

PRESS RELEASE

AFIPA IS IN BATTLE ORDER TO INCREASE SELF-MEDICATION AWARENESS AMONG THE FRENCH PEOPLE

Paris, June 16th, 2016 – Afipa (French Federation of the Pharmaceutical Industry for Responsible Self-Medication) has decided to actively promote self-medication awareness, due to the lack of political initiative on this crucial topic.

Starting today, the Federation is launching a country-wide awareness campaign, in line with the recommendations of its Manifest published in March 2016.

From June 20th to July 1st, 2016, Afipa will host “My Health My Choice: A Minute A Day To Responsibly Self-Medicate”



This vast, unprecedented operation will be broadcast by radio (it has been proposed for circulation to 1000 radios and webradios) and on the screens of 1 300 pharmacies. It will cover 10 subjects and 3 films, in order to increase the French people's awareness of responsible self-medication.

What is self-medication? What are the best reflexes to adopt? What do the GP's, the pharmacists, and the French people think of self-medication? What is the real cost of self-medication? What benefits can a patient expect from self-medication? What does being responsible for one's own health entail? Does reimbursement mean efficiency?

All these practical questions, and more, are included in our programme. Every day, experts - doctors, pharmacists, Afipa representatives - and individuals will give their view on these topics.

A general public educational operation.

“Our Federation is launching this unprecedented, general public operation focused on positive, educational communication in order to enable each French person to easily, autonomously and responsibly self-medicate” states Dominique Giuliani, the recently elected President of Afipa. *“It is the only way we can really develop this practice in France !”*

In line with its recently published Manifest, Afipa is already taking its full responsibilities.

Improving the French people’s awareness of self-medication is a vital question and is one of the recommendations stated in Afipa’s Manifest for the Development of Selfcare in France (to be downloaded from masantemonchoix.org). Unfortunately so far, no ad-hoc measures have been taken by our political decision-makers.

“We are hoping for our politicians to react on this matter. But in the meantime, Afipa will not just sit and wait! We are determined to get things moving and will mobilize all our means to achieve this goal. It is just unfortunate that such actions are not initiated by our government, which would have full latitude to implement measures” explains Dominique Giuliani. *“If this campaign produces positive results, we may pursue the approach, for example by addressing certain pathologies for which self-medication is appropriate”.*

Developing responsible self-medication: a major asset for our health care system

The development of responsible self-medication represents an undeniable asset to optimise the organisation of our health care system. This practice emphasizes the pharmacist’s role to give advice as a first-step, thereby enabling the general practitioner to focus on pathologies requiring his intervention.

It is also a major source of potential savings: 1.5 billion euros per year could be saved by extending the scope of medicine available over the counter¹.

See all news and videos on masantemonchoix.org

Follow the real-time broadcasts on [Twitter @afipa](https://twitter.com/afipa)

¹ Afipa. « Impact économique de l'actualisation des délistages des déremboursements en France », OpenHealthsurvey, January 2016. To be consulted on : <http://www.masantemonchoix.org>

Afipa is the professional federation representing the industrial companies which produce and commercialise health care products available over the counter in pharmacies (self-medication medicine, medical devices and food supplements).

Consult Afipa on :

www.afipa.org
www.masantemonchoix.org
Twitter: @afipa

Self-medication is the possibility for individuals to deal with their illness by taking self-medication medicine which is authorised, over-the-counter, safe and efficient in the use conditions indicated, with pharmacist advice (World Health Organization definition, year 2000).

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