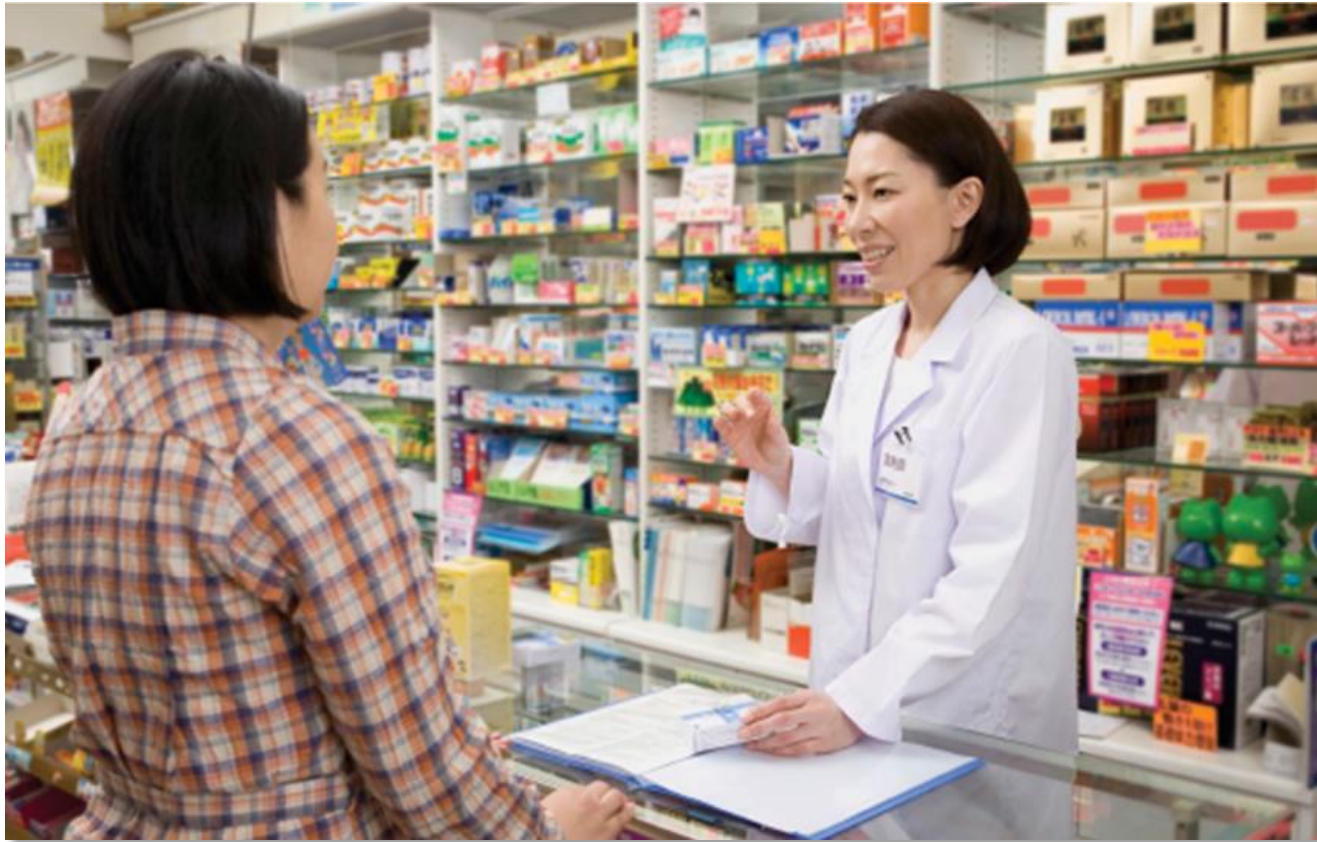


Consumer Education and Community Pharmacy in Japan



Toshiaki Yoshino

Chairman of Japan Self-Medication Industry

Right now, Japan is going through an unprecedented health boom!



We are in the middle of a health boom ..., but on the other hand, the “health indifferent group” accounts for nearly 70% of Japanese!?

*Reference: 2010 Survey (valid response: 1,914 people)
Surveyed by Kuno Research Laboratory, Tsukuba
University Graduate School of Comprehensive
Human Sciences



Note: “Health indifferent group” means people who are unable to act for keeping them in good health.

In Japan, **Self-Medication** became a national policy to extend healthy life expectancy!

For its prevalence, however, it is essential to work on the “health indifferent group”!!

[Health event rolled out in various regions]



A big challenge is that people who are not interested in health do not react to health information.

How could we make them conscious of Self-Medication!?

It is the pharmacist of pharmacies and drug stores located close to us that could serve as the **Initiator**.



People who go to drug stores...

at least once a month account for **80%**.

at least once every two weeks account for **60%**.

at least once every week account for **25%**.

Reference: 2005 JACDS survey (N: 2,848 people)

Three big movements for promotion of Self-Medication!

1. “School-based Education on Medicine” started in compulsory education

Started in junior high schools in 2012 and in senior high schools in 2013.

Depending on regions, the school-based education on medicine is provided at elementary schools. School pharmacists assume a big role.



2. A simple test using blood is allowed and started at the store front of pharmacies and drug stores from this year.

In addition, switch OTC (including test agents) has advanced, too.



3. In the Government, full-scale discussions have been started to establish an income tax deduction system for purchasing OTC drugs.



By three big movements!, roles of pharmacists are increased for promotion of **Self-Medication**!



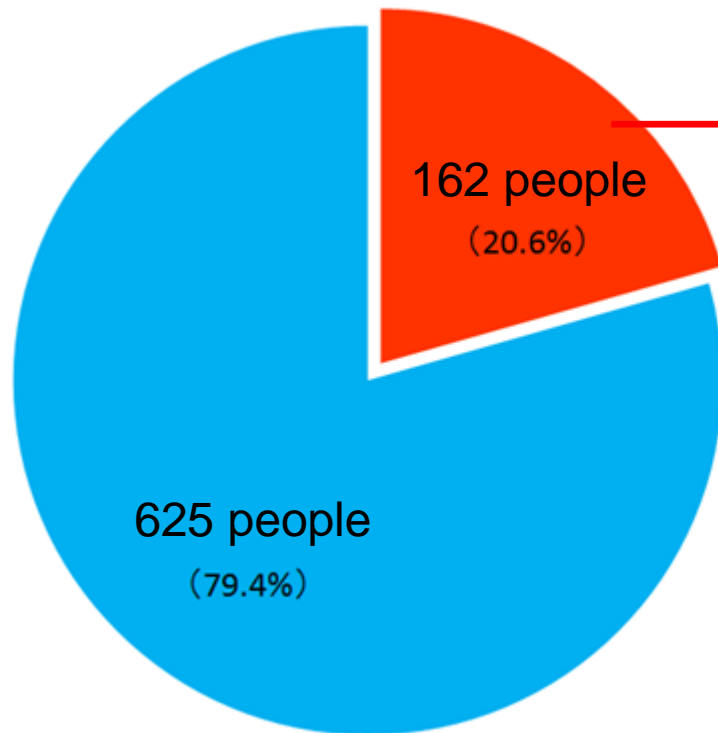
Three major policies that encourage the people to go to pharmacies and drug stores.

1. "School-based Education on Medicine"
Learn correct Self-Medication from childhood.
2. Simple test conducted at store front of pharmacies and drug stores
Screening and encouraging to have medical attention.
3. Income tax deduction for purchasing OTC drugs (under investigation)
Twenty to thirty percent of purchased amount will be refunded to the people (economic incentive)

Case introduction: In simple test of diabetes at the pharmacy store front, a large number of people who were likely to get diabetic were found and were encouraged to have medical attention!

Jan. to end-Aug. 2014 Ten pharmacies in Adachi-ku, Tokyo

Number of persons subject to simple test for diabetes: 787 people



- People encouraged to have medical attention
- People not encouraged to have medical attention

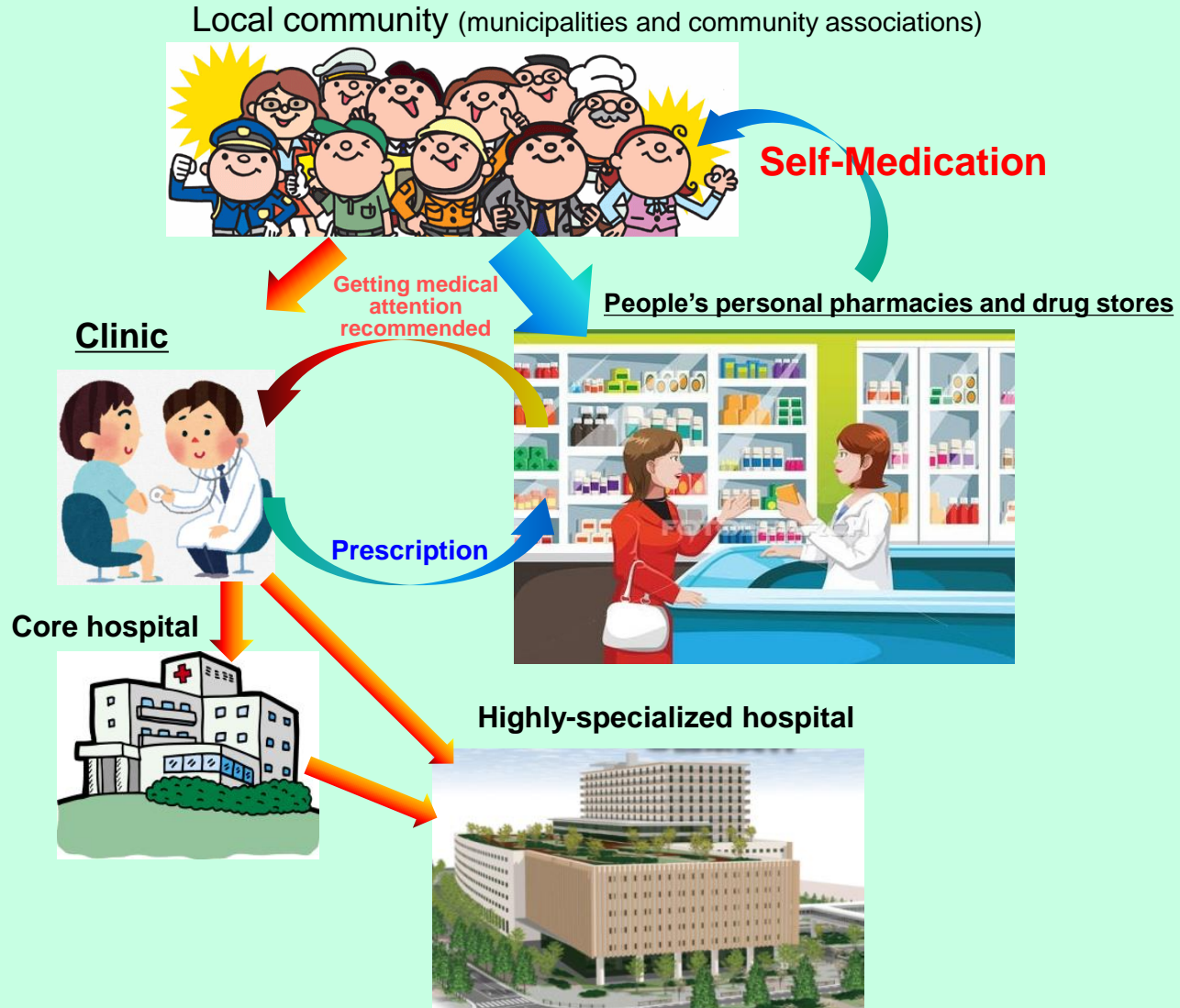


Number of people who actually visited hospital: about 40 people (25%)



Approaches for the community to work together to extend healthy life expectancy

Key is Self-Medication.



Thank you very much
for your attention.