

For immediate release

October 29, 2010

## **RCGP AND PAGB HOST SELF CARE SYMPOSIUM**

### ***Responsible Citizens and Patients - Are we there yet?***

BMA House, Tavistock Square, November 10 2010

Building on the success of their first joint symposium last November, the Royal College of General Practitioners (RCGP) and the Proprietary Association of Great Britain (PAGB) will host their expert self care symposium on Wednesday November 10, 2010 at BMA House, Tavistock Square, London.

Delegates last year signed up to the London Declaration of Self Care, which pronounced the NHS can no longer sustain the £2bn per annum<sup>1</sup> it costs to support GP consultations and prescriptions for minor ailments. They concluded the dependency culture actively denies individuals the confidence to take control of their health and that of their family members. This year's conference will be examining what progress has been made to change the culture of dependency in the NHS.

"Since the publication of the health white paper in August this year, which is rooted in the core beliefs of freedom, fairness and responsibility it is clear that getting patients to take responsibility for their own health is high on the agenda" says Gopa Mitra, director of health policy and public affairs at the PAGB.

"The objective of this year's conference is to develop practical solutions to self care and a framework of ideas that can be introduced into the community by PCTs or into GP practices. We want to find out how close we are to having the culture of dependency overturned; to ask if self care has been introduced back into communities, into practices and into people's lives; and to decide if we are moving towards the emergence of the responsible citizen and patient."

During the symposium eminent health professionals will give their ideas, discussing barriers, present practical solutions and describe how shared decision making between health

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<sup>1</sup> IMS Health *Driving the Self Care Agenda* December 2007

professional and individual can benefit both parties. There will be interactive panel sessions, Q & As, and audience participation focus groups. Speakers will include Dr Ian Banks, Dr Peter Smith and Dr Laurence Buckman.

Entry to the conference is free but places are limited and delegates must book in advance. The few remaining places will be allocated on a strictly first come first served basis. To register, please email your name, job title, organisation and contact number to [events@pagb.co.uk](mailto:events@pagb.co.uk). For further information please contact Libby Whittaker on 020 7421 9318.

Ends –

**Notes to editors:**

PAGB is the UK trade association for manufacturers of branded over-the-counter (OTC) medicines and food supplements. PAGB was founded in 1919 with the aim of 'promoting responsible consumer healthcare'.

The *Self Care Campaign* launched in March 2010 and is made up of professionals from key organisations across primary care including the NHS Alliance, National Association of Primary Care and the Proprietary Association of Great Britain. Its key objective is to bring an end to the culture of dependency on the NHS for the treatment of mild to moderate minor ailments.

The campaign is publically supported by some of the country's leading clinicians including Dr Michael Dixon, Dr Sam Everington OBE and media medics, Dr Roger Henderson, Dr Sarah Jarvis, Dr Gill Jenkins and Dr Jim Lawrie.

PAGB, in partnership with the RCGP, published and distributed (to general practices and pharmacies) a guide to colds and flu in September 2009

<http://www.pagb.co.uk/pressarea/releases/Coldandfluleaflet.pdf>

The RCGP is the professional membership body for family doctors in the UK and abroad. It is committed to improving patient care, clinical standards and GP training.

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