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## MEDIA STATEMENT

### ASMI welcomes Federal Government's Primary Health Care Strategy

The Australian Self-Medication Industry (ASMI), the industry body representing non-prescription consumer healthcare products today welcomed the Federal Government's strategy to promote primary health care.

ASMI supports the strategy which includes measures to address preventative health and the treatment of chronic conditions as well as moves to improve access to a broader group of health professional such as practice nurses, physiotherapists and dieticians.

"The Government's initiative in placing a greater focus on helping people to remain well and manage chronic conditions is to be welcomed, said ASMI Executive Director, Juliet Seifert.

"There is a great deal that individuals and families can do to manage their health with the assistance of pharmacists and other health professionals before other interventions become necessary".

ASMI supports a self-care approach as part of a national health strategy, which entails a fundamental shift to achieve a better balance between cure and prevention as part of a focus on holistic health. This includes promotion of a healthy lifestyle including good diet and exercise, as well as use of self-medication to treat minor ailments and some chronic conditions.

"Many Australian are already knowledgeable and willing to embrace self-care to maintain health, to prevent illness and to treat everyday ailments rather than going to the doctor for minor self-limiting conditions".

The strategy outlined by the Minister for Health and Ageing, Nicola Roxon, is a sound one that has the potential to provide greater flexibility for families looking after their health, as well as potential savings to health budgets.

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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](http://www.asmi.com.au)

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