

Health Literacy - Driving Self-Care Forward

26 - 27 October 2022

Pullman Bucharest World Trade Center • Bucharest • Romania



In association with

RASCI

ASOCIAȚIA ROMÂNĂ A PRODUCĂTORILOR
DE MEDICAMENTE FĂRĂ PRESCRIPTIE,
suplimente alimentare și dispozitive medicale



For more information please contact Elizabeth.Bernos@NicholasHall.com

DAY ONE: 26 OCTOBER 2022

Consumer Healthcare Training Academy Open Workshop



Led by Steve Sowerby and Trevor Gore

A good level of health literacy is the most important pillar of self-care. As such, it is the most common barrier to better self-care and better health outcomes. Health literacy is not just about being able to read and understand instructions on packaging. It's also about understanding our own bodies and where to access the best and most reliable healthcare information and solutions.

Based on real case studies, our experienced trainers will provide the participants with practical tools, tips and techniques. These will include a health literacy audit of OTC product categories communication, insights on thinking preferences of consumers and messaging design for targeted consumer groups.

We guarantee a return on the investment of your time in the workshop with the opportunity to not only work on a case study, but to also have one to one coaching with our trainers, reviewing the individual challenges in your businesses. We look forward to having you and your colleagues join this unique event in Romania to develop your strategies, improve your community health and build stronger brands.



Steve Sowerby

The Founder of XPotential and Co-Founder of The CHC Training Academy, Steve is a highly experienced Marketer and General Manager with over 30 years of corporate and agency experience. Steve has an in-depth knowledge in Strategy, Positioning, Branding and Team Building as well as being an experienced trainer and facilitator.

Originating in OTC Pharmacy and Prescription Drugs, Steve's knowledge and experience spans globally in areas of FMCG, Pharmaceuticals, Healthcare, Skincare, Retailing, Media and Non-Profit Organisations.



Trevor Gore

Trevor Gore was the Global Healthcare Training Manager at RB (formerly Reckitt Benckiser) where he has worked in a number of Pharmacy education roles for over 20 years. He was awarded honorary membership of the Royal Pharmaceutical Society of Great Britain for his service to pharmacy education in 2011 and in 2016, he was presented with a lifetime achievement award for 'Outstanding contribution to the OTC Industry'.

Over the years he has given talks at many national and international conferences. Trevor has delivered training for the leading UK pharmacy retailers including Boots (Walgreens Alliance), Lloyds (McKesson) and Tesco.



Stavroula Chasapoglidou

Stavroula has worked for more than 25 years in Multinational & Greek Pharmaceutical & FMCG companies as well as non profit organizations. She has a strong background in Branding, Sales and General management, specializing in Healthcare and Business development. Owning a strong scientific background in Clinical Biochemistry bundled with an entrepreneurial personality, she has now established INSMED (Institute for Self Medication). Her motto is the Japanese proverb "you can fall down 6 times and stand up seven".

Agenda

9:00

Workshop start
Introduction
Ways of Working
What is Self Care?

Welcome
Ways of Working / Agenda / Ice Breaker
The Social & Economic value of Self Care
The 7 Pillars of Self Care (include health literacy and rationale use of products and services)
Case Study for Cold and Flu Category -
Presentation and Discussion

Case Study

10:45 - 11:00

Health Literacy

Knowing where to look for health information and how to use it
Knowing how to use health care products safely and effectively
Knowing when / where to seek professional advice

Health Literacy Audit

Group Work: Health Literacy Audit
Present back and Discussion

12:45 - 13:45

Health Literacy and Adherence
Improving Self Literacy

Health Literacy and Adherence
Group Work: Improving Health Literacy on PIL or Packaging

15:00 - 15:15

Improving Self literacy
Collaboration
Wrap up

Present back and Discussion
Opportunities for manufacturers - Collaboration Summary

17:00

Close

Price €500 • Limited seats available

Contact Elizabeth for registration and group booking rates - Elizabeth.Bernos@NicholasHall.com



Nicholas Hall

Nicholas is the founder of Nicholas Hall Group of Companies, an elite consulting, business intelligence and executive recruitment company primarily serving the consumer healthcare industry since 1978.

After a career in marketing and general management with Procter & Gamble, Vicks and GD Searle, Nicholas has managed the company's consultancy practice, which has among its clients many blue chip OTC companies, as well as some of the leading local laboratories in Asia, Middle East and Latin America. He has more than four decades of experience in the healthcare industry and has chaired and moderated over 300 OTC conferences and seminars in 58 countries.

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RASCI (Romanian Association of the Self-Care Industry) brings together manufacturers, importers and distributors of over-the-counter (OTC) medicines, food supplements and self-care medical devices active on the Romanian market. In all its actions, the association seeks to inform, educate and empower Romanian consumers and patients, especially through its dedicated long-term educational campaign, "About health, with responsibility", <http://aleginformat.ro/>.

Through its current activity, the association encourages the highest ethical standards and supports the development of a fair competitive business environment, starting with its own members, who have adhered to the RASCI Code of Ethics. The main purpose of RASCI is to ensure the clarity and objectivity of the information about the represented product categories, both for the population - the main beneficiary of these, as well as for HCPs - those who offer daily advice about their use. Ever since its establishment, RASCI is affiliated to AESGP (Association of the European Self-Medication Industry), the voice of the self-care sector in Europe, which brings together more than 2,000 companies and professional associations. More information about RASCI is available on its website (www.rasci.ro).

Health literacy broadly covers for:

- the ability to understand health information and to use that information to make good decisions about health and medical care in order to navigate complex healthcare systems
- the empowerment of individuals and communities to live healthier lives by improving their physical, mental, emotional and social health by increasing their knowledge
- generating strong healthcare content through advertising / marketing strategies that influences consumers attitudes about caring for their well-being

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Topics

- **eCommerce**
Updating the legislation to reflect the general digitization of commerce in Romania and the continuously evolving consumer behavior. Clarifying the role of intermediary platforms in the process of online marketing of OTC drugs.
- **OTC self-selection**
Improvement of the existing legal framework to allow for OTC self-selection - opportunity to educate the Romanian consumer about responsible self-medication.
- **OTC social media/ mobile apps advertising**
Health literacy in the digital age - revision of OTC drug advertising legislation to include social media and mobile applications as communication channels.
- **FS/ MD (norms in line with RASCI Code of Ethics)**
The need to speed up the process of formulating and issuing the technical rules implementing the Food Supplements Law (56/2021) and the Medical Devices Ordinance (46/2021) to ensure the protection of Romanian consumers and patients.
- **Sustainability (expired medicines, medicines waste, ingredient challenge)**
Minimizing environmental impact, without compromising health, product safety and consumer access. Proactive approach towards pharmaceutical active ingredient challenge.

Stakeholders

- Ministry of Health (MS)
- Ministry of Environment (MM)
- National Agency for Medicines and Medical Devices of Romania (ANMDMR)
- Romanian Parliament (specialized parliamentary committees within the Chamber of Deputies and Senate - Health Committee, Industry Committee, Agriculture Committee, Environment Committee, IT Committee)
- National Institute of Public Health (INSP)
- Romanian College of Pharmacists (CFR)
- Romanian National Society of Family Medicine (SNMF)
- National Audiovisual Council (CNA)
- Competition Council (CC)
- National Authority for Consumers Protection (ANPC)
- Cross-industry associations' representatives