TAIWAN EXPERIENCE IN PROMOTING MEDICATION LITERACY THROUGH TAIWAN MEDICATION EDUCATIONAL RESOURCE CENTER.

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Introduction:
Medication educational resource centers in Taiwan have been established in the expansion of educational channels for 5 core abilities of proper medication usage. How to incorporate existing professional channels with these centers to promote proper medicine use has become the focus of the program.

5 core abilities:
- Ability 1: Describing physical conditions clearly
- Ability 2: To comprehend drug labeling/instruction
- Ability 3: Knowing how and when to take medicine
- Ability 4: To be the master of yourself
- Ability 5: To make friends with physicians and pharmacists

Aims:
The main resource center was to act as training center for 5 core abilities of proper medication usage, in which the education program is designed via cultural and material approach in the local setting.

Methods:
In order to improve people’s knowledge and behavior of appropriate medication usage, the program assisted hospitals to establish Medication Educational Resource Center; they share the resources of the health education resources and provide the public with a consultation service on medication usage.

Results:
In 2010, fifteen resource centers collected and provided materials to 4 regions of Taiwan (north, central, south & east); training initiated to guide community pharmacies to develop core abilities; training 1,633 pharmacists who will serve as "seed trainers and 3,204 volunteers". Total 167,788 passenger trips use the drug counseling and inquiry services; a total of 49,647 people involved in 537 creative activities held in the community; program promoted with local alliances; industries encouraged to include core ability to patient supporting group; a lot of medical groups actively participated.

Conclusions:
In total fifteen resource centers have been established in which local residents may access easily. The centers have formed alliances to training local trainers and volunteers, and also have revised promotional slogans. Regional resources have jointed promotion to enhance local residents’ self-care knowledge. Hopefully, the vision of “making friends with physicians and pharmacists” will be realized soon.