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MEDIA STATEMENT

ASMI launches self care into cyberspace

The Australian Self-Medication Industry (ASMI), the industry body representing non-prescription consumer healthcare products, today launched its social media initiative 'Self Care for Australians' aimed at educating consumers about the benefits of greater personal responsibility for health.

The initiative will include three elements, a blog, Facebook and Twitter, which will work jointly to promote the importance of self care - the steps that individuals, families and communities can take to improve their health and wellbeing through such things as diet, exercise, regular health check-ups, and appropriate self-medication.

ASMI Executive Director, Juliet Seifert said the move into social media was a first for ASMI, as the organisation looks to engage in more extensive discussion about the community-wide benefits of self care.

"There is a thirst for health knowledge within the community and people want to feel empowered to take control of their own health.

"We want to create a comprehensive collection of news and information to ensure that consumers have the knowledge and the tools to effectively and safely take greater personal responsibility for their health.

"In creating these social media outlets, we hope to build an online community in which the importance of self care can be shared."

ASMI will be engaging outside experts across the health spectrum including pharmacists, GPs, policy makers, commentators, and allied health professionals to contribute their knowledge to the debate.

You can visit the sites here:

Blog: www.self-care.net.au

Twitter: www.twitter.com/selfcare4aust

Facebook: <http://www.facebook.com/pages/Self-Care-for-Australians/444602165516?ref=ts>

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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