THE DRINKING BEHAVIOR OF RESIDENTS OF A VILLAGE IN AN INDUSTRIAL PARK AREA: THE CURRENT SITUATION AND REASONS BEHIND THIS BEHAVIOR

Klapanon J, Khunwattanajorn J, Puchong C, Plassas S, Tearingrassan S, Tantikwik S, Teersawattananon Y

Health Intervention and Technology Assessment Program (HTAP), Nonthaburi, Thailand

OBJECTIVES: To identify the current situation regarding the alcohol consumption of factory workers and other residents living in a village located in an industrial park on the outskirts of Bangkok and explore the relationship between exposure to anti-alcohol campaigns introduced by the Thai Health Promotion Foundation and drinking behavior. METHODS: Participatory and non-participatory observations were employed to understand the lifestyle of the study population, determine risk behaviors, and factors, and identify exposure to anti-alcohol campaigns. After the first set of qualitative observational data collected during the first 10 weeks was analyzed, a survey questionnaire was developed. Seven hundred ninety-nine residents were subsequently included in this quantitative survey. Finally, focus groups were organized to verify findings obtained from the observations and survey. RESULTS: Alcohol consumption was determined to be major risk behavior. More than 50% of interviewees drank alcohol, 5% were under 20 years of age, and 28% were hazardous drinkers. Factory workers are more likely to drink than those not working in factories. One-third of factory workers have been alcoholics. Although the Alcohol Control Bill limits the time of selling alcohol (11am-14pm and 6pm-12pm), 36% of those buying alcohol bought it outside the permitted times. Several anti-alcohol campaigns were implemented and most respondents recognized them well; however, no significant correlation between drinking behavior and exposure to the anti-alcohol campaigns was found. This may be explained by a number of factors, e.g., easy access to alcohol and alcohol delivery services to homes, both of which enable easy alcohol consumption. CONCLUSIONS: Factory workers had a higher rate of alcohol consumption than non-factory workers. Although anti-alcohol campaigns targeting changing social attitudes toward alcohol were implemented, drinking behavior remained a major problem. It is recommended that additional public measures e.g., effective law enforcement need to be implemented alongside public campaigns.

THE EFFECTIVENESS OF SOCIAL MARKETING INTERVENTIONS IN REDUCING ALCOHOL CONSUMPTION AMONG CONSTRUCTION WORKERS AND OTHER RESIDENTS IN A COMMUNITY IN BANGKOK, THAILAND


Health Intervention and Technology Assessment Program (HTAP), Nonthaburi, Thailand

OBJECTIVES: To assess the effectiveness of social marketing interventions in reducing alcohol consumption among construction workers (CWs) and other residents in a community in Bangkok, and to identify the opportunity to expose to, ability to understand, and motivation to follow the suggestions provided through the interventions among the study populations. METHODS: A cross-sectional survey was conducted and 417 samples (52% were CWs) were interviewed in February 2010. Two interventions for reducing alcohol consumption, namely the television and radio-based “stop drinking during Buddhist-lent period” campaign and the introduction of a law imposing restriction on alcohol-selling time, i.e., during 11.00–14.00 and 17.00–24.00, were addressed. RESULTS: Respondents were not different for their attitudes toward alcohol were implemented, drinking behavior remained a major problem. It is recommended that additional public measures e.g., effective law enforcement need to be implemented alongside public campaigns.

COMUNITY PHARMACIST PERCEPTION TOWARD THEIR ROLE IN HEALTH-CARE SYSTEM OF PAKISTAN: A QUANTITATIVE ASSESSMENT

Azhar S1, Hassali MA2, Izham M1

1Universiti Sains Malaysia, Penang, Malaysia; 2Discipline of Social & Administrative Pharmacy, Universiti Sains Malaysia, Penang, Malaysia

OBJECTIVES: To investigate academic pharmacists’ perception toward their role in Pakistan’s health-care system. METHODS: A quantitative approach was used to gain the understanding of academic pharmacist role. Study conducted in three cities of Punjab province Islamabad, Faisalabad and Lahore, using a questionnaire, and followed after extensive literature review. One hundred and fifty academic pharmacists were responded from 6 public and 4 private universities. A total 131 academic pharmacists were responded from 6 public and 4 private universities. RESULTS: Majority 93.9% of the respondents were satisfied working as academic pharmacist, 68.7% expressed that their interest in research is the reason embarks carrier as an academic pharmacist. Only half (55.7%) of the respondents were agree about the pharmacy curriculum standard in Pakistan, and their satisfaction toward curriculum is less, as after the implementation of Pharm D in the country, the curriculum is still focusing more toward theoretical knowledge rather than practical. In this case significant difference was noted with respect to university (P = 0.012). Academic pharmacists expressed to be not satisfied with respect to the Pharm D program in all the Pakistani pharmacy school. Half of the respondents 53.4% were agree, followed with 32.1% were disagree that Pharm D will help to develop better future practitioners. In this case significant difference was marked with respect to gender (P = 0.044). CONCLUSIONS: Academic pharmacists do have concerns about the pharmacy profession in Pakistan. They attempted to identify the key issues facing the profession and its educators. Suggestions have been made to improve the current pharmacy curricula in order that future pharmacists in Pakistan practice effectively with the collaboration of other health-care professional.

DRUG COST REDUCTION IN LONG-TERM CARE PATIENTS WITH CHRONIC DISEASE

Su HC1, Chen CH2, Lin CA3, Jiang SY1, Liang TC1, Chan AL2

1Ch-Mei Medical Center, Tainan, Taiwan; 2Ch-Mei Medical Center, Tainan, Taiwan; 3Ch-Mei Medical Center, Tainan, Taiwan

OBJECTIVES: The aim of this study was to assess the potential benefit of pharmacist home care visit for elderly patients who have at least one or more than one chronic diseases at long term care. METHODS: Using the claim database of Chi-Mei Medical Center from 2007 to 2008, patients aged 65 years and treated with over five medications were recruited. Pharmacists visited their home once a month to give them education on drug administration, drug interaction, duplicated drug use, adverse drug reaction and etc then followed up by telephone to see their condition after medication. Pharmacists were created drug profile for each patient and recorded the items of education and discussed with their visiting physicians about their drug regimen in case there were inappropriate drug usage. RESULTS: At first visit, the average number of drugs prescribed to one patient was 5.89. There were 43.07% (28/65) and 27.69% (18/65) patients treated with poly-pharmacy and inappropriate drug use, respectively. The association of polypharmacy and inappropriate medication was significant. (P = 0.001; 95% confidence interval: 8.2–56.5). The most common medication-related problems were the use of medication without proper indication (38.46%, 25/65), inappropriate administration route (34.85%, 22/65), poor compliance (35.38%, 36/65). The potential adverse drug reactions and drug interactions appeared in 8 patients and 12 patients, respectively. The outcome of pharmacist home care services include the reduction rate of outpatient visit from 1.38 times to 0.98 times every month; the decrease of items of drugs prescribed in one prescription was from 5.89 to 3.21; The average drug cost was reduced about 15% 15 million per year (P = 0.015). About 42% of patients satisfied with pharmacists’ home visit. CONCLUSIONS: The pharmacist home care service provides an assessment on many problems with drug administration not otherwise detected easily. These assessments can lead to potentially useful interventions that can improve medication regimens, compliance and reduce drug costs.