

## "Health Awareness in Consumer Protection: A Roadmap," at KKESH

The Health Education Department at King Khaled Eye Specialist Hospital (KKESH) organizes the 6<sup>th</sup> Annual Health Education Symposium in collaboration with the Saudi Food and Drug Authority (SFDA), entitled Health Awareness in Consumer Protection: A Roadmap. The two-day event will be held at KKESH on 7-8 April 2009, 11-12 Rabi Thani 1430H. This activity falls within the framework of the continuous education program adopted by the Hospital to promote academic and professional excellence among its staff.

Ms. Ragdah S. Rabah, KKESH Health Education Director and Chair, Scientific Committee, explained that the objectives of the Symposium are to enforce the concept of consumer rights in healthcare related issues and showcase national and international social initiatives in this arena. The Symposium also aims to boost the scientific and professional competencies of healthcare workers through exposing the latest developments in this field and highlighting the importance of health awareness in consumer protection.

The Symposium focuses on the following four topics:

1. Consumer Movement and Globalization: Define consumers in all sectors and review International Consumer Rights,
2. Consumer Education: Concept, fundamentals and methods for integration in healthcare issues,
3. Sector-Based Consumer Rights Education:
  - a. In Healthcare (patients)
  - b. In Media (Audiences of TV, Radio, Advertisements, Movies)
  - c. Nutrition and Safe Food (Food Industry: Fast food, Canned food, Restaurants, Storing, Packaging, Street Vendors)
  - d. Safe Medication (Prescription Drugs Control, Makeup, Folk Remedies, Monitoring)
4. Social Initiatives Nationally and Internationally for Consumer Protection and Role of International Organizations.

Ms. Rabah encouraged registration through the KKESH website: [www.kkesh.med.sa](http://www.kkesh.med.sa), noting that the meeting is accredited for 12 CMEs by the Saudi Commission for Health Specialties.