



About CODEMISUSED

Codeine, the most commonly consumed opiate in the world, is an over-the-counter (OTC) painkiller, antitussive and anti-diarrhoeal. Although its effects are milder than heroin, the abuse potential for codeine is a major concern for medics, pharmacists and addiction treatment providers. People can become physically dependent on codeine in as little as three days, as metabolism of codeine varies from person to person, thus making estimation of safe dosages, and potential for addiction difficult.

The CODEMISUSED collaboration aims to estimate and gain further understanding into the extent of codeine use, misuse and dependence in Ireland, the UK and South Africa, in order to design protective mechanisms for pharmacies to be able to track, monitor, support and refer for treatment. Given the difficulties in estimating the extent of this 'respectable form of addiction', CODEMISUSED is intended to promote the rational use of codeine products amongst the public as well as those involved in prescribing and dispensing. Ultimately the project intends to design several

innovations to support and educate customers, and empower pharmacies as custodians of codeine medicines. These mechanisms could include pharmacy based brief interventions and continuing staff training.

This 48 month project is supported by an Expert Advisory Panel with representatives of the European Medicines Agency, European Monitoring Centre for Drugs and Drug Addiction, Pharmaceutical Society of South Africa and Royal Pharmaceutical Society UK.

The CODEMISUSED Project was selected for funding under the FP7 Marie Curie Industry Academia Partnership and Pathways strand and has been accepted onto the register of EC funded studies on the ENCePP register of the EMA.

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Over the Counter Codeine Use, Misuse and Dependence

For further information on Marie Curie Actions please visit <http://ec.europa.eu/research/mariecurieactions>





CODEMISUSED Scientific Objectives

Industry-Academia Partnership

CODEMISUSED Partnership Objectives

Our scientific objectives are to:

Identify and comparatively analyse the views of users, medical professionals, general practitioners and pain management experts, pharmacists and addiction treatment providers on codeine use, misuse and dependence and relate these views to the efficacy and impact of current regulation on sales and dispensing practices, displacement between prescribed, OTC and illicitly sourced codeine on the Internet, development of initiatives targeting prescribed, OTC and online brief point of sale interventions, unmet referral and addiction treatment needs and targeted health promotion and in store tactics in Ireland, the UK and South Africa.

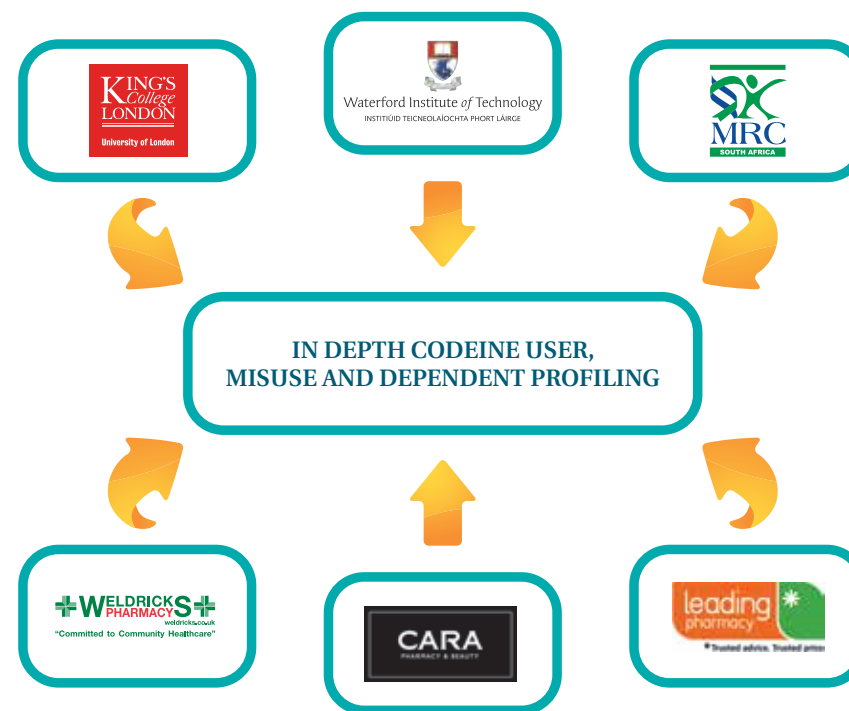
Conduct a systematic review and meta-analysis of international and national literature on prescribed, OTC and web sourced codeine use, misuse and dependence.

Develop a comparative profile of codeine product sales trends, and extent of prescribed, OTC and web sourced codeine use, misuse and dependence in Ireland, the UK and South Africa.

Identify and comparatively analyse the variant trajectories of non-dependant and dependent codeine use to be found amongst the public, referring to purchasing habits and patterns of use, misuse and dependency outcomes via prescribed, OTC and web-based retail sales in Ireland, the UK and South Africa.

Identify and comparatively analyse the public health impact of therapeutic and non-therapeutic codeine use, misuse and dependence via prescribed, OTC and web-based retail sales in Ireland, the UK and South Africa.

Create a model for use across the EU and South Africa in terms of customer tracking and monitoring systems, designed Internet and pharmacy based customer brief interventions, and continuing education material and session plans for medics, pharmacists, health promotion professionals and treatment providers on Rx'ed and OTC medicines of abuse. This model can be used for other identified medicines of abuse across the EU and South Africa.



Supported by an Expert Advisory Panel

Prof Michael Evans Brown, EMCDDA, Dr Kevin Blake, European Medicines Agency; Dr. Richard Cooper, United Kingdom; David Bayever, South Africa.

Our partnership objectives are to:

Develop a national, EU and international partnership facilitating research into codeine sales, purchasing habits and patterns of use, misuse and dependence, which will inform customer sales and tracking systems, national pharmacy dispensing practices and customer intervention, the medical profession, primary care referral pathways, codeine specific treatment protocols, public health informatics and drug education campaigns.

Develop a core inter country collaborative scientific platform for epidemiological information on codeine using a multidisciplinary group of academic and pharmacy experts with a proven track record of collaborative research.

Promote the outcomes of this collaboration through the dissemination of outputs and inter country templates for quantification of extent of prescribed, OTC and web sourced codeine products sales, and patterns of use, misuse and dependence.

Promote the outcomes of this collaboration through the dissemination of outputs and contributions to innovation in the form of CPD training for professionals, pharmacy based brief interventions and store design, along with

inter country templates for quantification of public health cost of codeine use, misuse and dependence in each country.

Promote the outcomes of this collaboration through the dissemination of outputs and inter country templates for the development of national policies regarding codeine product sale and dispensing practices, and the design of public health, pharmacy and web based campaigns targeting potential misuse and dependence.

Enhance and embed the interdisciplinary links, knowledge exchange and the academic-industry collaboration between **Waterford Institute of Technology, Ireland (WIT), King's College London, United Kingdom (KCL), South Africa Medical Research Council (MRC), Cara Pharmacy Group, Ireland, Weldricks Ltd, United Kingdom and the Leading Pharmacy Group South Africa.**

Establish a sustainable high quality research cluster capable of attracting funding for future ventures which are intended to include pharmaceutical companies manufacturing and designing codeine based products.