



Deposited via The University of Leeds.

White Rose Research Online URL for this paper:

<https://eprints.whiterose.ac.uk/id/eprint/106822/>

Version: Accepted Version

Article:

Tong, V, Raynor, DK and Aslani, P (2016) Standardised over-the-counter medicine labels – can we do it? *Research in Social and Administrative Pharmacy*, 12 (5). e19-e19. ISSN: 1551-7411

<https://doi.org/10.1016/j.sapharm.2016.05.051>

© 2016 Published by Elsevier Inc. Licensed under the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International <http://creativecommons.org/licenses/by-nc-nd/4.0/>

Reuse

Items deposited in White Rose Research Online are protected by copyright, with all rights reserved unless indicated otherwise. They may be downloaded and/or printed for private study, or other acts as permitted by national copyright laws. The publisher or other rights holders may allow further reproduction and re-use of the full text version. This is indicated by the licence information on the White Rose Research Online record for the item.

Takedown

If you consider content in White Rose Research Online to be in breach of UK law, please notify us by emailing eprints@whiterose.ac.uk including the URL of the record and the reason for the withdrawal request.

Standardised over-the-counter medicine labels – can we do it?

Vivien Tong¹, David K Raynor², Parisa Aslani¹. Faculty of Pharmacy, Univ of Sydney¹, Sydney, NSW; School of Healthcare, Univ of Leeds², Leeds, UK.

Introduction. In 2012 and 2014, the Therapeutic Goods Administration initiated consultations proposing the implementation of a standardised over-the-counter (OTC) medicine label format in Australia. Previous research has indicated mixed consumer opinions regarding the proposed label format presented in the 2012 consultation paper (Tong et al, 2015). Furthermore, there is limited evidence demonstrating the usability of the proposed formats.

Aims. (i) To develop and examine the performance of alternative OTC medicine label formats for standardisation and; (ii) Explore consumer perspectives on the alternative label formats and required label improvements

Methods. Findings from an initial qualitative consumer needs analysis were reviewed by an international expert panel and used to guide the development of alternative label formats. A total of four alternative OTC label formats were developed for the exemplar medicine diclofenac. Individual face-to-face interviews with demographically matched cohorts of 10 consumers (total n=50) are currently being conducted to user test each alternative label format, as well as a current label for an existing diclofenac product. Each interview consists of: (i) administration of a user testing questionnaire to quantitatively measure consumers' ability to find and understand key points of information pertaining to diclofenac when using one of the labels and; (ii) a semi-structured interview exploring consumer perspectives.

Results. To date, 21 interviews have been conducted. Overall, the label formats have performed well in supporting consumers' ability to both find and understand key points of information for diclofenac such as the indication, dosage, maximum daily dose, contraindications, treatment duration and further information sources. When shown all labels, consumer perspectives on the label formats varied. Factors such as perceived usability, use of colour, design, content, and/or content ordering impacted consumer preferences and subsequent rankings of the labels.

Discussion. Despite the overall satisfactory performance demonstrated by the label formats, consumer perspectives are diverse and should be considered when working towards an OTC medicine label format for standardisation.

Tong V et al (2015) Health Expect. DOI: 10.1111/hex.12389.