



National Prescribing Service Limited



Federation of Ethnic Communities' Councils of Australia

MEDIA RELEASE

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Translated generic medicines brochure available for pharmacy customers

A brochure explaining generic medicines has been translated into Chinese (simplified and traditional), Italian, Vietnamese and Greek as part of the third phase of the *Generic medicines are an equal choice* campaign, and will be available for pharmacies to order from the end of March.

Developed by the National Prescribing Service Limited (NPS) and Federation of Ethnic Communities' Councils of Australia (FECCA), the bilingual brochure is aimed at seniors and supports messages currently airing in Cantonese, Mandarin and Italian on SBS radio, 2AC, 2CR, 3CW and Rete Italia.

"Research that NPS and FECCA have undertaken suggests that seniors from these language groups may not actively ask health professionals questions, and may not tell you if they don't understand what you are saying," NPS Deputy CEO, Karen Kaye said.

"Most people are more likely to absorb and understand information if they can take home a resource which can be referred back to for further information. These brochures play a very important role in ensuring that culturally and linguistically diverse consumers have access to information that enables them to make informed decisions about generic medicines," Ms Kaye said.

Health professionals should also be aware that there may be differences with the direct translation of 'generic' for some languages, according to FECCA Chairperson, Voula Messimeri.

"For example, direct Italian translation of 'generic medicine' could be understood as being any medicine that is not a 'Prescription Only' medicine, which can become confusing for both yourself and your customer," Ms Messimeri said.

To order copies of the brochure for your pharmacy visit www.nps.org.au/generics after March 31. Other translated materials are also available to order including Medimate brochures and Medicines Lists.

Pharmacies needing interpreting services can call the Department of Immigration and Citizenship's free Translating and Interpreting Service on 131 450. Pharmacies need to register with the Department prior to receiving this free service. Forms are available from the Pharmacy Guild of Australia – www.guild.org.au.

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The National Prescribing Service Limited (NPS) is an independent, non-profit organisation for Quality Use of Medicines funded by the Australian Government Department of Health and Ageing.

FECCA is the national peak body representing Australians from culturally and linguistically diverse backgrounds.