is exerting all possible efforts to develop and strengthen the strategies of its constituent bodies. We encourage the support of a strong and dynamic Pharmacy Self-Care program in order to increase the provider services of pharmacist in public health. Pharmacists will therefore be seen to be playing an important role in maintaining and improving the health and strength of each nation in our region.

The 'call' is on. Every member country of the WPPF is encouraged to share key strategies on Pharmacy Self-Care programs through this paper. With thanks to those who shared theirs in this issue, indeed *thoughts shared will be thoughts cared for*.

GOOD PHARMACY PRACTICE SEMINAR Tong Mao Hotel, Shanghai, Friday 21 March 2003

9.30 am - 9.35 am	Welcome from Chinese Pharmaceutical Association
9.35 am - 10.15 am	A Global View of Good Pharmacy Practice <i>Peter Kielgast, Past President, FIP</i>
10.15 am - 10.45 am	The Foundations of Good Pharmacy Practice <i>John Ware, President, Western Pacific Pharmaceutical Forum</i>
10.45 am - 11.15 am	Coffee Break
11.15 am - 12 noon	Good Pharmacy Practice Through Sound Foundation in Pharmacy Education <i>Dr Wei Keung Chui</i>
12 noon - 12.30 pm	Questions
12.30 pm - 1.30 pm	Lunch
1.30 pm - 2.15 pm	Promoting the Professional Role of Pharmacists Through the Implementation of GPP <i>Dr Su-Yu Chien</i>
2.15 pm - 2.45 pm	GPP in Japan, <i>Nobuo Yamamoto</i> GPP in the Philippines, <i>Reynaldo Umali</i>
2.45 pm - 3.15 pm	Good Pharmacy Practice - A Vision for China <i>Dr Lu Lihui (or nominee)</i>
3.15 pm - 3.30 pm	Coffee Break
3.30 pm - 4.00 pm	An Introduction to 'Ask Questions About Medicines' Program <i>Dr Mei-Ling Hsiao, Peter Kielgast and John Ware</i> <i>Dr Wei Keung Chui</i>
4.00 pm - 4.45 pm	Questions and discussion
4.45 pm	Close Expressions of appreciation etc.

REYNALDO H. UMALI, MBA
Professional Secretary/ Editor