

Double Dose of Prescription Medicines, Overuse or Un necessary use of OTC Medicines, Supplements & its Role of Social Medias in the Gulf & Middle East Countries

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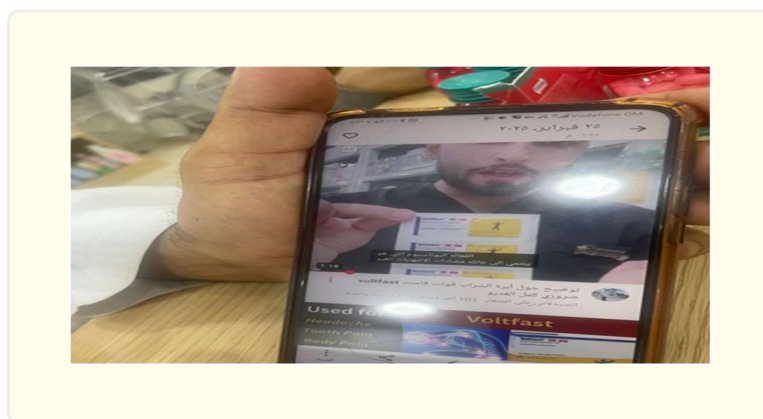
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Introduction

Some types of social media marketing advertisement by the label of awareness of medicines & wellness products must be controlled for the safety of the public. I am focusing here on four major issues we need to solve by urgent actions to reach future Mission & Vision related to the community health services for their health & wellbeing.

Chronic use of "Night" Labelled Sleep-inducing Tablets

Melatonin mouth spray is used by some mothers to induce the sleep of their children by the knowledge of sleep-inducing capabilities of those products for adults. Melatonin tablets and mouth sprays are good moving in GCC for the age group above 18 even they are having the habit of strong coffee before sleep. Most of the youngsters now using "Night" labelled tablets which are made for pain related sleep but as OTC public use even with lifestyle disorders like Diabetes, Hypertension, etc. to get good sleep at night. At the same time, the use of chlorpheniramine maleate is also very common as sleep inducing pills.

Use of Wellness products without proper evidence of needs

Different strengths of Vitamin D, Biotin, Vitamin C, Magnesium, Calcium, etc. and other products which affect strongly in the body like L- Tryptophan, Ashwagandha, Chromium, etc. also widely used without proper needs and only with the awareness of few online promotions and customers own thoughts. So, the time crosses to consider the wellness products awareness and their classifications as OTC & Non-OTCs based on the dose & type of products with patients' health related parameters.

Over consumption of Pain Killers may cumulate Diabetes & CKD cases in future

Public has the wrong concept of pain killers to relieve the pain related to delivery and they used pain killers as OTC including Ibuprofen which is not safe in that time of gestation without informing the reason as well the about the patient details towards the Pharmacists and in that someone felt angry towards the Pharmacists if they ask some queries related with their health conditions while dispensing medicines. Public having the tendency to take Diclofenac powder dosage form and sometimes tablets also for throat pain related with cold & flu. There is a chronic use of Diclofenac for different types of pain even if they have Diabetes, Hypertension, etc. Paracetamol included cold & flu labelled tablets & other formulations widely used if they don't have pain or fever. Instead of anti-allergic medicine patients have the habit of taking an anti-allergic paracetamol combination, which means miss use of Paracetamol. Hypertensive patients having sever head ach also prefer Diclofenac like strong pain killers without even monitoring BP & other symptoms of stroke.

Self-treatment by double the dose for the fastest heal

Most adults have two tablets of 500mg paracetamol together to relief their pain or fever & they are getting good results. So, they are habituated to intake two dose at the same time without taking any instructions from the health care practitioners to get fast heal. Some patients take two capsules of Amoxicillin 500mg TID instead of one capsule TID of doctor prescription. Same way OTC paracetamol suppositories, diclofenac suppositories. also may not be used based on the baby body weight.

Conclusion

Majority of people in the Gulf & Middle East countries depend on the community Pharmacies than hospitals by the concept of saving their finance as well as time while they are having common types of mild illness as well as for the wellness products. However, this leads to double dose, misuse & overuse by the influence of few online promotions. Most of them are not aware of its future health complications and so, we need to educate & give proper awareness about drug safety towards the public, including youngsters, by using different health education channels. So that we can generate healthy people in future.

Acknowledgement

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