



Australian Self-Medication Industry Inc
Suite 2203, Level 22, 141 Walker Street,
North Sydney NSW 2060
PO Box 764, North Sydney NSW 2059
Ph +61 2 9922 5111 Fax +61 2 9959 3693
Email: info@asmi.com.au www.asmi.com.au
ABN 55 082 798 952

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MEDIA RELEASE

ASMI Launches Self Care Discussion Paper

The Australian Self-Medication Industry (ASMI), the peak industry body representing non-prescription consumer healthcare products has launched a discussion paper, *Self Care in Australia: a roadmap toward greater personal responsibility in managing health*.

The paper is designed to address key issues in the evolution to a system that is built on the notion of individuals taking greater personal responsibility for health and wellbeing.

The paper discusses the roles and responsibilities of a range of stakeholders and how these may change under self care.

The paper sets out a definition of self care, the benefits and the evolution of self care internationally. It also examines the role under self care for the major stakeholders including consumers, government, the consumer healthcare industry, private health insurers and healthcare providers including GPs, pharmacists, and allied professionals.

ASMI Executive Director, Juliet Seifert, said the discussion paper aims to canvass the possible changes that will need to be considered as self care becomes more embedded in the health system.

“If individuals are to be enabled to take greater responsibility for personal health, all the major players including healthcare professionals, government and the healthcare industry will need to play a part.

“It is well recognised that health budgets are not sustainable at current levels without some fundamental re-thinking about the way we look after our health. It also means individuals being supported so that they have the skills and knowledge to better understand how to look after their own health and that of their families”.

For a copy of the discussion paper: www.asmi.com.au/self-care/What-Is-Self-Care.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

Media contact: Bob Bowden, Foresight Communications (02) 9241 2811, 0412 753 298