

**PIH30**  
**THE DRINKING BEHAVIOR OF RESIDENTS OF A VILLAGE IN AN INDUSTRIAL PARK AREA: THE CURRENT SITUATION AND REASONS BEHIND THIS BEHAVIOR**

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**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 lifestyles 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 29% were hazardous drinkers. Factory workers are more likely to drink than those not working in factories. One-third of drinkers were also cigarette smokers. 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 targeted 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.

**PIH31**  
**THE EFFECTIVENESS OF SOCIAL MARKETING INTERVENTIONS IN REDUCING ALCOHOL CONSUMPTION AMONG CONSTRUCTION WORKERS AND OTHER RESIDENTS IN A COMMUNITY IN BANGKOK, THAILAND**

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**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 ability to access to public media. Although both groups had the same level of exposure to and understanding on the information distributed through the stop drinking campaign, a smaller fraction of CWs stopped drinking during the last Buddhist-lent period than its counterpart. Those who stopped drinking argued they were motivated to do so as the campaign fit well with their religious beliefs. In contrast to the stop-drinking campaign, the information on the legal-based restriction of alcohol selling time was not obtained by most of the CWs as they rarely visited large convenience stores, where such information was publicized. Instead, they usually bought alcohol at groceries in the community where law enforcement was inadequate and beverages were sold all the time. Therefore, the effectiveness of the legal-based intervention was higher when introducing among other residents than the CWs owing to several elements. **CONCLUSIONS:** This study illustrates the limitations of social marketing campaigns and highlights the importance of social, cultural, and economic factors as determinants of the intervention's effectiveness. Accessibility and understanding of information disseminated through social marketing campaigns are crucial. Social marketing interventions need to be introduced with other measures, i.e., effective law enforcement.

**PIH32**  
**EVALUATING THE PERCEPTION OF ACADEMIC PHARMACIST TOWARD THEIR ROLE IN HEALTH-CARE SYSTEM OF PAKISTAN**

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**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. The study took place in all four provinces of Pakistan, from January 2009 until April 2009, using a questionnaire, developed after extensive literature review. The study population consisted of academic pharmacists from public and private universities of Pakistan. 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 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 were appeared 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 concern 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.

**PIH33**  
**COMMUNITY PHARMACIST PERCEPTION TOWARD THEIR ROLE IN HEALTH-CARE SYSTEM OF PAKISTAN: A QUANTITATIVE ASSESSMENT**

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**OBJECTIVES:** Evaluating the perception of community pharmacists' regarding their role in Pakistan's health-care system. **METHODS:** A quantitative approach was used to gain the understanding of community pharmacist role. Study conducted in three cities of Punjab province Islamabad, Faisalabad and Lahore, using a questionnaire, developed after extensive literature review. One hundred and four community pharmacists were responded. The questions asked, were aimed to evaluate their perception regarding the current role as community pharmacist followed with their experience with other health-care professional. **RESULTS:** Most of the community pharmacists (94.2%) in Pakistan perceive their role as patient educator. Around (n = 102 98.1%) of the respondents expressed that their role is more focused toward the record keeping of the pharmacy. A big majority of the community pharmacist (n = 100 96.2%) thinks that their role should be more toward provision of health services other than just dispensing medicines. Most of the pharmacist (n = 101, 97.1%) expressed that they follow guidelines given by the authorities to run a pharmacy. As far as collaboration with other health-care profession is concern (n = 66 63.5%) of the respondents were disagree that there is no collaboration at present in the system. In this case significant difference was marked with respect to gender ( $P = 0.000$ ). **CONCLUSIONS:** The findings indicate that the pharmacists in Pakistan have concern about their present role as community pharmacist in health-care system. Pharmacists are willing to work as team with other health-care professionals. They are currently struggling to get their desired role directly to be involved in medicine use and patient care, suggestions have been made to improve their present image in the society.

**PIH34**  
**DRUG COST REDUCTION IN LONG-TERM CARE PATIENTS WITH CHRONIC DISEASE**

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**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 etc and then followed up by telephone to see their condition after education. 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: 82.56). The most common medication-related problems were the use of medication without proper indication (38.46%, 25/85), inappropriate administration route (34.85%, 22/65), poor compliance (55.38%, 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 NT 15 million per year ( $P < 0.05$ ). 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.