



Australian Government
Department of Health
Therapeutic Goods Administration

Additional Communication and education activities to support the transition of codeine from over-the-counter to prescription only

Avi Rebera

Assistant Secretary, Regulatory Engagement and Planning
Health Products Regulation Group
Commonwealth Department of Health
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TGA Health Safety
Regulation

Additional communication and education activities

- **The Government is supporting numerous communication and education activities as part of the transition for the up-scheduling of codeine**
 1. GP's and other health professionals through the AMA, RACGP and RACP
 2. Rural and remote health professionals through ACRMM, RDAA, CRANA and NRHA
 3. Pharmacy owners, pharmacists and pharmacy staff through the Guild and PSA
 4. Hospital pharmacists through SHPA
 5. Consumers through Painaustralia and CHF

- **This work is in addition to NCCIWG the Department of Health communication and education program**



in collaboration with



- **Aims:** Work with the AMA, RACGP and RACP to ensure Australian GP's and other health professionals are aware of and understand the changes in scheduling and availability of codeine and are able to help consumers navigate this change safely and effectively. This work will also provide GP's and other health professionals with tailored information, education, tools and resources so they are supported to deliver appropriate and evidence-based care to patients and consumers who may actively seek codeine or other opiate medications to manage their pain.
- **MedicineWise News**
 - an evidence and best practice summary for GP's on managing patients presenting with pain
- **General practice kit**
 - Cover letter, poster, A5 tear-off pads, resource guide
- **Direct mail to pharmacies**
 - DL/Durable card
 - Brochure
- **Evidence-based educational podcasts**
- **Hub of CPD and educational material**
- **Health professional advertising campaign**
- **Communication and awareness activities including Social, Digital, TV, Radio, Newspaper and other publications**
- **Educational tools and resources**
 - webinars, online modules, videos, publications and newsletters and seminars
- **Consumer factsheet**
 - in 10 languages including simple English Illustrated



in collaboration with



- **Aim:** To develop resources, communications, and education to support health practitioners working in rural and remote communities to understand and be prepared for this change in practice.

 - **Educational webinars** with a focus on the needs of rural and remote practitioners and covering a range of issues including clinical information, resources and patient support
 - **Practitioner print communication resources**
 - **Media releases and information articles**
 - **Social media campaign**
 - **Education module for rural and remote practitioners**
- **Engagement will span across**
 1. State Governments
 2. Local Hospital Districts or Networks
 3. Hospital and Health Services



**The Pharmacy
Guild of Australia**

in collaboration with



**Pharmaceutical
Society of Australia**

- **Aim:** Develop a pharmacy-driven, patient-focussed solution to enable pharmacists to support all affected patients to manage the impact of this scheduling change, including through the transition to alternative medicines and pain management strategies that meet their individual health needs.

- **Training for pharmacists and pharmacy assistants**
 1. Managing the transition to prescription-only codeine
 2. A patient focused clinical overview of pain
 3. Pain management
 4. Transforming your business
 5. Communication in pain management

- **Social media campaign**

- **Communication materials for pharmacy owners, pharmacists and pharmacy staff**
 - Fact sheet
 - Preparation checklist
 - Flow chart “pain pathways”
 - Template letter to go to local health professionals seeking patient referral
 - A4 Cardboard tent/counter stand
 - Self Care Fact Cards
 - DL flyer

The Society of Hospital Pharmacists of Australia

- **Aim:** To educate hospital pharmacists working in public and private healthcare services about the impending changes to scheduling of codeine medicines, and how they should revise services and care to reflect this significant regulatory change
- **Webinar**
 - One-hour national webinar to be delivered by a member of the SHPA Pain Management.
- **CPD seminar**
 - One-hour Continuing Professional Development Seminars to be hosted by the seven SHPA Branches around Australia, delivered by a member of the SHPA Pain Management Specialty Practice Group Leadership Committee for members.
- **Update to the Guidelines for Hospital Pharmacists**
 - to assist hospital and clinical pharmacists to provide appropriate care to patients being treated for pain and methods to ensure appropriate transition of care back into community.
- **Publication of SHPA Standards of Practice for Pain Management**
- **Point of prevalence study of opioid analgesic medicines supply and pain management transitional care arrangements at the point of discharge** (in collaboration with medical stakeholders)

painaustralia

working to prevent and manage pain

- **Aim:** To develop a consumer-focussed communication campaign that increases community understanding and acceptance of the government decision to restrict availability of codeine.
- **Strategy Workshop**
 - Clinical Experts and key stakeholders in facilitated roundtable to develop potential messages
- **Research program**
 - Message testing survey
 - Online qualitative research to investigate is the relevance and impact of the key messages
- **Website, video and campaign pack**



Consumers Health
Forum OF Australia

- **Aims:** To ensure the consumer community represented by CHF has access to accurate, well-tested and evidence based facts about codeine with a focus on its harms and the alternatives for chronic pain management. CHF will also equip senior CHF consumer advocates (including PHN's) with a tool kit as a basis to inform and educate their networks.
- **Two 'listen and learn' webinars**
 - The first webinar will outline the evidence base for the up-scheduling decision, provide a briefing on the views of the opponents and proponents and outline the key facts and figures.
 - The second webinar's purpose will be to convey the reason for the change and alternative, evidence based options for better managing both acute and chronic pain. Most importantly, its purpose would be to support the launch and dissemination of the consumer campaign.
- **Consumer peer education program comprising 2 components**
 - a tailored online education package that consumers can use in opportunistic conversations with their peers, but also in semi-formal and formal sessions.
 - a familiarisation and orientation webinar for consumer educators
- **Targeted media commentary**