

UNIVERSITI TEKNOLOGI MARA
KAMPUS BERTAM
APRIL 2008

FACULTY OF PHARMACY



PUBLIC UNDERSTANDING TOWARDS
KNOW YOUR MEDICINE CAMPAIGN
AND THE MANAGEMENT OF MEDICINE

MOHD NAZMAN CHE RAZAK
MARYAM JAMEELA CHE KAMALUDIN

NURUL FAUZANIY GHAZALI
NOOR ASIKIN MOHD YUSOF
NOOR HAIZAN BERAHIM

**PUBLIC UNDERSTANDING TOWARD KNOW YOUR
MEDICINE CAMPAIGN AND THE MANAGEMENT OF MEDICINE**

Prepared by

**MOHD NAZMAN CHE RAZAK
MARYAM JAMEELA CHE KAMALUDIN
NURUL FAUZANIY GHAZALI
NOOR ASIKIN MOHD YUSOF
NOOR HAIZAN BERAHIM**

Supervisors: Cik Norhayati Bt Mustapha

(Outpatient Pharmacy Department,
Hospital Raja Perempuan Zainab II)

Submitted in part fulfillment for the Degree of Diploma of Pharmacy in the

Faculty of Pharmacy,

Universiti Teknologi MARA

Pulau Pinang

April, 2008

ACKNOWLEDGEMENT

First of all, we would like to thank God for all His blessing during our research and letting us to finish our project research within the required time. We also would like to thank to all lecturers and co-workers for helping us in completing this study. Our special thanks go to Mr. Chris, our lecturer in UiTM Penang that had given us a lot of guidance throughout completing this study. Special thanks also go to Pn Siti Pauziah Hamzah and also Cik Norhayati Mustapha, Pharmacist in Hospital Raja Perempuan Zainab II for full support and assistance during data collection process.

In addition, we also would like to give our thanks and gratefulness to all Pharmacy Department Staff in HRPZ II especially Tuan Haji Abdul Rahman Mohd Yusoff for all technical support that had been given during the surveying process. We are also grate full for the assistance of housemanship of pharmacist and also other medical trainees especially Syazlin Ab Wahab Last but not least, we would like to thanks our own parents for providing a never ending support throughout completing this whole study.

Mohd Nazman Che Razak

Nurul Fauzaniy Ghazali

Noor Haizan Berahim

Noor Asikin Mohd Yusof

Maryam Jameela Che Kamaluddin

TABLE OF CONTENTS

Acknowledgement	ii
Table of Contents	iii
List of Tables	v
List of Figures	vii
Abstract	ix
CHAPTER 1 INTRODUCTION	1
1.1 Introduction	
1.2 Definition	
CHAPTER 2 LITERATURE REVIEW	5
2.1 Literature review	
CHAPTER 3 AIM AND OBJECTIVES	8
3.1 Aim	
3.2 Objectives	
CHAPTER 4 MATERIALS AND METHODS	10
4.1 Study Design	
4.2 Study Subject	
4.3 Data Collection	
4.4 Data Analysis	

ABSTRACT

As the world going through a new decade, the bond between human and medicine are getting stronger as more and more medicine are discovered with the help of technology. As well said, the knowledge and understanding for the medicine taken are as crucial as having the life on the line. This is because either wrong administration or consumption CAN be fatal to one's life. Therefore, our Ministry of Health had set up a campaign known as Know Your Medicine campaign, which is developed in order to educate the public about medicine they are taking daily. In conjunction, the main objective of our study is to examine the understanding level of the publics about the campaign itself as well as to provide the right drug information to the public. The method we have employed is by interviewing the respondent and by conducting questionnaires through all the respondents. The sample size for our study consists of 200 respondents that are divided into two main categories, staffs and patients. The obtain result shows that great efforts are needed to educate and improve understanding towards the medicines used by the community so that the uneventuality can be avoided.

1.1 INTRODUCTION

The 'Know your medicine' campaign is a three-year project (January 2006 - December 2008) jointly organized by the Ministry of Health (MOH), Malaysia and Federation of Malaysian Consumer Association (FOMCA). This campaign was initiated in view of irrational use of medicines which is not only a danger to public health but also has adverse impact on the economy. This campaign aims to educate and equip consumers with skills to know and understand their medicines, to use medicines rationally and their right to information on medicines.

This campaign will be conducted by pharmacists from both public and private sector with the implementation of activities such as workshops for consumers at different states of the country targeting both rural and urban areas, quiz competitions at state and national levels for secondary schools, colleges and universities, National Seminar for Senior Citizens, survey on consumers' perception on medicines, comic writing on Know-your-medicine and Spot-the-Car competition and also the promotion in the mass media such as internet, television, radio and magazine.

The main objectives of this campaign are to increase consumers' awareness on rational use of medicines and consumers' right to information, to provide consumers with information on different issues related to health and medicines, to ensure that consumers know their medicines, what they should and should not take, and why, to improve adverse drug reporting through patient education, to improve knowledge of mothers on their children medicines and also to assist senior citizens on the use of medicines.