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MEDIA RELEASE

Health conference probes the role of the individual in improved national health

The issue of self care and greater personal responsibility for health will be the centrepiece of the Australian Self Medication Industry (ASMI) national conference to be held in Sydney in November.

Speakers from government, the healthcare profession, regulatory agencies, policy think tanks, private health insurers, and the consumer healthcare industry including complementary medicine, will discuss the changing environment for delivery of health services and the impact on health professionals, consumers and health budgets.

The ASMI Conference, with a theme of, *"Self Care: How Much Is Your Responsibility?"* will be held on Thursday 12 November at Australian Technology Park, Redfern.

"In the face of mounting national health challenges and rapidly growing health budgets, it is timely to consider what can be done at the personal level to assist people to better look after their health and wellbeing," said ASMI Executive Director, Juliet Seifert.

The concept of self care has become an integral part of the UK health system and there are growing pressures to adopt similar measures in Australia, in particular in dealing with major preventable illnesses.

Topics to be discussed include the emergence of self care and the role of individuals, the evidence base surrounding self care remedies, the regulatory environment for over-the-counter and complementary medicines, and the recent overseas experience in providing wider consumer access to medicines.

Speakers and panellists include:

- **The Hon Craig Emerson MP**, Minister for Small Business, Independent Contractors and the Service Economy, and Minister Assisting the Finance Minister on Deregulation;
- **Dr Rohan Hammett**, National Manager, Therapeutic Goods Administration;
- **Dr Tony Hobbs**, Chair, National Primary Health Care Strategy External Reference Group;
- **Professor Stephen Leeder**, Director Menzies Centre for Health Policy;
- **Dr Linda Suydam**, President, Consumer Healthcare Products Association (United States);
- **Carol Bennett**, Executive Director, Consumers Health Forum of Australia
- **Dr Lesley Braun**, Executive Director, National Herbalists Association of Australia
- **Jez Moulding**, General Manager, sanofi-aventis Australia & New Zealand

- **Mario Capanna**, Cincotta Chemist
- **Dr Norman Swan**, ABC, *The Health Report*;
- **Odette Gourley**, Partner, Corrs Chambers Westgarth.

The conference will also feature the ASMI Sales & Marketing Awards which honour manufacturers who excel in the sales and marketing of their products. The award categories are:

- Best launch of a consumer healthcare product
- Best advertising/promotional campaign, including re-launch, of an existing consumer healthcare product
- Best self care program
- Best sales force initiative - grocery and/or pharmacy

Australian Self-Medication Industry Conference

Thursday, 12 November 2009

Australian Technology Park, Redfern, Sydney

Conference site: www.asmi.com.au/events/default.aspx

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.
www.asmi.com.au

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