



Health Santé
Canada Canada

Attitudes, Perceptions and Behaviour Relating to Ethical Medicines

**A Research Report to the Department of
National Health and Welfare**

Canada

This report, prepared by Decima Research, was sponsored by the Drugs Directorate, Health Protection Branch, Department of National Health and Welfare. The views and recommendations contained herein are those of the author(s) and do not necessarily constitute endorsement by the Department.

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Cat. H42-2/43-1990
ISBN 0-662-57888-0

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I. Introduction

Decima Research is pleased to present to the Drugs Directorate, Health Protection Branch, Health and Welfare Canada, the results of a national general population survey detailing attitudes, perceptions and behaviour relating to ethical medicines in Canada with regard to the following issue areas:

- ! frequency of usage;
- ! labelling;
- ! risk perceptions;
- ! perceptions of efficacy;
- ! advertising;
- ! the role of government; and
- ! adverse reactions.

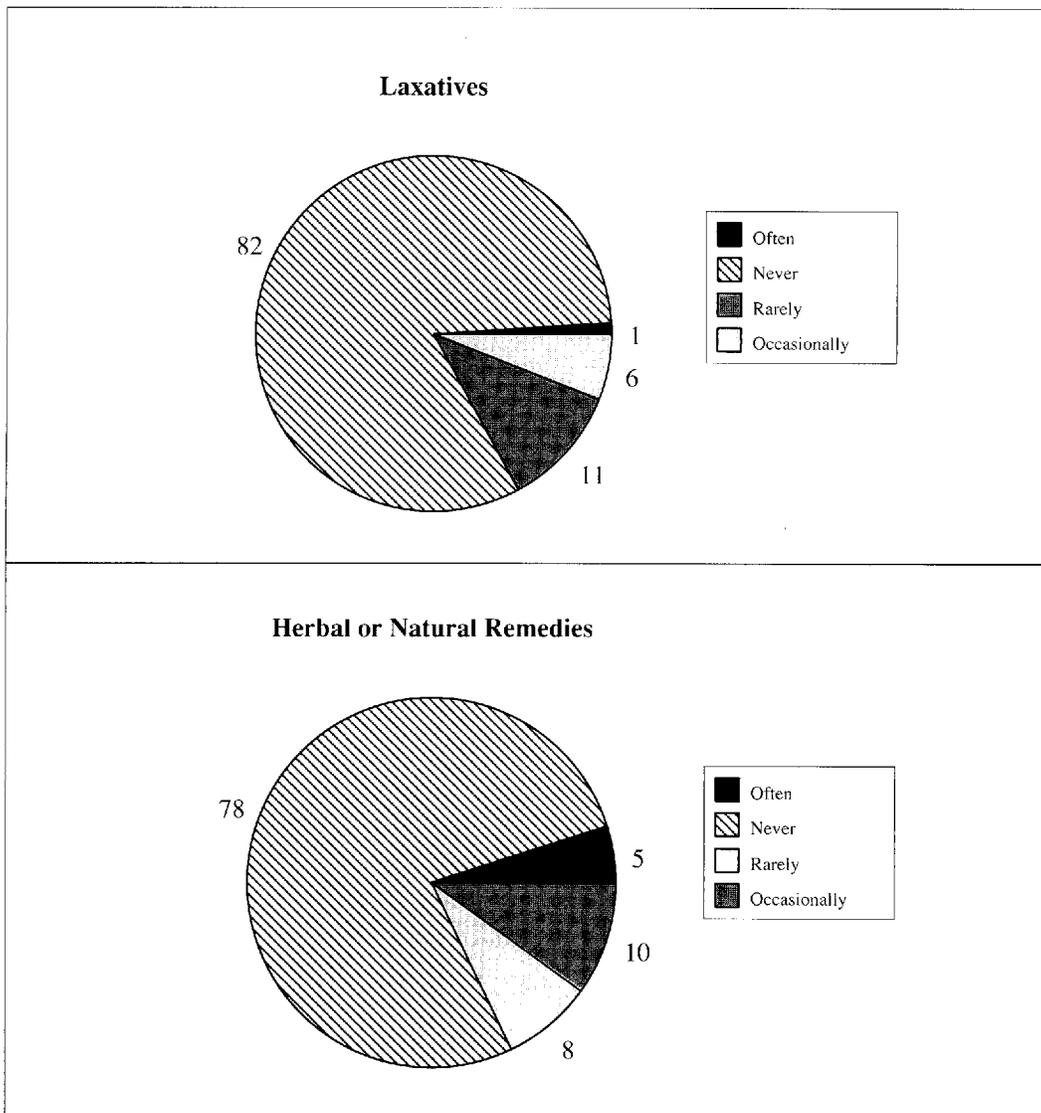
On the basis of a proportionately representative random sample, telephone interviews were conducted with 1000 residents of Canada, 18 years of age and older. The questionnaire contained seventy-one items. A sample of this size produces results which are reliable to within 3.1 percentage points, 19 times out of 20. Methodological issues are discussed in greater detail in the technical appendix found at the end of the report.

II. Use of Medications

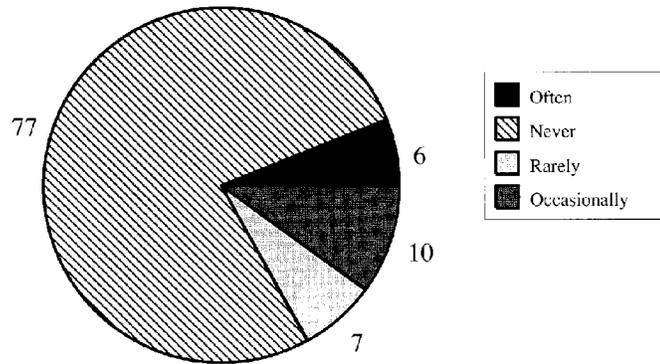
A. Non-prescription Medications

The most frequently used non-prescription medications are vitamins and minerals with thirty per cent of the population reporting that they used them often. Pain relievers were reportedly used often by twelve per cent of respondents. Occasional use was highest for pain relievers (39%), followed by cough and cold remedies (37%), vitamins and minerals (22%) and medications for upset stomach and nausea (20%). The least frequently used non-prescription medications were laxatives (82% report never having used them) herbal or natural remedies (78% never used them), allergy medications (77% never used them) and medications for upset stomach and nausea (64% report that they never used them).

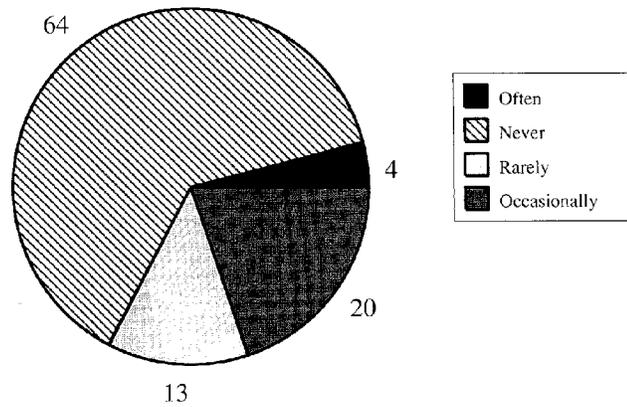
Frequency of usage is pictorially represented in the following pie graphs (by percentage), starting with those non-prescription medications least used and ending with those most frequently used:



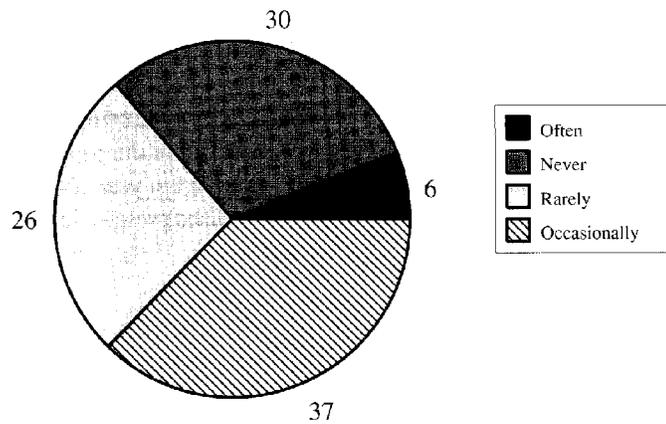
Allergy Medications

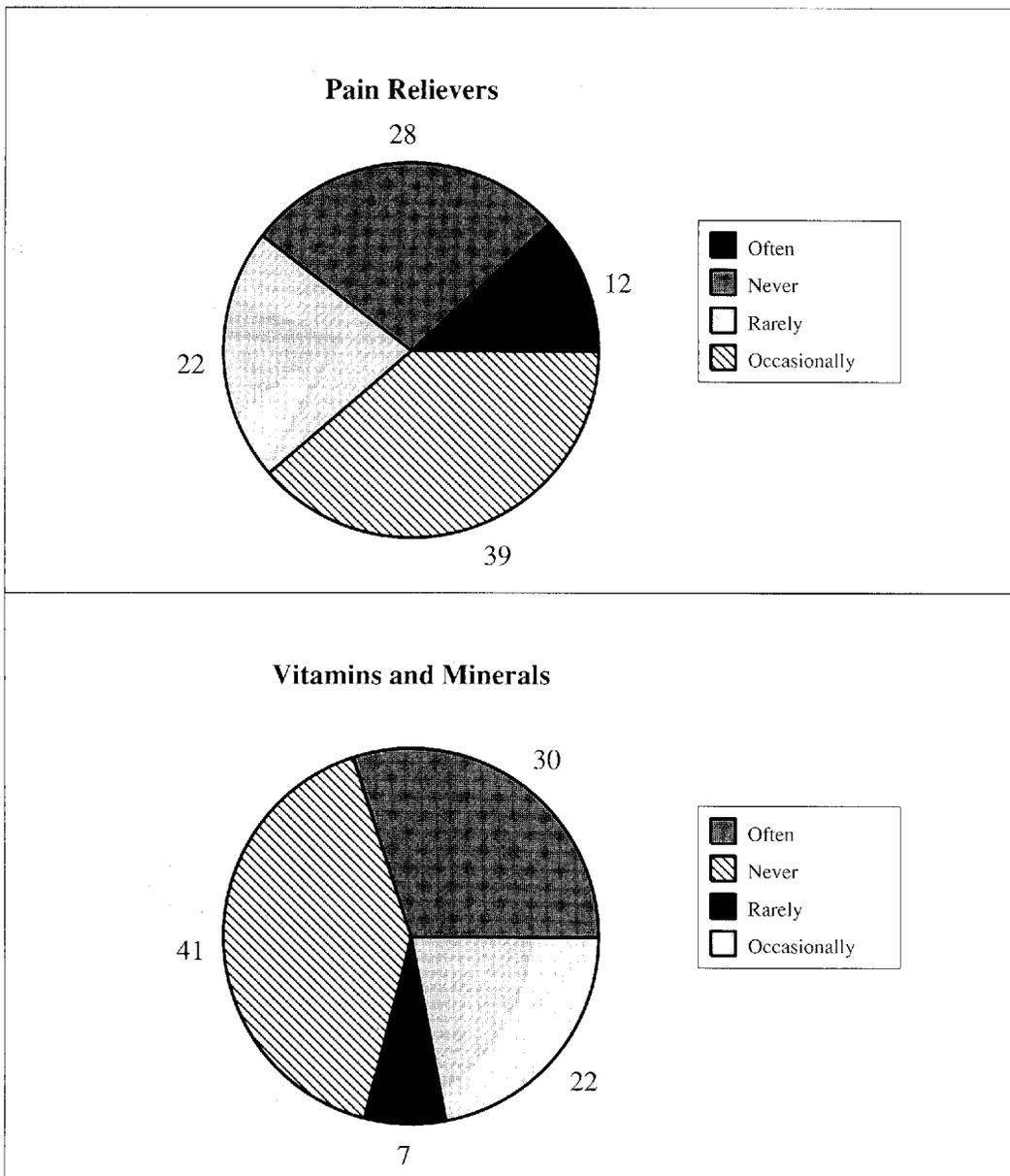


Medications for Upset Stomach and Nausea



Cough and Cold Remedies





Overall,

reported infrequent use of non-prescription drugs seems to be the rule. It is only in the case of vitamins and minerals and pain relievers that approximately fifty percent of the population use them often or occasionally.

B. Prescription Medications

A significant proportion of the population (30%) reported not having used any prescription medications over the last year. Twenty-four percent reported rare usage while 22% indicated they had used prescription drugs occasionally and another 22% often during the past twelve months.

III. Safety

A. General Impression of Safety of Medications

When respondents were asked to rate the safety of non-prescription drugs in general, it is clear that while people perceived these as usually being safe, they stopped short of responding that these medications are always safe. When a similar question was posed regarding the safety of cosmetics, the response was somewhat different. In fact, cosmetics were apparently regarded as marginally safer than non-prescription drugs. When respondents were asked a similar question regarding the safety of prescription drugs "if used as directed," we found that prescription drugs were regarded as being the safest of all (Table 1).

Table 1.
Safety of Non-prescription Drugs, Prescription Drugs, and Cosmetics

	Non-Prescription Medications %	Cosmetics %	Prescription Medications %
Always	22	12	29
Often	37	35	41
Sometimes	29	36	25
Seldom	7	11	4
Never	2	3	1

B. Safety of specific Non-prescription Medications

In this section respondents were asked to rate each of these types of non-prescription medications in terms of how much of the time they were perceived to be safe. Table 2 presents peoples' perceptions of the safety of non-prescription medications ranked from most to least safe.

Table 2.
Perceptions of Safety of Types of Non-prescription Medications

	Never/ Seldom %	Sometimes %	Often/ Always %
Vitamins/minerals	7	28	64
Cough/cold	8	32	60
Pain relievers	9	33	56
Herbal or natural remedies	12	30	52
Upset stomach/nausea	13	35	50
Allergy	14	37	44
Laxatives	20	35	40

As Table 2 indicates, a majority of respondents regarded all of these types of non-prescription medications to be at least sometimes safe to use. Allergy medications and laxatives were the only medications which only a minority considered often or always safe to use. In the case of laxatives in particular, it is noteworthy that one in five respondents considered these to be seldom or never safe to use.

IV. Effectiveness

A. Non-Prescription Medications

1. Overall Effectiveness

Overall, about half of respondents thought that non-prescription medications were effective more often than not. Forty-nine percent indicated that they are effective often or always, while only seven percent indicated that they thought they are seldom or never effective (Table 3).

Table 3.
Overall Effectiveness of Non-prescription Medications

	Percentage
Always	7
Often	42
Sometimes	43
Seldom	6
Never	1

2. Effectiveness of Specific Types of Non-prescription Medication

Specific non-prescription medications which were perceived to be most effective included pain relievers (59% indicated often or always effective), followed by vitamins and minerals (50% indicated often or always effective). Medications for upset stomachs and nausea, cough and cold remedies, laxatives and allergy medications were perceived to be often or always effective by approximately 40% of the population. Herbal or natural remedies were thought of as effective by the smallest proportion of the population, with 33% indicating that they are often or always effective (Table 4).

Table 4.
Effectiveness of Specific Non-prescription Medications

	Never/ Seldom Effective %	Sometimes Effective %	Often/ Always Effective %
Pain relievers	7	33	58
Vitamins/minerals	11	34	50
Upset stomach/ nausea medications	10	40	45
Cough/cold remedies	14	42	42
Laxatives	13	39	40
Allergy medications	12	42	37
Herbal/natural remedies	17	42	33

B. Prescription Medications

More people believed that prescription drugs are usually more effective than non-prescription medications. Sixteen percent, 49% and 31% reported that prescription drugs were always, often or sometimes effective, respectively. Only 1% thought they are never effective, while 3% believed they are only seldom effective.

V. Labelling

A. Frequency of Reading Labels

A majority of the sample (62%) reported that they always read the information on the package and/or label before purchasing a non-prescription drug. A further 16% said that they often read the label and 9% said that they sometimes read labels. Only 13% of respondents replied that they seldom (6%) or never (7%) bothered to read labels.

B. Label Comparison

There was quite an even split when it came to respondents' frequency of comparing information on labels of competing brands of non-prescription drugs. Forty-two percent of respondents either always (24%) or often (18%) compared this information while 39% either never (26%) or seldom (13%) compared information on labels. Another 19% answered that they sometimes did.

C. Label Comprehension

Well over half of respondents said that they found the words used on labels of non-prescription drugs to be always (13%) or sometimes (49%) difficult to understand, while 22% rarely found the words on labels to be difficult to understand and 15% of respondents said that they never had any difficulty with the words on labels.

D. Label Legibility

Legibility of labels is somewhat less of a problem than word comprehension. A large majority (57%) found labels on non-prescription drugs to be easy (48%) or very easy (9%) to read. At the same time a significant 42% of respondents found these labels to be difficult (31%) or very difficult (11%) to read.

E. Meaning of "Therapeutic Use Only"

When respondents were asked what the phrase "for therapeutic use only" means on the label of non-prescription drugs there were a variety of responses. The largest number of respondents (19%) understood this to mean that the medication is to treat an illness and should therefore be taken only if one is sick. Another 16% believed that this means that they should seek a doctor or pharmacist's advice before taking the medication, 11% thought that this generally means that the medication is to be used for health and medical purposes and 5% thought that this phrase implies that one must exercise caution in taking the medication. A further 14% of respondents had a variety of other responses as to the meaning of this phrase, while 35% had no idea what the phrase means.

F. Instructions to "Use only On Advice of a Physician"

A clear majority of respondents would seek advice from a pharmacist or from their doctor if they purchased a non-prescription drug with a label that says "Use only on the advice of a physician". Significantly, only 4% of respondents indicated that they would ignore such an instruction (Table 5).

Table 5.
Response to a Label Saying "Use only on the Advice of a Physician"*

	Percentage
Talk to a pharmacist before using	65
Talk to a doctor before using	56
Read instructions very carefully	28
Ignore the instructions	4

* Respondents were allowed up to two responses

G. Importance of Contents of Labels

Table 6 indicates how important respondents considered the various instructions on a non-prescription drug label to be.

Table 6.
Importance of Instructions on Non-prescription Drug Labels

	Somewhat Important %	Very Important %
How much/how often to take	6	94
Who shouldn't take it	7	92
Expiry date	9	89
Most common side effects	9	88
When to stop taking the drug	16	82
Medicinal/Active ingredients	22	69
Rare side effects	29	60
Non-medicinal ingredients	29	45

Clearly, an overwhelming majority of respondents regarded all of these pieces of information as being at least somewhat important. In fact with the exception of information on non-medicinal ingredients, such as flavourings, colouring and fillers. A large majority of respondents considered all of these pieces of information to be "very important." There was a virtually unanimous consensus on the importance of dosage, who should or should not take the drug, the expiry date and the most common side effects associated with the drug.

VI. Consultation with Doctor/Pharmacist and Other Checks before Purchase

A. Consultation

1. *Non-prescription Medications*

A majority (58%) of respondents stated that they either always (34%) or often (24%) consulted with a pharmacist before buying a non-prescription drug. A further 19% of respondents replied that they sometimes consulted a pharmacist in cases like this, while 22% said that they seldom (12%) or never (10%) consulted a pharmacist before buying a non-prescription drug.

2. *Prescription Medications*

As Table 7 indicates, a majority of respondents would consult with both a pharmacist and a doctor before using a prescription medication.

Table 7.
Consult before Using Prescription Medication

	Pharmacist %	Doctor %
Never	16	5
Seldom	14	8
Sometimes	19	10
Often	17	17
Always	35	59

It appears that respondents are even more likely to consult a doctor than a pharmacist before taking a prescription medication. This may be largely due to the fact that one would usually have to consult with a doctor before getting a prescription in the first place.

B. Other Checks Before Purchase

1. *Tamperproof Seals*

Over two thirds (69%) of respondents stated that they "always" checked the tamperproof seals or packaging on non-prescription drugs to see if they were damaged. Another 11% said that they often did this, while 7%, 5% and 8%, respectively, said that they sometimes, seldom or never checked these seals.

2. *Child-resistant Containers*

A majority of respondents (57%) thought that child-resistant containers are often (37%) or always (20%) effective in keeping children from getting into medicine containers. At the same time 30% of respondents felt that these containers are only sometimes effective and 11% thought that they are either seldom (8%) or never (3%) effective in keeping children from getting into medicine containers.

VII. Risk Factors and Side Effects

A. Risk of Side Effects in Non-prescription vs. Prescription Drugs

There is a three-way split on this issue, with more than one third of respondents (37%) feeling that there is less risk of side effects with a prescription medication than there would be with a non-prescription medication. Another 38% felt that there is no difference in the risk of side effects between prescription and non-prescription drugs, while less than a quarter (24%) felt that the risk is greater with prescription drugs.

B. Seriousness of Various Side Effects

In this battery of questions, respondents were asked to rate each side effect on a scale from 1 to 10, where "1" meant that the respondent considered the side effect in question to be "not at all serious" and "10" indicated that the respondent considered the side effect to be "extremely serious". The mean indicates the average rating given to this side effect by the respondents (Table 8).

Table 8.
Seriousness of Side Effects

	Mean
	X
Stroke	8.7
Increased heart rate	8.1
Gastro-intestinal bleeding/ulcers	8.1
Headache/dizziness	6.6
Drowsiness/excitability	6.5
Nausea/upset stomach	6.1
Diarrhoea/constipation	6.1
Skin rashes	5.8

For the most part, all of these possible side effects are regarded as being quite serious. Even skin rashes, the side effect which respondents were least concerned about, still got a mean rating of 5.8, which means that most respondents regarded them as being quite serious.

C. Level of Risk Considered Acceptable

In this section, respondents were asked to rate how acceptable was the risk that they would suffer a "major side effect such as a stroke" if they were taking medication to combat a variety of ailments. In other words, respondents were to rate whether they would accept a greater risk of serious side effects if they were suffering from a serious ailment than if they were suffering from something less serious (Table 9).

Table 9.
Level of Risk Acceptable for Ailments

	1 in 10 %	1 in 100 %	1 in 500 %	1 in 1000 %	1 in 10 000 %	1 in 1 Mil. %	No Risk At all %
Cold	12	8	5	8	7	20	40
Flu	8	9	6	10	9	19	39
Arthritis	6	7	6	13	15	21	29
Ulcers	6	10	6	13	14	21	28
Cancer	17	11	6	12	10	17	23

Two things stand out from this table. The first is that people were relatively risk adverse for all ailments, with significant numbers of people indicating 1 in a million or no risk at all as preferred levels. The second point is that it is only with regard to cancer that people were willing to entertain higher levels of risk.

VIII. Reactions Experienced

A. Number of Bad Reactions

The vast majority (61%) of respondents had never had a bad reaction to a prescription or non-prescription drug. However, almost one in five (18%) had had one bad reaction, 10% have had two, 4% have had three, 1% had had four, and 5% had had five or more bad reactions to a medication.

B. Types of Reactions

The types of bad reactions suffered by those respondents who had suffered a bad reaction to a medications are summarized in Table 10.

Table 10.
Types of Reactions*

	Percentage
Upset stomach/nausea	35
Rash	31
Dizziness/headaches	23
Sleep disruption/tiredness	11
Increased heart rate/anxiety	7
Swelling	6
Constipation/diarrhoea	5
Other	20
Don't know/no response	5

* Respondents were allowed up to two responses.

Clearly the most common types of reactions experienced by those respondents who had ever had a reaction to a drug were upset stomach and nausea, skin rashes and dizziness and headaches. Reactions involving sleep disruption, increased heart rate, swelling and irregularity were somewhat less common.

C. Reaction Source

In almost three quarters of cases (73%), those respondents who had experienced a bad reaction had done so after taking a single prescription drug. Another 14% had suffered a bad reaction from a single non-prescription drug and 12% had taken some combination of drugs.

IX. Demographic Analysis

Significant demographic differences relate to Francophones (whether measured in terms of language, province or ethnicity), socio-economic status (measured in terms of level of education, employment status, or income), age, sex, province/region and community size.

A. Francophones

- ! Most likely never to use pain relievers (36%) compared to other ethnic groups
- ! Most likely never to use medications for upset stomach/nausea (70%) compared to other ethnic groups
- ! Most likely to use herbal/natural medications occasionally (15%) or often (7%) compared to Anglophones (8% occasionally, 4% often)
- ! Generally less likely to feel that information on how much medicine to take and how often, common side effects, indications of rare side effects and medical ingredients is less important to include on the labels of non-prescription medications
- ! More likely than Anglophones to think non-prescription drugs are unsafe (seldom or never safe, 43% of Francophones compared with 14% for Anglophones)

B. Socio-economic Status

- ! Those with elementary/some high school education were more likely than those with other education levels never to use pain relievers (36%) and most likely never to use cough and cold medications.
- ! Respondents whose incomes were high (\$50,000 to \$64,999 and \$65,000 and over) were most likely to use allergy medications.
- ! Those with elementary/some high school education were least likely to use vitamins and minerals. Fifty-three percent reported never using them, while 7%, 15%, and 25%, respectively, reported using them rarely, occasionally, or often.
- ! As education level increases, tendency to compare information on labels increases.
- ! Those employed in production jobs were least likely to compare information on labels.
- ! Those with lower levels of education and the unemployed had trouble with print size.
- ! Those with low levels of education were most likely to think that non-prescription medications are never or seldom safe.

C. Age

- ! People over 55 years of age were least likely to use cough and cold remedies.
- ! People 65 years of age or over were most likely to use laxatives occasionally (19%) or often (15%).

- ! Young people (18-24) and older people (55 and over) were least likely to compare information on labels. As age increases from 25 to 54, the likelihood of comparing information increases slightly.
- ! As age increases, so do problems with print size.
- ! As age increases, perceived safety of non-prescription medications declines.

D. Sex

- ! Women tend to use pain relievers more often than men.
- ! Men are less likely to use laxatives than women.
- ! Men are less likely than women never to use vitamins and minerals (46% compared to 36%); 35% of women reported using these medications often while 25% of men do so.
- ! Men are less likely than women to read labels. Ten percent of men reported never reading labels, while only 3% of woman reported not doing so. Seventy percent of women reported always reading labels, while only 54% of men do so.

E. Province/Region

- ! People living in Ontario and in the Prairies reported the highest usage of pain relievers.
- ! The highest level of usage of cough and cold remedies was found in Ontario.
- ! Lowest levels of usage of medications for upset stomachs and nausea were found in British Columbia, while Ontario had the highest overall levels of usage.
- ! Respondents in the Maritimes were least likely to use herbal/natural products. Ninety-one percent reported never using them, while no people reported using them often. Two percent reported using them occasionally.

F. Community Size

- ! Those who live in communities under 10000 were least likely to use allergy medications.
- ! Usage was lowest overall in communities of one million or more for medications for upset stomach/nausea.
- ! Usage of vitamins and minerals was lowest in communities under 10 000.

X. Summary

- ! Infrequent use of non-prescription medication was the rule. It is only in the case of vitamins and minerals and pain relievers that approximately fifty percent of the population used them often or occasionally.
- ! Forty-four percent of the population reported occasional (22%) or frequent (22%) use of prescription medications over the last year.
- ! Overall, prescription drugs (70% always or often safe) were perceived to be safer than non-prescription drugs (59% always or often safe).
- ! Most non-prescription medications were perceived to be safe by at least 50% of the population. Exceptions were allergy medications and laxatives, which were perceived to be often or always safe by 44% and 40% of the population, respectively.
- ! Overall, about one half of the respondents thought that non-prescription medications are more often than not effective.
- ! Of non-prescription medications, pain relievers and vitamins and minerals were thought to be effective by the largest number of respondents.
- ! Comparing the data on effectiveness indicates that people perceived prescription medications to be more effective overall than non-prescription medications.
- ! Sixty-two percent reported they always read the information on the package and/or label before purchasing a non-prescription drug.
- ! Forty-two percent of respondents reported either always (24%) or often (18%) comparing the information on labels of competing brands of non-prescription medications.
- ! Over half the respondents found the words used on labels of non-prescription drugs to be always (13%) or sometimes (49%) difficult to understand.
- ! Fifty-seven percent found labels on non-prescription drugs to be easy (48%) or very easy (9%) to read, while 42% of respondents found them difficult (31%) or very difficult (11%) to read.
- ! Nineteen percent of the population indicated that "for therapeutic use only" means that the medication is to treat illness and should only be used when one is sick.
- ! A majority of respondents would seek advice from a pharmacist or from a doctor if they purchased a non-prescription drug with a label that states "use only on the advice of a physician."
- ! The overwhelming majority of respondents regarded all information except non-medicinal ingredients to be important aspects of labelling information.
- ! Most people reported they consulted with a pharmacist before using a prescription medication.
- ! Thirty-seven percent felt there is less risk of side effects with a prescription medication than there would be with a non-prescription medication. Thirty-eight percent indicated there is no difference between the two categories. Twenty-four percent felt that the risk is greater with prescription drugs.
- ! Overall, people indicated that all side effects listed are serious.
- ! With regard to acceptable risk levels associated with a major side effect such as a stroke when using drug treatments for various medical conditions, respondents were generally risk adverse across an array of conditions with various degrees of seriousness. It was only with regard to cancer that people were willing to entertain higher levels of risk.

A. Survey Overview

Decima Research is pleased to present to the Government of Canada Department of Health and Welfare the results for a study designed to meet the following objectives:

- ! To assess public perceptions of the risks associated with prescription and non-prescription drug use;
- ! To assess the adequacy of regulations and requirements regarding the advertising, availability, labelling and packaging of ethical medicines; and
- ! To assess the adequacy of consumer information relating to various forms of ethical medicines.

Senior Research Consultant and principal investigator for this study was John DeMarco, who was assisted in the various phases of research and analysis by Stephanie Speal and Derek Leebosh.

1. Sample Selection

The population consisted of Canadian residents 18 years of age and older. Male and female respondents were selected in the same proportion as in the general population, on a 50/50 sex quota. A total of 1000 interviews were completed.

Effective survey research must be based on a sample truly representative of the universe of interest. A multi-stage sampling technique was employed to gather the data for this study. The essential feature of this procedure is that individual respondents are predetermined by the selection procedure itself. That predetermination is made by careful speculation of a series of controlled choices.

The sampling technique produced a systematic random sample with probability of selection proportionate to size at the national level. The first step in the sampling procedure was the division of the country into strata or regions, i.e., the 10 provinces and within Ontario, Metro Toronto (Table A).

Table A
Sample Strata

Regions	Percentage of Population N	PPS N
British Columbia	11.5	115
Alberta	9.1	91
Saskatchewan	3.8	38
Manitoba	4.2	42
Metro Toronto	9.1	91
Balance Ontario	27.3	273
Quebec	26.3	263
New Brunswick	2.7	27
Nova Scotia	3.4	34
Prince Edward Island	0.5	5
Newfoundland	2.1	21
TOTAL	100	1000

Table A presents the percentages of the total population of each region and the percentages of the total population and by the proportionate number of cases in each (PPS).

Within each of these regions, a sampling procedure was employed which is based upon mapping the linkage between the geographic location of individual telephone exchanges and Statistics Canada's fundamental building block for the census - the enumeration area.

Telephone companies divide their service regions into smaller areas served by a single switching centre. Within each switching centre area, all telephone numbers begin with the same two digits. We refer to these mutually exclusive exchange areas as NNXs (NNX representing the first three digits of a telephone number). Using census data together with maps showing the geographic boundaries of NNXs, it is possible to determine exact population figures for each NNX and determine the appropriate number of respondents to be surveyed in each NNX.

Primary sampling units (groups of NNXs) and secondary sampling units (individual NNXs) were selected on the basis of probability proportionate to population size. Telephone numbers were then generated using a computerized random number generation program employing random start and fixed interval methods.

2. Pretest

In order to refine the questionnaire, a pretest was conducted. Interviews were conducted by experienced interviewers, and the Research Analyst monitored these interviews while they were in progress. The Field Supervisor and Research Analyst held a debriefing session to discuss the questionnaire with the interviewers. Based on the pretest results, a few minor changes were made to the questionnaire which facilitated the field portion of the study. The client was informed of the pretest results and approved the changes.

3. *Field Procedures*

The questionnaires were printed, consecutively numbered and assembled into field packs of three interviews, two males and one female or two females and one male. This procedure ensured that the 50/50 sex quota would be met by preselecting males and females before the interviewing began.

The interviews took place between March 16, 1990, and March 23, 1990. Weekday interviewing was conducted between the hours of 5:30 and 10:00 p.m. Weekend interviewing was conducted between the hours of 10:00 a.m. and 5:00 p.m. The questionnaire contained 71 questions and took approximately 18 minutes to complete. Fifteen percent (15%) of all interviews were monitored while in progress for procedure and content from an extension monitor. All interviews were carefully edited as soon as they were completed to ensure that no questions were omitted and that skip-patterns were followed correctly.

Experienced telephone interviewers were used to collect the data. A briefing was held by the Field Supervisor, and the Research Analyst was present to answer questions or clarify procedures. The Field Supervisor first read the questionnaire to the interviewers, thereby ensuring that pronunciation would be correct and uniform, and second, interviewer-respondent role playing was used to illustrate skip and rotation patterns. The interviewers then had an opportunity to ask questions.

On the first evening in the field, the Field Supervisor listened to the interviewers on an extension monitor. The monitor prevents the interviewer and respondent from knowing they are being listened to. This ensured that the skip and rotation patterns were followed correctly and that there were no questions causing interviewers any particular difficulty. When an error was caught, the interviewer was briefed again and the respondent was called back in order to correct the questionnaire.

All work was edited by the Senior Field Supervisor, checked for completeness, quality and skip-pattern adherence. Then 15% of each interviewer's work was verified: that is, respondents were contacted by telephone and were asked to verify that the interview actually took place. Respondents were also asked to answer a few questions from the questionnaire in order to check the accuracy of the data collected.

4. *Coding*

The questionnaires were coded and the data were entered by experienced Decima personnel. The following standard procedures were followed:

- ! An initial briefing;
- ! Supervision of trained staff; and
- ! Verification of 15% of each coder's work.

Using the first 25% of completed questionnaires in each stratum, codes were constructed for the open-end questions by sorting and writing out the responses into independent categories. The Research Analyst checked all categories for completeness and consistency.

5. *Data Processing*

The entry and processing of the data were carried out on-site using Decima's Digital PDP 11/44 computer. Decima's interactive software system, designed specifically for survey analysis, has a robust data entry facility which permits cleaning of the data, including out-of-range values and skip-pattern errors, as well as other logic errors. The fully cleaned data were then summarized into aggregate tables. Further analysis of the data included cross-tabulation tables and measures of association.

6. *Confidence Limits and Validation*

The sample of cases produces results which are accurate for the population of Canada as a whole within ± 3.1 percentage points 95 out of 100 times.

In order to validate the sample, we compared our data for the age category of the population with figures provided by Statistics Canada. Table B outlines the percentage of respondents in each age category for the sample, and the corresponding population figures. As these figures suggest, the sample drawn for this study reflects the more general characteristics of the adult population.

Table B
Sample Validation

Age	Sample N = (1,000)	Universe ¹ (N = 18,759,685)
18-19 years of age	3.6	4.1
20-24 years of age	10.8	12.0
25-29 years of age	14.6	12.5
30-34 years of age	12.7	11.7
35-39 years of age	13.4	10.8
40-44 years of age	10.6	8.6
45-49 years of age	7.8	7.0
50-54 years of age	7.0	6.6
55-59 years of age	5.0	6.4
60-64 years of age	5.1	6.0
65 years of age or older	9.2	14.0

¹Adult population of Canada. Source: 1986 Census of Canada Catalogue 93-101.

It should be noted that the sample is representative only of residents in the provinces who have direct dialling telephone services. Therefore, Canadians who are accessible only by a telephone servicing a large number of people, such as those in senior citizen homes, hospitals and Indian Reserves, and those who have only radio-telephone service or no telephone service at all, are automatically excluded from the sample. Any further reader questions about sampling should be referred to the Research Consultant.

While the most sophisticated procedures have been used to collect and analyse the

information presented herein, it must be remembered that surveys are not predictions. They are designed to measure public opinion within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or behaviour at any future point in time.

B. Interview Schedule

I'd like to read you a list of common non-prescription medications. Could you please tell me whether you have used them often, occasionally, rarely, or never during the last twelve months? The first medication is... *(Read and Rotate Q1 through Q7... Repeat Question if Necessary)*

	Never %	Rarely %	Occasionally %	Often %	No Opinion %
1. pain relievers	28	22	39	12	*
2. cough and cold remedies	30	26	37	6	*
3. laxatives	82	11	6	1	0
4. allergy medications	77	7	10	6	*
5. medications for upset stomach and nausea	64	13	20	4	0
6. herbal or natural remedies	78	8	10	5	*
7. vitamins and minerals	41	7	22	30	0

End of Rotation

8. In general, before you purchase a non-prescription drug, do you always, often, sometimes, seldom, or never read the information on the package and/or the label?

		%
Never	1	7
Seldom	2	6
Sometimes	3	9
Often	4	16
Always	5	62
No opinion (Volunteered)	6	*

9. And, before you purchase a non-prescription drug, do you always, often, sometimes, seldom, or never compare the information on the labels of competing brands?

		%
Never	1	26
Seldom	2	13
Sometimes	3	19
Often	4	18
Always	5	24
No opinion (Volunteered)	6	*

In thinking about the labels on non-prescription medicine, in your personal experience, do you think that it is very important somewhat important not very important, or not at all important that the labels give you information with regard to each of the following? The first is (*Read and Rotate Q10 to Q17*)

		Important				
		Not At All %	Not Very %	Some- what %	Very %	No Opinion %
10.	how much and how often are you supposed to take it	*	*	6	94	*
11.	who shouldn't take it	1	1	7	92	*
12.	side effects which occur most often	1	2	9	88	*
13.	side effects which rarely occur	3	8	29	60	*
14.	the medicinal or active ingredients in the drug	2	6	22	69	1
15.	the non-medicinal ingredients in the drug (e.g. flavourings, colouring, or fillers)	8	18	29	45	*
16.	when to stop using the drug	1	1	16	82	*
17.	the expiry date	*	1	9	89	*
End of Rotation						

18. In general, do you find that the words used on the labels of non-prescription medicines are never, rarely, sometimes, or always difficult to understand?

Always	1
Sometimes	2
Rarely	3
Never	4
No opinion (Volunteered)	5

19. When looking at the labels of non-prescription drugs, do you generally find the print size very easy to read, easy to read, difficult to read, or very difficult to read?

Very difficult to read	1
Difficult to read	2
Easy to read	3
Very easy to read	4
No opinion Volunteered)	5

20. Sometimes when you look at the label of a non-prescription medicine it says that it is for *therapeutic use only*. What do you think this means? (*Probe... Accept Only One Response... Answer Must Be At Least Ten Words*)

On doctor's advice	01
Therapy treatment	02
Long/short period of time	03
Treatment for sick/cer ill	04
Not cure but pain relief	05
For health general	06
Medical use general	07
Dr advice/not prescription	08
External use	09
No guarantee results	10
Amount dosage	11
Med/treat as medicine	12
Use only absolute need	13
Helpful-general	14
For people/humans	15
Taken internally	16
Use caution	17
Speak to pharmacist	18
Other	19
Don't know	20
No response	21

21. If you purchased a non-prescription drug with a label that said "Use only on the advice of a physician," would you... talk to a doctor before using it, talk to a pharmacist before using it, read the instructions very carefully, ignore the statement, or do something?

Ignore the instructions	01
Read the instructions very carefully	02
Talk to a pharmacist before using it	03
Talk to a doctor before using it	04
Would not buy it	05
Speak friend/somebody else	06
I am a doctor	07
Use something different	08
Read something about	09
Talk to nurse	10
No such drugs	11
Depends taken it before	12
Should be prescription	13
Other	14
No opinion (Volunteered)	15

22. With regard to safety, generally, do you think that non-prescription medications, if used as directed, are always, often, sometimes, seldom, or never safe to use?

Never	1
Seldom	2
Sometimes	3
Often	4
Always	5
No opinion (Volunteered)	6

23. With regard to safety, generally, do you think that *cosmetics* are always often, sometimes, seldom, or never safe to use?

Never	1
Seldom	2
Sometimes	3
Often	4
Always	5
No opinion (Volunteered)	6

For each of the following non-prescription medications, do you generally think if they are used as directed, they are always, often, sometimes, seldom, or never safe? The first is... (*Read and Rotate Items 24 to 30*)

	Never Safe %	Seldom Safe %	Some-times Safe %	Often Safe %	Always Safe %	Opin
24. pain relievers	3	7	33	38	18	
25. cough and cold remedies	2	7	32	42	18	
26. laxatives	7	13	35	28	12	
27. allergy medications	4	10	37	31	13	
28. medications for upset stomach and nausea	4	9	35	34	16	
29. vitamins and mineral preparations	2	5	28	38	26	
30. herbal or natural remedies	4	8	30	31	22	

End of Rotation

31. In general, when using or purchasing unfamiliar non-prescription medication, are you always, often, sometimes, seldom, or never likely to talk to a pharmacist about the drug before buying or using it?

Never	1
Seldom	2
Sometimes	3
Often	4

Always	5
No opinion (Volunteered)	6

32. Do you always, often, sometimes, seldom, or never check the tamperproof seals or packaging on non-prescription drugs to see if they are damaged?

Never	1
Seldom	2
Sometimes	3
Often	4
Always	5
No opinion (Volunteered)	6

33. Overall, do you think that child-resistant containers are always, often, sometimes, seldom, or never effective in keeping children from getting into medicine containers?

Never	1
Seldom	2
Sometimes	3
Often	4
Always	5
No opinion (Volunteered)	6

34. Overall, do you think non-prescription medications are always, often, sometimes, seldom, or never effective?

Never	1
Seldom	2
Sometimes	3
Often	4
Always	5
No opinion (Volunteered)	6

What about these specific non-prescription medications? Do you generally think they are always, often, sometimes, seldom, or never effective?... (Read and Rotate Items 35 to 41)

	Effective					Opin
	Never %	Seldom %	Sometimes %	Often %	Always %	
35. pain relievers	1	6	33	45	14	
36. cough and cold remedies	3	11	4	36	6	
37. laxatives	5	8	39	33	8	
38. allergy medications	4	9	42	30	7	
39. medications for upset stomach and nausea	3	7	40	37	8	
40. vitamins and minerals	2	9	34	37	13	
41. herbal or natural remedies	5	12	42	24	9	
End of Rotation						

I'd like to ask you some questions about *prescription drugs*.

For Women Ask:

42. A Over the last 12 months, have you used prescription medicines (*excluding* oral contraceptives) often, occasionally, rarely, or never?

For Men Ask:

42.B Over the last 12 months, have you used prescription medicines often, occasionally, rarely, or never?

Never	1
Rarely	2
Occasionally	3
Often	4
No opinion (Volunteered)	5

43. Overall, do you think that prescription drugs, if used as directed, are always, often, sometimes, seldom, or never safe to use?

Never	1
Seldom	2
Sometimes	3
Often	4
Always	5
No opinion (Volunteered)	6

44. In general, do you think that prescription drugs are always, often, sometimes, seldom, or never effective?

Never	1
Seldom	2
Sometimes	3
Often	4
Always	5
No opinion (Volunteered)	6

45. With regard to prescription medication, are you always, often, sometimes, seldom, or never likely to talk to a *pharmacist* about the medication before using it?

Never	1
Seldom	2
Sometimes	3
Often	4
Always	5
No opinion (Volunteered)	6

46. Again with regard to prescription medication, are you always, often, sometimes, seldom, or never likely to talk to a *doctor* about the medication before using it?

Never	1
Seldom	2
Sometimes	3
Often	4
Always	5
No opinion (Volunteered)	6

47. In general, do you think that you run a greater risk, the same risk, or less risk of getting side effects when you take prescription medications as compared to non-prescription medications?

Less risk	1
Same risk	2
Greater risk	3
No opinion (Volunteered)	4

Some people say that there is a degree of risk in taking any sort of medication, whether it is prescription or non-prescription, and that side effects are always a possibility. I'd like to read you a list of possible side effects that might occur when taking medication. Please tell me how serious you think they are by giving me a number between "1" and "10" where "1" means you think the side effect is not serious at all and "10" means that you think it is extremely serious. Your views may fall at either end of the scale or somewhere in between depending on how you feel. The first side effect is... (Rotate Items 48 - 55... Read First Item... Repeat Scale Instructions if Requested)

Not Serious At All								Extremely Serious
1	2	3	4	5	6	7	8	
	9	10						

48. skin rashes

49. gastro-intestinal bleeding or ulcers

50. headaches or dizziness

51. nausea or upset stomach

52. diarrhoea or constipation

53. stroke

54. increased heart rate

55. drowsiness or excitability

End of Rotation

Some people think about side effects associated with some medications in terms of the chances that they might occur. They are interested in whether the chances are very high, for example, 1 chance in 10, or very low, for example, 1 chance in 1 million. Let's suppose that a certain drug could cause a *serious side effect such as a stroke*. What level of risk would you be willing to accept would it be 1 in 10, 1 in 100, 1 in 500, 1 in 1000, 1 in 10 000, 1 in 1 million, or are you not willing to accept any risk at all if you were planning to take the medication for the following medical conditions... (Read and Rotate Items 56 to 60... Repeat Question if Necessary)

	1 in 10	1 in 100	1 in 500	1 in 1 000	1 in 10 000	1 in 1 million	No risk at all	Level of opi
56. a cold	12	8	5	8	7	20	40	
57. the flu	8	9	6	10	9	19	39	
58. arthritis	6	7	6	13	15	21	29	
59. ulcers	6	10	6	13	14	21	28	
60. cancer	17	11	6	12	10	17	24	

End of Rotation

61. In thinking about your personal use of prescription and non-prescription medications, how many times have you had a bad reaction... never, once, twice, three times, four times, or five times or more? (*Probe... Accept Only One Response.*)

Never (SKIP TO PREAMBLE TO Q64)	**1
Once (GO TO Q62)	2
Twice (GO TO Q62)	3
Three times (GO TO Q62)	4
Four times (GO TO Q62)	5
Five times or more (GO TO Q62)	6
No opinion (Volunteered)	7

IF "ONE OR MORE TIMES" TO Q61, ASK:

62. Could you please describe what the reactions was (were)? (*Probe... Accept Two Responses... Answer Must Be at Least Ten Words*)

Upset stomach/nausea	01
Constipation/diarrhoea	02
Increased heart rate	03
Rash	04
Dizziness/headaches	05
Fever	06
Swelling	07
Drowsiness/tired/slept/couldn't sleep	08
Difficulty breathing	09
Pains	10
Eye trouble	11
Anxiety/nervousness	12
Depression	13
Mouth infection	14
Infection	15
Condition worsened	16
Bleeding	17
Seizures	18
Shaking	19
Hallucinations	20
Sore Throat	21
Other	22
Don't know	23
No response	24

63. In thinking about your most serious reaction, did this occur when you were taking a single non-prescription drug, a single prescription drug, or some combination of drugs? (*Probe... Accept Only One Response*)

Some combination of drugs	1
---------------------------	---

Single prescription drug	2
Single non-prescription drug	3
No opinion (Volunteered)	4

Now, I have a few final questions for statistical purposes. Before I ask these questions, I'd like to tell you that this survey is being undertaken for the Health Protection Branch of Health and Welfare Canada. It will be used to help them understand the perceptions and attitudes of Canadians. We want to assure you that your answers will be kept confidential in two ways: first, your name will not be given to Health and Welfare Canada, and second, your answers will be combined with those of other participants in the survey before being reported. Having said this, if you would prefer that your opinions not be included, please let me know. *(If Prefers not to be included, Thank and Terminate) (if Prefers Inclusion, Continue)*

64. What is your age, please? *(If Respondent Refuses, Offer to Read Categories and have Him/Her Tell You which Category He/She Falls Into)*

18-19 years	01
20-24 years	02
25-29 years	03
30-34 years	04
35-39 years	05
40-44 years	06
45-49 years	07
50-54 years	08
55-59 years	09
60-64 years	10
65 years or older	11

Would your annual *household* income from all sources before taxes be... under \$40,000 or \$40,000 or more per year?

Under \$40,000 - (GO TO Q 65.A)
\$40,000 or more - (SKIP TO Q65.B)

65.A Is that... (READ LIST)

Less than \$5,000	01
\$5,000 - \$9,999	02
\$10,000 - \$14,999	03
\$15,000 - \$19,999	04
\$20,000 - \$24,999	05
\$25,000 - \$29,999	06
\$30,000 - \$34,999	07
\$35,000 - \$39,999	08

** SKIP TO Q66.A

65.B Is that... (READ LIST)

\$40,000 - \$44,999	09
\$45,000 - \$49,999	10
\$50,000 - \$54,999	11
\$55,000 - \$59,999	12
\$60,000 - \$64,999	13
\$65,000 - \$69,999	14
\$70,000 - \$74,999	15
\$75,000 and over	16

66.A Are you currently attending school, college or university as a full-time student?

Yes (SKIP TO Q67)	6
No (GO TO Q66.B)	

IF "NO" TO Q66.A, ASK:

66.B What is the highest level of schooling/education that you have completed?

Public/elementary school (grade 1-8)	1
Some high school	2
Graduated high school (grade 12 or 13)	3
Vocational/technical/college/CEGEP	4
Some university	5
Graduated university	7

67. Are you currently employed for pay?

Yes (GO TO Q68)	1
No (SKIP TO Q69)	2

IF "YES" TO Q67, ASK:

68. What is your occupation, that is, what are your main job responsibilities? (Probe: What Type of company do you work for? *Answer Must Be At Least Ten Words.*)

Professional	01
Agricultural	02
Civil Servant	03
Owner/Self-employed	04
Management/Executive	05
Cultural	06
Teacher	07
Medium-level Service	08
Low-level Service	09
Medium-level office worker	10
Low-level office worker	11
Medium-level production worker	12
Low-level production worker	13
Housewife	14
Student	15
Retired	16
Army	17
Unemployed	18
Scientific/Technical	19

69. In addition to being a Canadian, what is your main ancestry or ethnic group, that is, what country did you or your ancestors come from? (*Accept Only One Response - If Respondent Answers "Canadian," "American," or "European," Probe for Country of Origin. If Respondent Answers "Indian," Ask: Are You a North American or East Indian? - If More Than One Response is Given, Accept Paternal Ancestry.*)

British	01
Ireland	02
French/French Canadian	03
Mediterranean	04
Northern European	05
Eastern European	06
Asian	07
Native/Indian Canadian	08
Middle East	09
Israel	10
Australian/New Zealand	11
Other	12

70. Sex. (*By Observation*)

Male	1
Female	2

71. Language

English	1
French	2

72. Region

British Columbia	01
Alberta	02
Saskatchewan	03
Manitoba	04
Metro Toronto	06
Balance Ontario	05
Quebec	07
New Brunswick	08
Nova Scotia	09
Prince Edward Island	10
Newfoundland	11

73. Community Size

1 000 000 or more	1
100 000 - 999 999	2
10 000 - 99 999	3
Under 10 000	4

C. Verbatim Responses

Question: 20

What do you think therapeutic use only means?

01. *On Doctor's Advice* - Only the doctor should give it to you. ! It would probably be what a doctor would prescribe. ! I think it means confirm with a doctor. ! I think it means to take it on the advise of your doctor only. ! You are to only use it on the advise of a doctor. ! Doctor prescribed drug. ! Use of this drug should be consulted by your doctor. ! Doctor's orders only. ! Use under doctor's care. ! That it is prescribed by a doctor. ! From doctor only. ! Under doctor's care only. ! Must be in the care of doctor. ! I guess you should just use it under doctor's care. ! Under doctor's care. ! Take on a doctor's say, but decision as to what brand name used is yours to make. ! Given by doctor for aches or pains. ! Given by your doctor to get rid of symptoms. ! By doctor's orders only. ! To consult pharmacist or doctor. ! It would mean that a doctor would have to prescribe that medication. ! It would have to come from your doctor. ! It would mean that it's not a good idea to take on a constant basis without a doctors awareness. ! It is only suggested to be used on advice from doctor. ! Something from the doctor that he tells you to take. ! It means ask your doctor if its ok to use it. ! Prescribed by doctors. ! It means only use if directed. ! If means that one must consult a doctor. ! It means you only use it under the doctor's advise. ! Only to take it if it is advised by doctor. ! That it is for therapeutic use from the doctor. ! Something to help your pain by your doctor. ! Means you need to take it under the doctor's orders. ! Use by doctor's prescription only. ! Il faut que tu prennes ce médicament sur ordonnance. ! C'est recommandé par un médecin. ! Seulement sur surveillance de médecin. ! Guérir une maladie sous l'ordonnance du médecin seulement. ! Cela veut dire que c'est sur surveillance de médecin. ! C'est à propos du maximum permis par la législation sans qu'il y ait ordonnance d'un médecin. ! Prendre à condition d'avoir une ordonnance du médecin. ! Prescription du médecin. ! Lorsque le médecin le recommande. ! Under doctor's care. ! Car on a besoin d'en avoir sur l'ordonnance d'un médecin. ! Que serait mieux de consulter un médecin avant de le consommer. ! Sur ordonnance médicale surveillé. ! Consult doctor before using.
02. *Therapy Treatment - Therapy use.* ! To use as a therapy for recovery from illness. ! It is for therapeutic use. ! For therapy. ! Only used for therapy. ! For therapy only. ! Therapy, for those in therapy who need it. ! Medicine relating to therapy. ! Something that is used as part of a therapy program. ! Therapy that you need to cure the problem you have. ! Use as a part of therapy. ! Qui concerne la thérapie. ! Pour moi ça veut dire de la thérapie. ! C'est pour les traitements. ! Only those who are in therapy. ! C'est un traitement. ! Pour les personnes qui sont en thérapie. ! For therapy, if you don't need it than don't use it. ! Someone taking therapy. ! Used for therapy.

03. *Long/Short Period of Time* - It is a medication that only helps for awhile. Not to take the medicine very often, just once in awhile. ! Not for use for a long period of time. ! You have to use it all the time. ! Whatever you need it for. ! Only to be used when needed. ! Is to be used in a treatment basis rather than an ongoing basis. ! Do not take on a regular basis. ! I think that it means used when needed. ! For a certain time only. ! Just for the time you feel you need it. ! Do not use over extended period of time. ! Something you don't use all the time, but you use at the moment. ! Not used for a long period of time. ! Not to be used all the time. ! To treat something not as a regular, meaning not to take regularly. ! Shouldn't use it all the time. If it doesn't help you go to the doctor. ! Session à terme de soulagement. ! Il faut les prendre de temps en temps. Pas toujours. ! Faut s'en servir à certains intervalles pour pouvoir se guérir son mal. ! C'est temporaire. Il faut le prendre de temps en temps. ! Cela veut dire qu'on doit cesser de prendre le médicament si la douleur continue. ! Cela veut dire de prendre le médicament à l'occasion. ! Only for occasional use. Not to take very often. ! Pour un usage. Pour soigner à long terme. ! Periodic use just for certain time. Just for certain sickness. ! Not to use all the time. ! For a limited time only, or for certain parts of your body.
04. *Treatment for Sickness/Certain Illness* - Considered as a treatment - take it as a treatment for what you bought it for. ! To use only when sick. ! You are treating it for a certain illness. ! To use only if you are sick. ! Pour soigner une maladie. ! To use to get well only. ! Recovery medication, only used to cure sickness. ! Only if needed for serious illness. ! Means to treat a problem not very specific. ! Used only if necessary if it is something bad, flu. ! It's for someone with a problem. ! Cure some kind of an illness. ! Use for a specific problem. ! Used for occasional problems. ! It's something you take for an actual problem and stop taking when the problem is over. ! Only for medical problems. ! It's a drug that you take to cure the illness you have. ! What you have to do to control some conditions. ! Only if you have a certain illness. ! Use when not feeling well. ! To get you through the illness. ! To cure illness as opposed to taking it because of the drug in it eg. codeine or alcohol. ! Only when you're sick. ! The drugs are for one particular medical condition. ! That it's not for everyone, just for a certain illness. ! It only means that you use it when you need it. ! Overall medication to get you better. ! A treatment for whatever it is wrong with you. ! To help you if something is wrong. ! Enough to cure you. ! It means to get you better for whatever you have. ! For people that have a certain condition. ! I think it's to help you get better. ! To assist in recovering. ! It means that I take the drug for a sickness, once I'm well I stop. ! Cela veut dire en cas de maladie seulement. ! En cas de maladie seulement. ! Cela veut dire que le médicament va prendre soin de quelque chose. ! Peut signifier soigner quelque chose. ! Traitement d'un état de santé. ! Servir pour guérir une maladie grave seulement. ! C'est un médicament utiliser quand on est malade seulement. ! Aider à guérir une maladie précise. ! Ca veut dire que c'est un médicament. Que ca soigne un malaise. ! Only if you're sick. ! Pour un malade important on ne prend pas à propos de rien. ! Seulement pour un problème donné. ! Pour ceux qui en ont vraiment besoin. On doit avoir des

symptômes. ! Use only if your sick. ! Pour juste traiter les problèmes. ! Cela veut dire pour aider à guérir. ! Seulement pour un malaise spécifique. ! Pour guérir. ! Treatment of your nerves. ! Cela veut dire que le médicament peut guérir une maladie quelconque. ! Pour usage medical. Pour guérir. Un médicament. ! Pour soigner une maladie quelconque. ! Pour un malaise spécifique qu'elle est supposée traitée. ! To be used only when an illness is present to relieve the cause of the illness. ! To use only if you have the symptoms stated. ! To help in your recovery.

05. *Not a Cure But a Pain Relief* - Not a cure but a pain relief. To be taken to help but not cure your problem. ! I think it means that it helps but it doesn't cure. ! It won't cure it, but it will help. ! It's to help relieve pain. ! For getting better help ease the pain. ! It is not a cure. ! On recommendation from a physician due to specific symptoms. ! It means that the medication helps to get rid of the symptoms. ! Makes you feel better. ! Symptomatic relief is what it means. ! A treatment for relief of signs or symptoms. ! For treatment to help as opposed to cure. ! Shouldn't be used if you have no pain. ! Symptomatic relief of a specific problem but it is not a cure. ! Never gave much thought for therapy, just for pain. ! Pas besoin en tout le temps. Pour soulager la douleur. ! Pour soulager la douleur. ! Prendre juste pour réduire les maux de tête. ! That it is just for your symptoms and not to cure whatever you have. ! Relief of symptoms. ! For relief of the symptoms you have.
06. *For Health General* - This medication will be used to improve your well being. ! For a healthier life. ! To improve one's health for those who need it. ! For health reasons. ! To benefit your health.
07. *Medical Use General* - Medical use only. ! Medical. ! It is a term for medical use only. ! For medical use. ! It's use is what it is prescribed for. ! It is for medical use and not to be abused. ! Medical use. ! For medical use only, it should be taken when needed.
08. *Doctor's Advice/Prescription Not Needed* - Pour ceux qui subissent des traitements. Leur médecin a suggéré de prendre ces médicaments mais n'a pas fait ordonnance. ! Not prescribed by a doctor. ! You can use it without consulting a doctor.
09. *External Use* - External use, one would use it on the skin and not swallow it. ! External use - that's what it means. ! On ne peut pas le prendre par la bouche. Il faut le mettre sur le corps. ! Médicament pour se frotter. Usage exteme. ! Pour usage externe.
10. *No Guarantee of Results* - Not guaranteed to provide results. There is no guarantee that you are going to feel better but you may think you will.
11. *Amount/Dosage* - It relates to the amount of medication each person should take as an individual. For every person it's different. ! Treatment - to make the appropriate dose - that's going to be of some use. ! À ne pas prendre n'importe comment. Suivre les instructions. ! Use only as directed.
12. *Medicinal/Treat It as Medicine* - It means that it should only be used as a kind of medicine. ! I think that it means for medicinal purposes only.

13. *Use Only if Absolutely Necessary* - Take it only if you really need it. ! If it's absolutely necessary take it. ! Prendre seulement aux besoins. ! Only when needed. ! De ne pas prendre ce médicament comme un bonbon mais en cas de besoin. ! Prendre ce médicament seulement si nous avons les symptômes indiqués sur l'étiquette. ! En cas de nécessité. Pas en prendre pour n'importe quoi. ! You take when needed only.
14. *Helpful - General* - It will help you. Suppose to be helpful.
15. *For People/Humans* - It means it's for human use. ! For people.
16. *Taken Internally* - For internal use only by the patient. ! I know what it means but I don't know how to explain it to you. I don't know what to say. Taking it by mouth. Certain pills taken internally by mouth.
96. *Other* - As defined in the dictionary. Recovery type of medication. It will help you. ! No medical purpose, just like taking vitamins. ! Don't use it for anything else but what it is supposed to be used for. ! Not going to dull any pain, only used for making feel better. ! Be aware. ! Take medication once a day or as often as you think you need it. ! Just when you need it. ! For treatment only. ! It is not a prescription medicine. ! Suppose to be helpful. ! They are meant to use to help you. ! Only use it if you have to. ! Think you should understand the label and what you are using it for. ! Thinking it's something you rub on. ! You should not take it for the fun of it, when you need it take it. ! Not prescribed by a doctor. ! It's just another con to get you to buy it. ! For your own personal use. ! I know what it is, but I don't know what how to explain it. ! If you need it, take it and if you don't, don't. ! For those who really need it. ! Wouldn't understand it. ! Take it on will, your own will. ! If it's a prescription drug, there may be no direct benefit to taking it and therefore it may or may not help you. ! Taken only if you need it. ! For people who have high tension. ! Don't take if for fun, it is not candy. ! I could only guess for peace of mind. ! If it's absolutely necessary, take it. ! For your own protection. ! Quand la peau est anormale, la peau est rouge. ! Une médicament pas pour usage courant. ! Peut aider certaines personnes seulement. Pas tout le monde. ! I think it means for their mental health. ! It is used more for physical purposes. ! I think it means you use with caution.

Question: 21

If prescription drug had a warning label would you consult doctor, pharmacist, or consult/ignore label?

05. *Would Not Buy It/Use It* - Wouldn't buy it.
06. *Speak to a Friend/Somebody Who Has Used It* - Ask a friend who has used it before.
07. *I Am a Doctor* - Would know what it is because he/she is a doctor.
08. *Use Something Different* - Take a different drug.
09. *Read Something About It* - Read something else about it.
10. *Talk to Nurse* - Put trust in our nurse.
11. *No Such Drugs* - There aren't drugs like these on the shelves.
12. *Depends if I've Taken It Before* - It would depend on whether I had taken it before. How familiar I was with it.
13. *Should Be Prescription* - It should be a prescription drug.

Question: 62

Reactions to a prescription/non-prescription drug.

01. *Upset Stomach/Nausea* - Nausea. ! Drowsiness. ! Stomach upset. ! Nausea. ! Nausea, upset stomach. ! Stomach upset. ! Nausea. ! Upset stomach after taking it. ! Cela m'a empêcher de digérer. ! Avec de l'aspirine, j'ai déjà eu des brulements d'estomac insupportable. ! Antibiotique donnant des maux de coeur. Ils etaient trop fort. Pas habitué aux médicaments. ! Mal de coeur. ! Stomach pain. ! La nausée. ! Give me stomach. ! Vomissement. ! Nausée. ! Nausé et maux de tête. ! Une fois j'avais eu des maux d'estomac après avoir consommer un médicament. ! Stomach problems. ! Brûlement d'estomac. ! Nausea, upset stomach.
02. *Constipation/Diarrhoea* - Diarrhoea. ! Constipation. ! Low blood pressure, faintly from low potassium caused by constipation. ! Pepto Bismol me donne la constipation.
03. *Increased Heart Rate* - It increased my heart rate. ! Rapid heart beat. ! Irrégularité cardiaque. ! Increased heart rate. ! Very rapid heart beat.
04. *Rash* - Rash. ! Skin rash. ! Rash. ! Rash. ! Skin, rash. ! The anti-biotic I received didn't help since the rash got worse. ! Skin rash. ! I had an allergic reaction, nausea-rash. ! Urticaire. Periacetine. ! J'ai eu beaucoup de boutons autour du nez. ! Des irritations cutanées. ! Allergie marques rouge avec eruptions cutanées avec démangeaison. ! Allergie à la péniciline des rougeurs. ! Sometimes when using cold medecine we have skin rashes. ! Séché la peau. ! Une eruption cutanées suite à une opération. ! Broke out in a rash, on the face from medication.
05. *Dizziness/Headaches* - Dizziness. ! Headaches, dizziness. ! Headaches, nausea and diarrhea. ! Étourdissements. ! Maux de tête. ! Mal de tête. ! Etourdissement. ! Etourdissement. ! Donne un mal de tête. ! Maux de tête. ! Maux de tête. ! Grosse étourdissement. Je me sentais drogué comme les drogues dans les rues. ! Got dizzy and vomited. ! Allergic to most medication which gives me side effects like being dizzy. ! Mal à la tête. Juste un peu. ! J'ai eu des étourissements. ! Very weak, dizzy and had to stop medication and headaches. ! Dizziness and headaches.
06. *Fever* - Got high fever, didn't feel well. ! Fever. ! Augmentation de temperature étourdissement.
07. *Swelling* - Swelling of gums. ! Swelling of body, legs and kidneys.
08. *Drowsiness/Tired/Slept/Couldn't Sleep* - Seldane - Took after allergy. Very hyperactive, I couldn't sleep. ! Pills I took, I slept too long. ! C'est que je prends mon ballent. Je suis ralenti. ! J'ai eu seulement une mauvaise réaction. C'etait insomnolence. ! Endormait trop. ! Somnolence. À l'extreme, dissociation entre l'inconcience et la concience. ! Somnolence. Presque une mono. ! Drowsiness. ! Somnolence. Je sentais l'épuisement. ! Faiblesse corporelle. ! Somnolence. ! Des médicaments contre les allergies qui donnent de la somnolence.

09. *Difficulty Breathing* - Difficulty in breathing. Loss of breathing power, pains.
10. *Pains* - After taking birth control pills experienced short periods and chest pains. ! Back pains from oral contraceptives.
11. *Eye Trouble* - Permanent damage to the eye, lost vision. ! J'avais des papillations avec mes yeux.
12. *Anxiety/Nervousness* - Caused anxiety and nervousness. ! Instead of calming me down the medicine made me worse tempered.
13. *Depression* - Depression from pain killers. ! Serious depression.
14. *Mouth Infection* - Sulfa drugs, got welts in your mouth.
15. *Infection* - If I take penicillin I get a vaginal infection. ! It would be an infection inside me.
16. *Condition Worsened* - Throat got worse instead of better - seems to increase my symptoms.
17. *Bleeding* - Bleeding ulcer. ! Saignement de nez.
18. *Seizures* - Convulsions (seizure). ! I have had two seizures.
19. *Shaking* - I took ventolin and was a bit shaky for a week. ! Like being high with a lot of shaking.
96. *Other* - Mouth infections. ! Bad dreams for 2 or 3 nights in hospital. ! Couldn't sleep for a day. ! Forgetfulness of appointments etc. ! Depressed from pain killers. ! Sick all around. ! Eyes were closed together after using prescription for allergy. ! Gave me heartburn. ! Allergie. ! I had shortness of breath. ! Loss of sight.!