

(4) Knowledge about Medicines on the part of the Public

- (a) A considerable amount of information about medicines is now provided to consumers in many countries through items in the media, in information leaflets accompanying medicinal products and sometimes by advertising. Experience has shown that the provision of this additional information may be misunderstood and often raises new questions in the minds of consumers. As medicines are not ordinary articles of commerce, it is important that their advertising is controlled.*
- (b) It is important too, that when a medicine is requested by name in a pharmacy, it should not be assumed that the enquirer is fully aware of its properties, potential side-effects and possible interaction with other medicines. The person concerned may have become aware of the medicine only by reading, seeing or hearing an advertisement for that medicinal product; or it may have been suggested by a friend who has little or no knowledge of the potential difficulties associated with the use of the product.*

(5) Education and Training of Pharmacists

- (a) The education and training of pharmacists equips them to give sound advice on self-medication. Pharmacists have a responsibility to extend and update their knowledge on medicines and the recognition of symptoms of common ailments which can safely be treated, throughout their professional careers.*
- (b) In pharmaceutical education nowadays greater emphasis is being given to communication skills, aspects of the social and behavioural sciences and pharmaco-economics which have implications for pharmacy practice. In addition, the benefits of multi-disciplinary teaching which is being encouraged in some countries, whenever appropriate should be promoted in all countries.*
- (c) Their education equips pharmacists to play a key role in providing assistance, information and advice to members of the public about medicines available without prescription.*
- (d) The knowledge of therapeutics gained during their course of education and training enables pharmacists to advise when self-medication is not appropriate and a prescriber should be consulted.*

(6) Prescriber/Pharmacist Co-operation

Close co-operation between prescribers and pharmacists is as important in the area of self-medication as it is in relation to prescribed medicines. Inter-professional relationships will be enhanced if prescribers and pharmacists at local level agree the procedures to be adopted in dealing with requests for treatment of the symptoms of specific conditions with reference to specified therapeutic groups of medicines. These will ensure effective use of the expertise of both professions, in the best interests of members of the public as patients and consumers.

Bearing this background in mind, it is the policy of FIP that pharmacists advising on self-medication have the following responsibilities

(1) Pharmacy Premises

- (a) The appearance of pharmacy premises should be dignified and reflect the professional nature of pharmacy to inspire confidence in the kind and quality of healthcare advice that is to be provided.
- (b) In each pharmacy a quiet area should be provided where questions can be asked and advice given without the conversation being overheard by others in the pharmacy.
- (c) Methods by which medicinal products for human use are sold to the public should reflect the pharmacists professional responsibility and the need to maintain the confidence of the public in the pharmacists knowledge, ability, judgment and position as a guardian of the public interest in the safety, quality and efficacy of medicines.

(2) Sales Promotion

In compliance with their Code of Ethics, pharmacists must not participate in any promotional methods or campaigns which:

- (i) encourage the public to equate medicines with ordinary articles of commerce;
- (ii) encourage a person to buy more of a medicinal product than is needed; or
- (iii) undermine the exercise of professional judgement by the pharmacist or any other healthcare professional.

(3) Advice on Treatment of Symptoms

- (a) When advice is sought on the treatment of symptoms of a medical condition sufficient information should be obtained to enable an appropriate assessment of the situation to be made. This should include information about who has the problem, what are the symptoms, how long has a condition persisted, has any action already been taken and which medicines, if any, the person concerned is already taking.
- (b) The pharmacist should then decide whether the symptoms might be strongly associated with a serious condition and in such circumstances refer the individual for immediate medical advice. In deciding whether referral for medical treatment is required, the pharmacist must consider the following factors, among others:

- .. whether symptoms have persisted over a considerable period;
 - .. whether a condition has recurred or worsened;
 - .. whether there is severe pain;
 - .. whether one or more medicines which appeared to be appropriate for treatment of the symptoms have been tried without success;
 - .. whether there are suspected adverse reactions to prescribed or non-prescribed medicines;
 - .. whether symptoms are recognised as being very serious.
- (c) In the case of symptoms which do not meet these criteria, a pharmacist should give appropriate advice which may or may not include a recommendation to use a particular medicinal product. Advice should also be given that a prescriber should be consulted should the symptoms persist beyond a stated time.

(4) Request for a Medicine by Name

When a non-prescription medicine is requested by name, the pharmacist should not assume that the enquirer has adequate knowledge of the medicinal product. In all cases the person should be asked if any other medication is being taken and if the medicine has been used previously before deciding whether the medicine requested is appropriate for supply or whether it is necessary to ask additional questions before deciding on the advice to be given.

(5) Referral Notes

When a decision is made that a patient should seek medical advice, it is important that the information provided to the prescriber should be adequate and accurate. The pharmacist should utilise a pharmacy referral note to remove the need for an individual to remember the details the pharmacist considers should be provided to the prescriber. The referral note is in triplicate, one copy of the referral note is given to the patient to hand to the prescriber, a second copy is given to the patient for his/her own records and the third copy should be retained in the pharmacy so that if the prescriber finds it necessary to contact the pharmacist, both will have the same documentation.

(6) Confidentiality

A pharmacist must respect the confidentiality of information acquired in the course of professional practice.

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