



SELF CARE



NZSMI 2010 Conference

A Report from Australia

Deon Schoombie
Australian Self-Medication Industry



BETTER HEALTH THROUGH RESPONSIBLE SELF CARE





Overview



- Regulatory environment
 - Reforms to co- & self-regulation of advertising & promotion
 - Restructuring of TGA
 - Switch environment
 - Ingredient issues: nano
- ASMI challenges
 - Self care & minor ailments
 - Membership issues
 - Media & issues management





Advertising reforms



- Objectives: streamline & reduce regulatory burden
- Pre-approvals & complaints handling
 - inconsistencies in different media
- Complaints panel:
 - Independence
 - Regulatory remit
 - Penalties & sanctions
- Issue for ASMI - maintaining co- & self-regulation





SELF CARE

Promotion to healthcare professionals



- Objectives: strengthen & standardise self-regulation
- Principles:
 - Common core standards across all codes
 - Principles of conduct plus specified elements
 - Compliance training
 - Complaints handling & reporting
- Universal coverage
- Regulatory option looming



BETTER HEALTH THROUGH RESPONSIBLE SELF CARE





TGA 21



- Major restructuring of TGA
- Key concern: maintaining an OTC regulatory culture
- Global trends & industry initiatives:
 - Developing a risk/benefit model for OTCs
- Regulator's engagement with media in response to product category or substance issues





Switch environment



- New scheduling framework since 1 July 2010
- Differences:
 - Expert advisory committee
 - Regulator the final decision maker
- Untested – best to try it in NZ
- Advertising of Pharmacist Only medicines





Ingredient issues



- Disclosure of nano-ingredients
- Cosmetic industry initiatives:
 - Harmonise with Europe
- ASMI does not support disclosure:
 - No demonstrated safety concerns
 - No consensus definition of nano-particles





ASMI challenges



- Self care & minor ailments
 - Developing the economic argument
 - Raising health literacy
 - Stakeholder issues: getting support from GPs
 - PAGB learnings
- Membership issues in a changing industry landscape
 - Pharma / complementary medicines integrating
- Media coverage & issues management
 - A more comprehensive, integrated & proactive approach needed





SELF CARE



Thank you

deon@asmi.com.au



BETTER HEALTH THROUGH RESPONSIBLE SELF CARE

