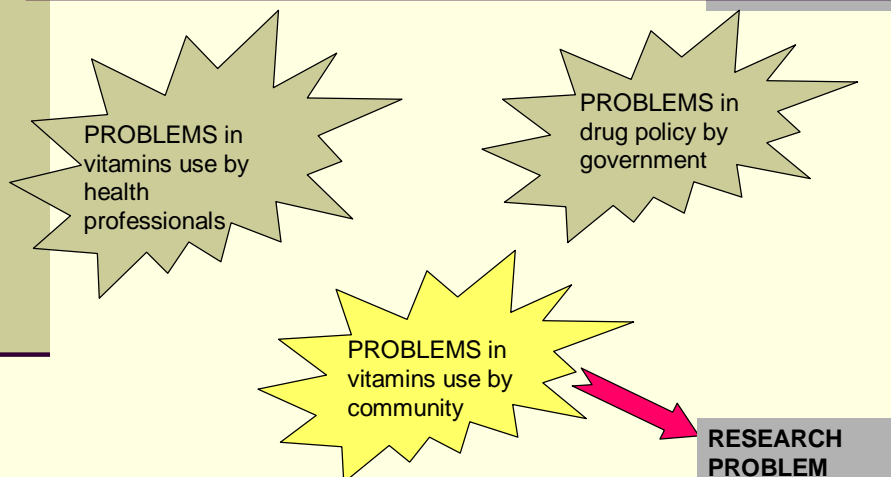


## PROBLEMS IDENTIFICATION IN VITAMIN USAGE IN THE COMMUNITY (A Preliminary Research)

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### Background (1): Vitamins use problems



Background (2):

## Vitamins usage in the community

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- Nowadays, there is an increase in vitamins usage in Indonesia.
- This fact lead to the increase of many problems related to the rationality of vitamins usage.
- In the next 2010, the vitamins consumption will reach up to US \$ 4,2 billions.

## Rationale

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- Tendency of vitamins usage in the community causes many problems
- Pharmacist as a health provider in the community should take an action to improve rational use of vitamins

## Research Problem:

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- How are the problems of vitamin usage by community?

## Aims

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- To identify the problems of vitamin usage in the community
- To provide baseline data for further research in designing the proper intervention in order to improve rational use of vitamin

## Theoretical Framework

- Role of pharmacist in self-care and self-medication issued by WHO
- Hubley's theory in developing an effective intervention
- Step in developing an effective intervention aimed at enhancing rational drug use by costumers (issued by WHO)

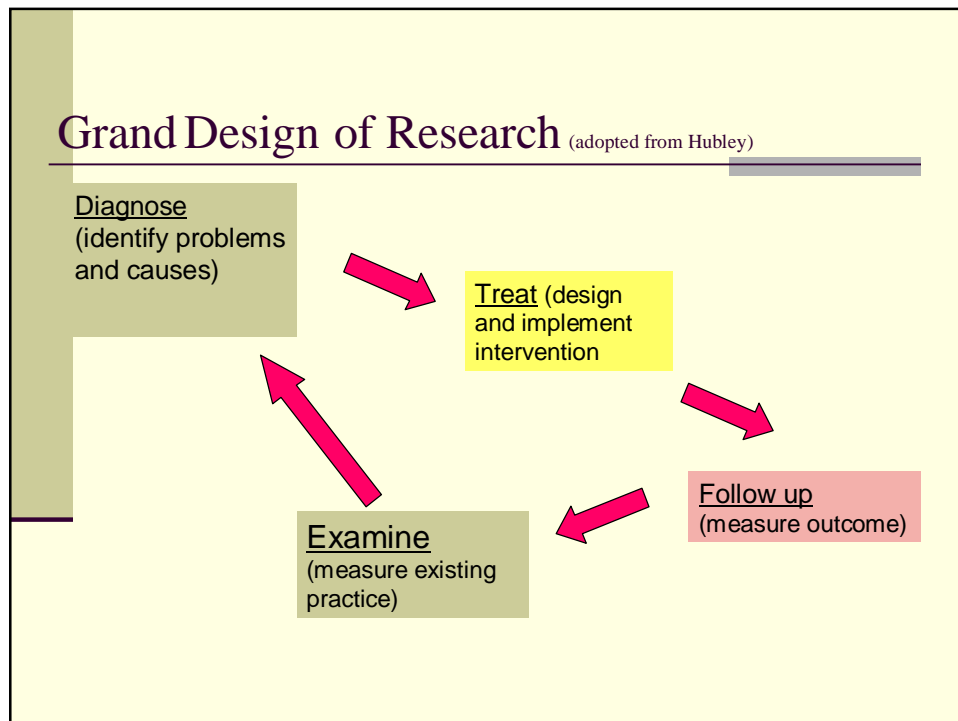
## Grand Design of Research (adopted from Hubley)

Diagnose  
(identify problems and causes)

Treat (design and implement intervention)

Follow up  
(measure outcome)

Examine  
(measure existing practice)



## Method

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- The inclusion criteria of respondent was mother (housewife) who live in Yogyakarta Province
- Respondents were taken by randomized cluster multi-stage sampling technique
- Qualitative data were collected by structured-interview.
- Those data were managed by descriptive technique which involved three main aspects: 1) respondents characteristics, 2) characteristics of vitamins usage behavior, 3) problems in using of vitamins.

## RESULTS

## Characteristics of Respondents

Characteristics	Group	Frequency	% (n=122)
Age	≤ 41	74	61
	> 41	48	39
Background Education	Low	35	29
	High	87	71
Family Income Level	Low	72	59
	High	50	41

## The Type of Vitamin

No	The Kind of Vitamin	frequency	Presentase (%)
1	Single Vitamin (A or C or E)	21	17
2	Multivitamin and mineral	101	83

## Where they bought the vitamin?

No	Place for buying vitamin	Frequency	Percentage (%)
1	Pharmacy	103	84
2	Modern Market	13	10
3	Traditional Public Market	2	2
4	Drug Store	2	2
5	Personal agent	2	2

## Source of Information Regarding The Vitamin

No	Source of Information	Percentage (%)
1	TV	39
2	printed mass media	3
3	relatives	21
4	Relatives and health professional	37

## Problems in using of vitamin

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- Vitamin is used in order to maintain their health so that they have to take it routinely,
- Tendency of using vitamin by "*pick me up*" paradigm
- as they know there is no adverse effect in using of vitamin,
- they believe that vitamins' advertisements in TV or other mass media are the best sources of information.

## Conclusions

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- Based on the results mentioned above, the suitable intervention should be run in order to improve the behavior of vitamin usage in the community.
- The selected intervention should consider to these problems.

Thank You

