

## **Seoul Communiqué**

In order to encourage self-care and responsible self-medication, participants of 9<sup>th</sup> WSMI AP Regional Conference/1<sup>st</sup> APSMI General Assembly Meeting, hosted by KPMA, agree on following issues stated in the following beliefs:

1. We believe that the benefits of self-care to society are empowered patients with higher self-esteem, improved wellness, longer life expectancy, and reduced use of healthcare services. Countries which encourage self-care can expect to have a healthier population and can use scarce healthcare resources for other priorities.
2. Pharmaceutical manufacturers have an important role in explaining the value of medicines to consumers. The advertising and promotion of medicines must be truthful and the information conveyed on the mode of action, expected benefits, level of relief or cure for a given medicine must be consistent with the scientific/technical data which was submitted at the time of registration or when registering for a new mode of action or benefit for the patient.
3. For government agencies, efforts on promoting self-care and self-medication are proposed. In addition, transparent reclassification procedures have to be developed without imposing an unnecessary regulatory burden and the information accumulated from successful experience of

those countries which have a leading role in the development of self-care and responsible self-medication should be freely shared.

4. Healthcare professionals' role is important and requires equivalent efforts. Healthcare professionals' adequate information and guidance to individuals must be the most favorable key of promoting adoption of healthy lifestyles and responsible self-care.
5. The accumulated know-how should be disseminated and implemented around the world. All stakeholders in health are strongly requested to work together to establish a prevention-oriented self-care tendency among the general public.

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All countries have different environments and objectives in initiating self-care policy but we all have one final objective. Our final objective is "individuals' full commitment and participation in responsible self-medication and self-care". In order to achieve the final objective, WSMI and APSMI will promote research and sharing of ideas among governments, scholars, researchers, and pharmaceutical manufacturers and interested parties through continuous cooperation.