



# WESTERN PACIFIC PHARMACEUTICAL FORUM NEWSLETTER



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## President's Message

I have just returned from the FIP Bureau meeting in Geneva at which I represented the Western Pacific Pharmaceutical Forum as your President. The discussions at the Bureau also entail a presentation from each of the Forums showing the development and work of their programs. This meeting is held concurrently with the World Health Organization's World Health Assembly and a joint meeting with the World Health Alliance, an international grouping representing non-government organizations in official relations with the World Health Organization. The alliance includes medical doctors, nurses and pharmacists.

In reflecting on my report I was extremely proud of the work of the Western Pacific Forum in such a short time since its establishment. The development and quality of our website and programs relating to 'Ask Questions About Medicines' as well as the regional policy paper on undergraduate education relating to the pharmacist's role in public health care, prepared at the request of WHO, greatly impressed the international body.

The SARS crisis played a predominant role in many international discussions and it was pleasing to be able to record the response of pharmacists in the region for promptly supplying public health information in this regard. The Pharmaceutical Society of Singapore, Pharmaceutical Society of China Taiwan, the Chinese Pharmaceutical Association and the Japan Pharmaceutical Association immediately played an important role in supplying information to the public regarding SARS. Subsequent to this immediate response reports showed that almost every association in the region produced support in some way.

SARS emphasized the need and value of the pharmacist's role in public health and self care information. It also showed how vital it is for all the Western Pacific Region pharmacy associations to recommend to all pharmacy schools within their country the adoption of the paper and its recommendations on public health education for pharmacists.

Also of important from the World Health Assembly is the appointment of Dr. Jong-Wook Lee of the Republic of Korea to replace Dr Gro Harlem Brundtland as Director-General. Dr Lee has worked for WHO for 20 years.

Another major highlight was the unanimous support for the world's first public health treaty, the WHO framework convention on tobacco control.

With SARS apparently lessening and the international tensions easing I look forward to seeing as many of you as possible in September at the FIP Congress in Sydney, Australia and, of course, at the Western Pacific Pharmaceutical Forum seminar and Annual General Meeting.

**JOHN WARE, OAM, PhD**  
President, WPPF

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## WPPF ADOPTS STATEMENT OF PRINCIPLE ON THE PHARMACIST AND PUBLIC HEALTH

At the suggestion of the World Health Organization Western Pacific Regional Office, the Western Pacific Pharmaceutical Forum of FIP has prepared a Statement of Principle relating to pharmacists in public health and the education of pharmacists in that regard.

Because a pharmacist is a frequent point of contact with the public on healthcare and medicine related matters the Forum believes, with WHO, that public health needs to be adequately addressed and provided for in the undergraduate pharmacy courses. We are aware, of course, that the public health content in undergraduate courses of pharmacy varies from country to country and school to school.

The Statement of Principle adopted by the Western Pacific Pharmaceutical Forum of FIP and supported by FIP and WHO Western Pacific Regional Office outlines the principles and contents that should be addressed. All associations in the Western Pacific region have been sent a copy of the statement and asked to forward it to the heads of Pharmacy Schools in their countries. Almost all of the associations have supported this initiative.

*(See Complete Statement on page 2)*

### Malaysia Hosts WPPF Executive Board Meeting and International Pharmacy Practice Seminar

The Malaysian Pharmaceutical Society through its President, John Chang, has invited the WPPF to hold its Executive Board Meeting in Petaling Jaya Selangor, Malaysia to be held at the Sunway Lagoon Resort Hotel on July 12, 2003, MPS will also conduct an International Pharmacy Seminar the following day July 13, to be participated by the General Membership of the Society. The Seminar will have John Ware WPPF President, deliver the keynote speech on Changing International Trend in Pharmacy Practice. The other officers of the Executive Board are asked to give short messages on Good Pharmacy Practice in their respective countries. The seminar which is in line with the Continuing Professional Development Program of the Society will also feature the New Pharmacy Act of 2003, Academy of Pharmacy and featured Health Topics to be delivered by experts on the subject. Holding the meeting in Malaysia, at the invitation of MPS is in line with the Forum's policy & objective of bringing itself to member country's national organizations.

### WHO Drug Information

Is now available at:

<http://www.who.int/druginformation>

## STATEMENT OF PRINCIPLE THE PHARMACIST AND PUBLIC HEALTH

### Introduction

In a series of meetings (between 1988 and 1997) organized by the World Health Organization (WHO), in collaboration with the International Pharmaceutical Federation (FIP), the role of the pharmacist in the healthcare system has been identified. It was recognized that pharmacists have the responsibility to provide informed and objective advice on medicines and their use, to promote the concept of pharmaceutical care, and to actively participate in illness prevention and health promotion. Therefore, the role of pharmacists in healthcare should extend beyond the supply and management of medications and embrace the societal responsibility of enhancing public health through public education.

Following requests from and subsequent discussions with the Western Pacific regional office of the World Health Organization, the Forum has produced this statement of principle.

### The Statement

The multi-disciplinary training of pharmacists places them in an ideal position to be involved in public health activities. Being part of a healthcare system, pharmacists can take leadership in influencing policies that concern public health. In addition, the easy accessibility of the pharmacists in the community is real for them to be engaged in more patient directed activities for health promotion. Henceforth, the Western Pacific Pharmaceutical Forum takes the stand that

*"Pharmacists shall take a proactive role in collaborating with other agencies in policy development concerning public health. Pharmacists shall advise and educate the general and targeted population on how to prevent diseases and promote good health through suitable lifestyle or behavioral modifications, and/or safe and proper use of medication or devices by which even means is more appropriate for the best outcome."*

### Contribution of Pharmacists to Public Health

The WPPF advocates that for pharmacists to contribute effectively to public health, the following recommendations may be considered:

That the National Pharmaceutical Associations can

- take the leadership in partnering with governments, communities, organizations and similar interest groups in identifying public health problems and policy development.
- provide relevant continuing education or continuing professional development activities to enhance the competence of pharmacists in offering public health care services.

- promote the role of pharmacists in advising and educating the general or targeted population on the prevention of diseases and maintenance of good health.

That the individual pharmacist may strive to provide consumer directed public health services such as:

- Advising the public on safe and responsible self-care to achieve good health. Self-care will include the adoption of non-drug approaches (like lifestyle or behavioral changes) and appropriate self-medication.
- Providing health education, care management and primary care to individuals and families who are members of vulnerable population and high-risk groups.
- Providing essential professional input to interdisciplinary programmes that monitor, anticipate and respond to public health problems in targeted population groups.
- Identifying and evaluating health trends and risk factors of population groups and helping to determine priorities for targeted intervention.

That in order to equip future pharmacists with the necessary knowledge and skills to provide public health services, pharmacy schools must consider including relevant subjects in their curriculum. It is recommended that the subjects be taught by problem-based learning and the following topics are to be included as part of the pharmacy practice curriculum:

- Epidemiology (including pharmacoepidemiology)
- Healthcare policy
- Behavioral and social sciences
- Nutrition
- Health promotion and disease prevention
- Physical condition assessment
- Emergency first-aid care
- Self-care and self-medication
- Evidence based drug information and literature evaluation
- Communication and advocacy skills

That to better equip future pharmacists to play a more effective role within their national healthcare system in providing public health services, schools must also consider including the following subjects in their pharmacy curriculum.

- National Medicine Policy
- National Essential Medicine List or formulary
- Evidence-based Drug Selection
- Pharmaceutical Management
- Pharmaceutical Financing and Cost Efficiency
- Rational Use of Medicines

**Air travel is safe,  
says David L. Heymann,  
WHO Executive Director of the Communicable  
Diseases Cluster**

The annual World Health Professions Alliance reception was held during the World Health Assembly in Geneva and hosted conjunctly by the International Pharmaceutical Federation, International Council of Nurses and the World Medical Association.

Once again, the reception exceeded expectations and welcomed a large number of Ministers of Health, other government representatives and WHO representatives, who had the opportunity to exchange experiences with representatives of the global pharmacists, nursing and physicians organizations.

Voicing concern on the recent developments in health, such as SARS, Mr. Jean Parrot, FIP President, addressed the audience and declared that "pharmacists, together with nurses and physicians have the responsibility to work at the core of the healthcare team, preventing disease and protecting society". He also called upon "an integral approach to healthcare in order to fight back health threats".

The speech from the WHO Executive Director of the Communicable Diseases cluster, Dr. David Heymann, was the highlight of the meeting.

"Air travel is safe. The number of flights during which transmission of SARS has occurred remains at 4, and the total number of cases resulting from exposure during these four flights has been revised to 27. One flight alone is now known to have accounted for 22 of the 27 cases" stated Dr. Heymann.

Dr. Heymann concluded by saying that WHO is aware of other flights with symptomatic probable SARS cases on board. However, no evidence indicates that in-flight transmission occurred on any of these flights. According to WHO information, transmission of the virus can only take place by direct and close contact with a SARS infected person. Transmission through air systems is not possible. Since 23 March 2003, no flights have been implicated in the transmission of SARS.

**FIP welcomes landmark agreement  
on tobacco control**

As a Non Governmental Organization in official relations with the WHO, FIP had the opportunity to intervene actively during the World Health Assembly in Geneva last week, in particular during the discussions of the Framework Convention on Tobacco Control.

Speaking on behalf of the World Health Professions Alliance (WHPA), representing over 20 million health care professionals world wide, Ton Hoek, General Secretary of the FIP, pointed out that "pharmacists, physicians and nurses are alarmed at the increasing and widespread use of tobacco products that annually kill five million people, and is causing a huge burden of disease, disability and premature death".

"We urge acceptance and action on treatment of tobacco dependence within the national health care, in particular improved access to effective interventions, including behavioral and pharmacological treatments" he concluded. During the 12<sup>th</sup> World Conference on Tobacco or Health in Helsinki, Finland, on 5 August, FIP will organize together with the WHO EuroPharm

Forum and the Association of Finnish Pharmacies a special session on Pharmacists against Tobacco: Trends and Experiences.

At this session participants will be able to discuss the implementation of pharmaceutical care in anti-tobacco activities and to provide international examples of smoking cessation activities in different practice settings. The Global Network of Pharmacists against Tobacco, a new initiative within FIP, will be established. More information about the session is available at

**Highlights of the 56th World Health Assembly**

**Appointment of the Director-General**

On 21 May, Dr Jong-Wook Lee was elected as the next Director-General of WHO. A medical doctor and national of the republic of Korea, Dr Lee has worked in WHO for nearly 20 years. In his speech to the Health Assembly, Dr Lee announced that he would undertake a major expansion of WHO's Global Outbreak Alert and Response Network to identify and respond to future disease outbreaks. Dr Lee begins his five-year term on 21 July 2003

**Severe acute respiratory syndrome (SARS)**

Recognizing SARS as "the first severe infectious disease to emerge in the twenty-first century" the World Health Assembly called for the full support of all countries to control SARS and other emerging and re-emerging infectious diseases. During the Health Assembly, WHO also announced the creation of a new US \$100 million public-private initiative to fight SARS and build capacity for disease surveillance and outbreak response in China and the surrounding region.

**Traditional medicine**

The World Health Assembly called on countries to adopt and implement WHO's traditional medicine strategy. The strategy advocates for national policies and regulations, drug-safety monitoring systems, measures to protect traditional medical knowledge and plant resources, and where appropriate, the intellectual property rights of traditional practitioners.

**Revision of the International Health Regulations**

WHO's authority to verify disease outbreaks from all available official and unofficial sources was confirmed during the Health Assembly. In addition, WHO's leadership was re-affirmed in determining the severity of an outbreak through on-the-spot investigations to ensure that outbreaks are appropriately controlled. Meanwhile, work on revising the International Health Regulations will continue until a final draft is presented to the World Health Assembly in 2005.

**Strategy for child and adolescent health and development**

The World Health Assembly backed new measures aimed at saving the lives of millions of children and adolescents. The strategy focuses on reducing deaths in children under the age of five, where more than half the deaths are caused by malnutrition and preventable communicable diseases. It also focuses on the 1.2 billion adolescents worldwide who face health threats such as HIV/AIDS, violence and tobacco, and alcohol use.

# WPPF Profile



**Dr. Lu Li-zhu**  
Executive Board Member  
Western Pacific Pharmaceutical Forum

After graduating from the College of Pharmacy, Peking University in 1957, she began to work as Pharmacist in the Department of Pharmacy, Beijing Gynecology and Obstetrics Hospital. In 1962, she moved to Guang An Men Hospital, China Academy of Traditional Chinese Medicines (CATCM) then became Associate Director and finally Director of the Department of Pharmacy. From 1987 to 2001, she held the position of Director of Pharmaceutical Laboratory, Clinical Pharmacy & Pharmacology Laboratory of the same hospital. From 2001 up to the present, she is the Chief Pharmacist and Consultant.

In November 2000, she became a WHO Consultant on Development of National Traditional Medicine Policy in Indonesia in the project INOEDM001. Her expertise in the profession of Pharmacy are along the fields of Hospital Pharmacy Management and Administration; researcher in the development of new medication of TCM with modern pharmaceutical science and technology, clinical pharmacy practice, clinical drug evaluation of traditional medicine and OTC drug evaluation and selection.

Dr. Lu Lizhu is a Senior Member of the Chinese Pharmaceutical Association, Member of Working Group III, Community Pharmacist Section of the International Pharmaceutical Federation (FIP); Member of the Board, Hospital Pharmacy Committee, CPA; Committee Member International Academy Exchange Committee, Member of the Editorial Board of various Chinese Journals, namely Journal of Hospital Pharmacy, Chinese New Drugs Journal, Chinese Journal of the Prevention of Drug Abuse and National Licensed Pharmacists Proficiency test Guideline and Overall Review Book, China State Drug Administration.

She is a recipient of many awards for outstanding cooperative and progressive Research Achievements from her research works from 1980 to 2000. She has likewise represented China in various International conferences on Clinical Pharmacy and Traditional Medicine.

Dr Lizhu was elected to the Forum when it was founded in year 2001 and has since been an active Executive Board Member.



**Dr. Wai-Keung CHUI**  
Executive Board Member  
Western Pacific Pharmaceutical Forum

Wai-Keung, an Assistant Professor of Pharmaceutical Chemistry, is academic staff of the Pharmacy Department at the National University of Singapore (NUS). He has been involved in Pharmacy education for more than 10 years. Wai-Keung graduated from NUS with a B.Sc. (Pharm) Hons degree in 1987 and thereafter proceeded on to further his education at Aston University in the United Kingdom. Graduated with a PhD (Medicinal Chemistry) in 1990, he moved on to take up a post-doctoral fellow position at the McGill University in Montreal, Canada. One year later, he was appointed as a member of the academic staff at his alma mater.

Besides educating the future pharmacists of Singapore, Wai-Keung is also actively involved in research work. One of his areas of research interest includes the design, synthesis and biological evaluation of potential therapeutic agents, focusing particularly on agents that exhibit anticancer and neuroprotective properties. In addition, he is also interested in developing methods of analysis for determining drugs in biological fluids and for standardizing Chinese herbal medicines. Wai-Keung was appointed as the Sub Dean of the Faculty of Science in July 1999. During the one-year appointment he overlooked matter concerning research and graduate studies in the faculty. Currently, he is appointed as the Deputy head of the Department of Pharmacy at the National University of Singapore.

Wai-Keung has devoted much of his time to the Pharmaceutical Society of Singapore. He was elected as council member of the Society since 1995 and is currently serving his third term as the President of the Society. Some of his contributions to the society include being the editor for the Singapore Pharmaceutical Bulletin since 1995, being involved in a Manpower Survey work team, being the scientific co-ordinator for the Singapore Pharmacy Congress from 1996-98 and the chairman of the 13th Singapore Pharmacy Congress in 1999. For all these contribution, he was named the winner of the Professor Lucy Wan Outstanding Pharmacist Award in 1999.

At the international level, the World Health Organization has appointed Wai-Keung to be a member of the advisory committee for International Non-proprietary Names (INNs) for Pharmaceutical Substances. This committee is responsible for approving INNs for new drug substances. He was elected as executive member of the Western Pacific Pharmaceutical Forum in year 2001.

## CHINESE PHARMACEUTICAL ASSOCIATION

### About Chinese Pharmaceutical Association

Chinese Pharmaceutical Association (CPA), established in 1907, as national professional pharmaceutical organization is one of the earliest and the largest academic organizations in China. It is a member of Chinese Association for Science and Technology (CAST), Federation International Pharmaceutique (FIP), and Asian Federation for Medicinal Chemistry (AFMC) respectively. CPA has around 100,000 individual members, including about 3000 seniors, and 33 group members all over China. It represents pharmacists from hospitals and institutions, and pharmaceutical research and industrial professionals as well as personnel from administration and education, with 13 committees of different specialty and 7 working committees affiliated, 14 academic periodicals and publications sponsored, and a Center for the Development of Science and Technology. The routine duties of CPA are carried out by its secretariat.

### Events and Activities of CPA in 2002

In the year 2002, CPA concentrated on the activities of academic exchange by organizing conference and seminar to promote professional knowledge and academic exchange as well as organizing a nationwide Pharmacist (Pharmacy) Week. The Annual Conference of CPA was held in Gui Ling, Guangxi Province in November 2002 with around 850 participants from various pharmaceutical specialties.

The Committee of Hospital Pharmacy section of CPA is always the most active one in organizing conference, meeting and seminar for pharmacists to exchange professional experiences and to improve the standards and the quality of pharmacy service, clinical pharmacy and conducting of pharmaceutical care. Continuing education program was also emphasized especially for young pharmacists in 2002.

### Good Pharmacy Practice

As a result of the development of society and national economy, people's health care level and the sense of self-medication are gradually improving. Therefore, the demands for good pharmacy service especially for carrying out pharmaceutical care not only in hospital but also in community pharmacies are increasing. The China Nonprescription Medicines Association (CNMA) is a guild of Pharmaceutical Manufacturer and distributor, especially of those manufacturers of nonprescription medicines and community pharmacies. Based on the pharmaceutical care and licensed pharmacists system, the CNMA under the auspices of government and membership units, consulted the International Good Pharmacy Practice for Developing Countries and the Standards for Quality of Pharmacy Services and GPP documents of other countries available to formulate the Good Pharmacy Practice and Evaluation Standards of GPP especially for community pharmacies in China. CNMA held an announcement ceremony in Beijing on 25 February 2003.

**REYNALDO H. UMALI, MBA**  
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