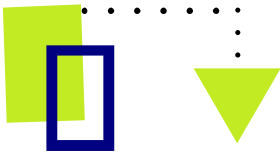




SELF CARE

Self Care in Australia

A roadmap toward greater
personal responsibility in
managing national health



What is Self Care?

Self Care describes the activities undertaken by individuals and the wider community in order to improve health, prevent disease and manage illness.

It encompasses a broad spectrum of activities and decisions that people make for themselves so that they maintain a good level of physical and mental health.

This can include physical exercise and sound nutrition in order to maintain good health and prevent disease, as well as using self-medication to treat and prevent illness, and managing one's health after discharge from tertiary healthcare.

Self Care may be used alone, for instance to treat a mild headache, or may be used in collaboration with a healthcare professional.

In that sense, Self Care may encompass a partnership between the individual and a healthcare professional such as a doctor, pharmacist, naturopath or physiotherapist.

Self Care entails a fundamental shift from cure to prevention.

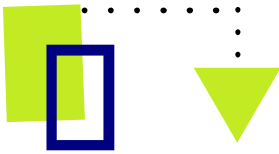
Treatments may involve Western mainstream medicine, complementary and alternative remedies, or, as is increasingly the case, some combination of these.

The World Health Organization (WHO) provides the following definition of Self Care:

“ Self Care refers to activities individuals, families and communities undertake with the intention of enhancing health, preventing disease, limiting illness and restoring health. These activities are derived from knowledge and skills from the pool of both professional and lay experience. They are undertaken by lay people on their own behalf either separately or in participative collaboration with professionals. Seeking professional advice in Self Care is part of the continuum of trying to maintain good health and prevent disease. ”

The notion of Self Care has also gained wider acceptance in health systems in several countries and is recognised in a number of recent official Australian health publications¹.

¹Towards a National Primary Health Care Strategy: A Discussion Paper from the Australian Government, Commonwealth of Australia 2008.



Why the interest in Self Care?

The emergence of Self Care coincides with a growing interest in personal health and wellbeing, increased access to a wide range of health information, and government funded public health promotions that have targeted smoking, obesity and consumption of alcohol.

It also comes at a time when Australia faces a growing rate of chronic conditions such as cardiovascular disease and diabetes, often associated with excessive weight and obesity. In the 15 years to 2004-05, the prevalence of diabetes more than doubled and chronic diseases in Australia caused 9 out of every 10 deaths².

The idea of individuals taking greater responsibility for their health also fits with a growing trend of consumer empowerment, aided by increased availability of information, remedies and medicines that can improve and prolong quality of life.

Government health budgets simply cannot be sustained at current levels without significant increases in taxation to fund mounting health bills. The second Intergenerational Report predicts that expenditure on health by the Australian Government will, with no change in approach, almost double from 3.8% of GDP in 2006-07 to 7.3% in 2046-47³.

All this means that there needs to be fundamental change to entrench a powerful preventative health culture in the community, including the role of Self Care for those who are able to take greater responsibility for personal health.

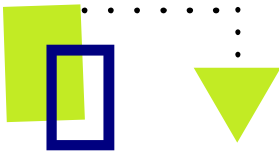
Benefits of Self Care

There is growing evidence to support the notion that promoting Self Care leads to a number of benefits for individuals, the community and government through:

- ...▶ improved general health and quality of life;
- ...▶ prevention of disease;
- ...▶ improved management and control of existing conditions;
- ...▶ increased productive life of the individual;
- ...▶ increased patient satisfaction;
- ...▶ more appropriate use of GP and hospital services; and
- ...▶ reduced resource burden on government health and welfare services.

²Nicola Roxon MP, *The Case for Change*, Speech to the National Press Club, Canberra 13 August 2008.

³*Intergenerational Report 2007*, Commonwealth of Australia, April 2007



Already, many Australians engage in some form of Self Care; sustaining a physically active, health conscious regime to maintain or restore good health; or using non-prescription medicines, nutritional supplements or treatments to address minor ailments and chronic conditions.

Even though they may be willing to embrace Self Care, most consumers will still want the support and expertise of a general practitioner (GP), pharmacist, naturopath or other healthcare practitioner.

This idea of collaboration between the individual and healthcare professional is pivotal to providing an environment conducive to Self Care. On the one hand it involves equipping consumers with the choices, skills and tools necessary to make their own healthcare decisions. On the other, it means giving industry and healthcare providers the tools, training and support necessary to assist all Australians appropriately.

Self Care internationally

Perhaps the most profound manifestation of Self Care has occurred in the United Kingdom, where it is a central part of the country's health system. It is incorporated at every stage of healthcare including the prevention of illness, symptom relief and chronic illness. Self Care is strongly supported by the UK government.

In 2004, the UK Department Health issued the report, *Self Care – A Real Choice*, outlining a plan for the future and committing to increase the availability of medicines over-the-counter.

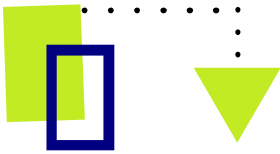
In Germany, the Social Security Code contains a specific clause that sets out an obligation to “lead a health-conscious lifestyle, take precautionary health measures in good time, and actively participate in treatment and rehabilitation in order to prevent the onset of illness and disability and to overcome its consequences”.

In many countries, the impact of ageing population, chronic preventable diseases and ballooning health budgets means that individuals are being urged to take greater responsibility for personal health.

The major stakeholders in Self Care

Fundamental to the success of Self Care is the formation of strong partnerships between stakeholders. Self Care does not mean consumers are left on their own; nor does it translate into "no care".

It requires informed consumers, the expertise of pharmacists, GPs and other practitioners, provision by industry of evidence based-products and remedies, the creation by government of a favourable policy and regulatory environment, and innovative approaches from private health insurers.



Consumers

Consumers need encouragement to take more responsibility for their health and wellbeing but they also need the knowledge, skills and tools to undertake this. The community is generally better educated and informed about health alternatives than ever before, but lack of information and knowledge can be a barrier to Self Care.

Better knowledge and understanding, as well as improved health information, remain key factors in efforts to increase Self Care. Health literacy is a critical element, not only in enabling people to make the correct health decisions, but in reducing inequalities in health outcomes, particularly in remote and indigenous communities.

For many consumers, the GP is the first point of call, yet not all ailments need the attention of a GP. Recent research has outlined the significant impact that minor ailments impose on GP workload. The study, by health consultants IMS, found that 15% of all GP consultations in Australia involve the treatment of minor ailments, and 7% involve the treatment of minor ailments alone⁴.

When projected nationally, the study indicates a total of 25 million GP consultations annually, or approximately 96,000 consultations per day involve the treatment of a minor ailment. Also, approximately 59% of minor ailments resulted in a prescription, suggesting almost 15 million prescriptions being provided for minor ailments.

It raises the need to examine alternatives to costly GP consultations for minor ailments and other conditions that can be more appropriately managed once diagnosed.

Government

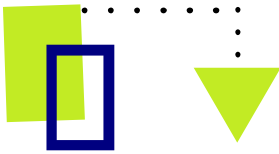
The responsibility of government is to create a policy environment in which Self Care forms an integral part of a national health policy and to work with all stakeholders to develop strategies to give effect to these policies. This should include emphasis on, and investment in, health promotion and disease prevention to reduce future expenditure on curative healthcare for preventable diseases.

Regulatory authorities need to encourage an environment that supports evidence-based non-prescription, complementary and alternative medicines.

There is a strong case for wider access to prescription medicines with an extended, safe record of use by switching these to non-prescription status, particularly those targeting the treatment and prevention of preventable conditions identified in the National Health Priority areas.

Improved partnership between government and other stakeholders, including industry, has the capacity to generate positive outcomes through sharing of resources, personnel and data.

⁴Minor ailment workload in general practice, IMS Australia and New Zealand, November 2008



Healthcare professionals

The move towards greater Self Care will necessitate a cultural change in the relationships between healthcare professionals and patients and between the different healthcare professions - GPs and pharmacists in particular - towards sharing clinical management of patients.

GPs will remain the first option for many with more serious ailments but many minor ailments are suited to responsible Self Care, consultation with a pharmacist, natural healthcare provider or treatment by a nurse practitioner.

If professionals are to play an active role in Self Care, more work needs to be done to define these roles. Skills training is critical because Self Care involves a cultural shift from professionals being the principal providers of care (and patients as passive recipients) towards more emphasis on shared care, preventive care, healthy lifestyle and patient involvement in their own care of minor, acute and long-term conditions.

Self Care opens up the choice of a range of health professionals including GPs, pharmacists, naturopaths, nurses, psychologists, physiotherapists, dieticians and others.

Industry

The four arms of the National Medicines Policy and any new policies underpinning Self Care will dictate industry's role and responsibilities in the shift towards increased Self Care.

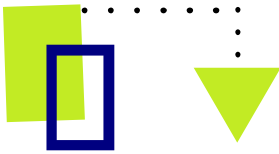
Industry will be required to continue to provide timely access to medicines that are safe, efficacious and of a high quality at affordable prices. The expansion of Self Care will increase the demand for a broader range of solutions - demand that should be met through product innovation and wider access to safe, effective treatments.

Industry will need to work with healthcare professionals, relevant professional bodies and patient groups to ensure consistency of message and information.

As patients become more involved in the management of their conditions, there will be a need for new and different types of consumer information. Responsible advertising and communication will be central to the goal of raising disease awareness and encouraging self-management.

Training for health professionals will become a significantly bigger issue for industry. Product-specific treatment guidelines will need to be proactively developed in cooperation with the professional bodies for use by pharmacists and other healthcare professionals.

Industry will also be required to demonstrate that consumers have the necessary information and access to advice to ensure that products can be used appropriately without close medical supervision.



Private health insurers

The private health insurance industry has a key role to play in helping to develop a system architecture that contains the right mix of incentives to alter behaviour in favour of Self Care. Already there are a range of payments and rewards available for people who avoid certain risk-taking behaviour and make positive lifestyle changes.

More evidence is emerging that simple and cheaper prevention strategies can be at least as cost-efficient as more expensive interventions, for example the use of Calcium and Vitamin D in the prevention of fractures in osteoporosis.

As healthcare costs escalate, there will be an increased focus on innovative ways of encouraging individuals and families to adopt healthy alternatives in order to prevent longer term, costly and often traumatic medical interventions.

In the final analysis, the success of Self Care rests on the creation of strong partnerships amongst all the key stakeholders.

Self Care – a pathway to improved national health

As Australia's national health bill continues to rise under the weight of technological advances and an ageing population, there is a mounting search by policy makers for solutions that are affordable, practical and will have lasting impact. One thing is clear; the current approach is not sustainable.

Self Care has the potential to form part of a broad sweep of measures that can address Australia's health issues. It has the capacity to ease the burden of healthcare on GPs, hospitals and government resources, at the same time providing better health, enhanced wellbeing and greater satisfaction for all Australians.

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