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## MEDIA STATEMENT

### ASMI welcomes Health Minister Roxon's message on preventative health

The Australian Self-Medication Industry (ASMI), the industry body representing non-prescription consumer healthcare products today welcomed Federal Health Minister, Nicola Roxon's outline of proposed reforms to address preventative health.

"It is increasingly clear that steps to encourage people to change behaviour as well as moves to better utilise the medical workforce will be paramount in a preventative health framework," said ASMI Executive Director Juliet Seifert.

The Minister's comments were contained in the weekend address: "*The Light on the Hill: History Repeating*" in Bathurst.

Encouraging people to invest in their own health will be important in achieving the type of behavioural change required under a preventative regime.

ASMI has consistently argued that self-care should become an integral part of a comprehensive national health plan for Australia, involving a fundamental shift from curative to preventative medicine. This includes promotion of a healthy lifestyle including good diet and exercise, as well as use of self-medication to treat minor ailments or some chronic conditions.

It is also important that certain prescription-only medicines that have long been proven to be safe and effective are made available to consumers without a prescription.

The Minister's remarks on the health workforce also underscore the importance of having the optimum structural reforms to deliver improved health outcomes.

There is a strong case for overhauling our highly structured system which sees doctors overstretched as a result of undertaking many tasks which could be devolved to allied health professionals including nurses, psychologists, physiotherapists and dieticians.

Health budgets and medical resources will be stretched to unsustainable levels unless Australians are enabled and encouraged to take greater personal responsibility for good health.

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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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