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MEDIA RELEASE

Industry lends weight to national school-based medicines education program

The Australian Self-Medication Industry (ASMI), the industry body representing non-prescription consumer healthcare products, has thrown its support behind Life Education's 'Mind Your Medicine' program, a national medicines awareness program for primary school students.

The Executive Director of ASMI, Juliet Seifert launched the program along with Karyn Paluzzano, NSW Parliamentary Secretary for Education and Training; Alex Hawke, Federal Member for Mitchell; Alan Cadman, Chairman of Life Education NSW; and Jay Bacik, CEO of Life Education Australia.

Ms Seifert said ASMI was proud to sponsor Life Education, an organisation that makes a key difference to hundreds of thousands of students through its preventative health education and medicines awareness programs.

Life Education's primary schools programs, which commenced in 1979, are delivered by 120 full-time and part-time educators using a national network of more than 90 mobile classrooms, complemented by direct delivery in school classrooms. Over 750,000 students participate in the program each year.

Life Education's iconic mascot, 'Healthy Harold', has been delivering a powerful and engaging message to school children for 30 years.

"Health literacy is a key element in creating a healthier Australia through knowledge about the appropriate use of medicines, and education about food and exercise to promote health and wellbeing.

"Armed with quality information about lifestyle choices, students across Australia will have the best chance of making informed, healthy decisions," Ms Seifert said.

The Mind Your Medicine program gives primary students in their fourth and fifth year of school knowledge about medicines and the consequences of their misuse. It also recognises the role that medicines play in treating illness and disease, and maintaining good health.

"By reaching people during childhood, we are able to instill sound knowledge and good practice with medicines that will carry through to their adult life," Ms Seifert said.

About ASMI: The Australian Self-Medication Industry (ASMI) is the peak industry body for the Australian self care industry representing consumer healthcare products including over-the-counter medicines and complementary medicines. ASMI's mission is to promote better health through responsible self-care. This means ensuring that safe and effective self-care products are readily available to all Australians at a reasonable cost. ASMI works to encourage responsible use by consumers and an increasing role for cost-effective self-medication products as part of the broad national health strategy.
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