

# Activity Guide

## NATIONAL PHARMACY WEEK 2008-09

November 16-22

Ask Your Pharmacist: For Safe Use of  
Prescription Medicines



**THE INDIAN  
PHARMACEUTICAL  
ASSOCIATION**

## ACTIVITY GUIDE FOR LOCAL & STATE BRANCHES OF IPA

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## **Introductory Note :**

Dear Members of Local & State IPA Branches & National Pharmacy Week participants,

Every year the IPA celebrates the 'National Pharmacy Week' (NPW) all over India in the third week of November. While the main dates for the NPW this year are fixed from 16<sup>th</sup> to 22<sup>nd</sup> of November, since the past 4 years, the IPA has been recommending that the activities and celebrations based on the theme should continue the whole year round, with enthusiasm and zeal. This will help us give more time to our efforts, and also sustain it round the year !

The theme for this year is :

### **'Ask Your Pharmacist: For Safe Use Of Prescription Medicines'**

We hope that you will make the best of this opportunity, plan and conduct activities in propagating the message, and bring forward the potentials and benefits of a pharmacist in the healthcare system.

This year, through the theme, we should plan to cover 2 important areas:

- 1) Why people should not buy prescription medicines without a proper prescription – and various aspects related to this.
- 2) Some important information about prescription medicines, and the need to use them with utmost care/precautions by the public.

It is a well known fact in India today that prescription medicines are often available without a prescription. This not only creates a bad impression about pharmacies & pharmacists in the eyes of other health care professionals, public, but it is also not good for the health of the people of our country.

The words "Everything in India is OTC" is a commonly used phrase not only in our country, but also used in other countries when

referring to the Indian situation that even prescription medicines are available without a prescription. We need to realize that we cannot shy away from reality. We need to take up the task of correcting the wrongs in our system. The benefit of such a correction is to the profession of pharmacy in our country, and ultimately to the public !

This year brings us another opportunity to work on the activities that we may have missed out on last year, or not been able to give our best. Let our actions bring forth the importance of a prescription, the importance of using prescription medicines safely, and the role of pharmacies. And of course, also project and maintain the image of the pharmacist in the minds of the public, as a healthcare provider, expert in medicines, and a friendly neighbourhood professional.

Let us thus continue with the good work that pharmacy professionals are doing in making this year's NPW a big success too. IPA wishes to promote this theme nation-wide through its local and state branches. IPA requests IPA branches to join hands with chemists's associations, pharmacy colleges, and pharmacists and carry further the campaign in highlighting the role of a pharmacist.

Now that we have the IPA – SF, the strong force of students (which generally forms the backbone of our NPW activities), we can now even more vigorously channelize them, by working together with the state branches & representatives of IPA SF.

This Activity Guide will certainly help you to start preparing some promotional materials, and planning activities. The Activity Guide will help you in formatting your own plans towards creating awareness and promoting the medication expertise of pharmacists. You may do up the materials suggested in this Guide, at your own cost or get it sponsored. You may prepare some better material with your own ideas (please do not forget to send us a copy of your own creations). Please remember, that it is obligatory to give due credit to IPA in all your promotional materials.

For this year's NPW, we plan to widen our areas for activities and advocacy, because it is in our interests as pharmacists to collaborate/work together with all these agencies to promote the safe use of prescription medicines, and the professional role of the pharmacist :

- 1) Public (General Public, clients of pharmacies, & hospitals, school & college students, women/youth groups, etc.)

- 2) Community pharmacies, community pharmacists and Chemist Associations.
- 3) Health Care Professionals & their Associations: (Doctors, Nurses, Dentists, Veterinarians, IMA (Indian Medical Association) & other Associations, hospital pharmacies (private & Govt).
- 4) Govt authorities - Health & Family Welfare Dept, Drug Control Departments, Drug Inspectors, DGHS, etc
- 5) Media – Electronic & Print
- 6) Pharmacy, Medical, Dental & Nursing Students
- 7) Pharmacy, Medical, & Nursing Councils
- 8) Hospitals – Govt & Private
- 9) Consumer organizations/ groups, etc

We urge all local & state branches of IPA to contact & collaborate with the pharmacy colleges and Chemist Associations in their areas to carry out the various activities, and ensure that due credit/acknowledgement is given to IPA in all promotional material and activities/ programmes. IPA local/state branches are requested to refer to Guidelines that have been uploaded on the IPA website for carrying out NPW activities.

To assist us in monitoring the activities of NPW, we would request you to get in touch with :

- a) Mr. Raj Vaidya, Vice President & Chairman, IPA-CPD at [rajxvaidya@gmail.com](mailto:rajxvaidya@gmail.com), [ipacpd@gmail.com](mailto:ipacpd@gmail.com) or
- b) Mrs. Manjiri Gharat, Hon. Secretary, IPA-CPD at [symghar@yahoo.com](mailto:symghar@yahoo.com),

and keep them informed about:

- a) Who would be in-charge of NPW activities in your branch
- b) Activities planned by you for NPW
- c) Material/matter prepared by you for NPW
- d) Progress of activities

You may do this with the help of the various reporting formats we have attached as Annexures to this Activity Guide. These reporting formats will also be one of the criteria used for selection of the Best State Branch, Best Local Branch, and Best Pharmacy College Award ! For the purpose of Awards, the following dates/ deadlines are set for conducting the NPW activities:

- 1) **The Week:** For the sake of competition/awards, we have included both the Sundays of the week so that you can utilize the 2 Sundays to reach out to more people. Since some branches/ colleges may find it inconvenient to conduct the week from **16<sup>th</sup> to 23<sup>rd</sup>** November due to various reasons, it is permitted that the same may be held in any week (**Sunday to Sunday**) from 2<sup>nd</sup> November to 13<sup>th</sup> December 2008.
- 2) For convenience we have divided the NPW year into 3 terms/ periods (of 4 months each) for reporting activities and scoring points,
  - i. 1<sup>st</sup> term/ period - from November 1<sup>st</sup> to 28<sup>th</sup> February.
  - ii. 2<sup>nd</sup> term/ period – from March 1<sup>st</sup> to July 31<sup>st</sup>
  - iii. 3<sup>rd</sup> term/ period – from August 1<sup>st</sup> to November 30<sup>th</sup>

We have prepared ideas for various background materials to be used for effective promotion of NPW activities & programmes. Such material has been uploaded on the IPA Website, and we will continue to add more with passage of time.

This time, we have put in additional efforts to get some of this material translated into various languages used in our country. We request you to make the best use of this promotional material, and also request you to send us the sample promotional material that you prepare in your state – both for our records, as well as to disseminate any good ideas to other states.

If you have any queries regarding the NPW, we request you to call on the following:

1. T.B.Nair, Executive Secretary, IPA Head Quarters Tel: 022 – 2667 1072/0744
2. Raj Vaidya, Vice President & Chairman, IPA-CPD Tel: 0832-2223176/2432903, Mob : 09422062286
3. Manjiri Gharat, Hon. Secretary, IPA-CPD Tel: 09869128246

Here is wishing you a great celebration for the NPW 2008!!

S.D.Joag  
Hon. Gen. Secretary, IPA

## AIMS AND OBJECTIVES OF NPW 2008

	<b>Aims</b>	<b>Broad objectives</b>
A.	To create awareness amongst the <b>PUBLIC</b> about prescription, safe use of prescription medicines and role of a pharmacist. (PUBLIC = general public, clients of pharmacies and hospitals, school and college students, women's/ youth groups, etc.)	To create awareness about: a) Prescription medicines; their seriousness and the need to buy them only against a valid prescription. b) The importance of a prescription, and its various aspects. c) The role and responsibilities of a pharmacist in ensuring safe use of prescription medicines. d) The benefits that people can get out of their pharmacist for safe use of medicines.

B.	<p>To create awareness and do advocacy amongst:</p> <ul style="list-style-type: none"> <li>▪ Health care professionals and their associations – Doctors, Pharmacists, Nurses, Dentists, Veterinarians, and their various associated Associations, Chemist Associations, community pharmacies, hospital pharmacies (Government and private)</li> <li>▪ Government authorities – Health &amp; Family Welfare Department, Drug Control Departments, Drug Inspectors, Director General Health Services etc.</li> <li>▪ Media – Electronic and Print</li> <li>▪ Pharmacy, Dental, Medical, Veterinary, Nursing students</li> <li>▪ Pharmacy, Medical, Dental, Nursing &amp; Veterinary Councils</li> <li>▪ Hospitals – Government and private</li> <li>▪ Consumer Organizations/ groups</li> </ul>	<p>A. To create awareness and do advocacy about</p> <ol style="list-style-type: none"> <li>a) Creating mechanisms to convey/ generate awareness amongst the public about prescription medicines and their safe use, the need and importance of a prescription, and the need to buy prescription medicines only against a valid prescription.</li> <li>b) The need to have proper prescription guidelines/ formats for prescriptions in the country, and the need to regulate/ ensure that prescriptions are properly written, handled by health care professionals, in both private &amp; Govt settings.</li> </ol> <p>B. To emphasize to health care professionals, hospitals, Professional councils, and instill in the students about:</p> <ol style="list-style-type: none"> <li>a) Ideal prescription writing practices</li> <li>b) Implementation of laws and rules governing the sale of prescription medicines at each level and in ways pertaining to each one.</li> <li>c) The need to emphasize taking a prescription along to a pharmacy.</li> <li>d) The problems faced by health care professionals due to erratic prescription writing practices, wrong practices at a pharmacy pertaining to sale of prescription medicines,</li> </ol>
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		<p>misuse of prescription blanks etc.</p> <p>e) Need for creating awareness amongst public about importance of a prescription, and about the seriousness of a prescription &amp; using medicines safely.</p> <p>C. To urge the Government authorities to lay down concrete steps towards creating awareness about prescriptions, their proper use, safe use of prescription medicines and implementation of the rules governing the sale of prescription medicines.</p> <p>D. To seek assistance of the media and Consumer organizations/ groups to bring forth to the public the importance, seriousness of a prescription, need to buy prescription medicines only against a prescription, and the role of a Pharmacist in ensuring safe use of prescription medicines.</p> <p>➤ amongst public about importance of a prescription, and about the seriousness of a prescription &amp; using medicines safely.</p>
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## **National Pharmacy Week Theme & Logo:**

The LOGO for this year's NPW is being hosted separately on IPA website.

Use it to the maximum!

We request you to use the logo in the same format in all your promotional material. The logo has the theme in English. You can translate the theme in your local language and incorporate it in the logo for advocacy at the local level.

For convenience, we are making an attempt to translate the theme in different languages in the country, and post them on the website. If any of you are able to send us the translation, please do so.

The theme for this year's NPW is :

**'ASK YOUR PHARMACIST: FOR SAFE USE OF PRESCRIPTION MEDICINES'**

### ***Why this theme??***

This theme has been selected for this year's NPW and activities should be focused on promoting this theme. While doing so we have to focus on addressing 2 aspects:

- 1) Why people should not buy prescription medicines without a proper prescription – and various aspects related to this.
- 2) Important information about prescription medicines, and the need to use them with utmost care/precautions by the public.

While we concentrate on these aspects it is obvious that the indispensable role of a pharmacist needs to be highlighted.

This theme is selected by the Indian Pharmaceutical Association because the problem of lack of guidelines for prescription writing, awareness amongst the public about prescription medicines and the need to produce a valid prescription every time, and lack of implementation of laws governing the sale of prescription medicines has not been addressed for long.

Let us look at the realities and problems from a practical point of view:

- 1) It is a well known that in our country prescription medicines are very easily available even without producing a prescription. Though a very common and a well known fact this has not been openly addressed, neither by pharmacists nor by stakeholders.
- 2) People very often use the same prescription/ medicines prescribed to them once by a doctor, repeatedly without further advice. Refill information is an important prescription writing habit to avoid misuse of prescription medicines, but unfortunately is rarely implemented.
- 3) People avail the services of unqualified doctors and quacks who issue them prescriptions. Lack of guidelines for valid prescriptions and lack of mandatory information on prescriptions is an issue that needs to be addressed on a broader level.
- 4) Doctors very often do not have uniform/ correct prescribing techniques. They often do not use proper prescription formats. This makes it difficult for the pharmacy to handle the prescription, as it is difficult to know whether it has come from an authorized doctor or not !.
- 5) There is a lack of awareness among the general public about the seriousness of prescription medicines, importance of prescription and the need to take prescription medicines only against a prescription.
- 6) More often than not, people ask for prescription medicines to be dispensed without a prescription. This not only poses a risk to the patients but also compels the pharmacist to break the law every minute (due to fear of losing customers to the next-door pharmacy)!!

All these problems need to be addressed to ensure that:

- a. The public is aware about the importance of a prescription, the need to buy prescription medicines only against a prescription.
- b. The laws governing the sale of prescription medicines are followed.
- c. The well known fact and belief that 'everything in India is OTC' is changed by a more professional, legal, and ethical approach, with active collaboration of all stakeholders in the country.

***We urge all the state & local branches of IPA , to collaborate with community and hospital pharmacies, pharmacy colleges, chemist & pharmacy associations and pharmacists all over the***

***country to participate in the NPW and carry out activities in support of the theme to encourage ethical pharmacy practice, to ensure safe use of prescription medicines and to promote the image of pharmacy and pharmacist amongst the public and other stakeholders***

### **SUPPORTING MATERIALS FOR NPW :**

Various supporting material can be provided to propagate the theme and the message and information which we want to spread as part of NPW. These may be prepared & provided by the State & Local branches of IPA, or prepared in collaboration with pharmacy colleges in your areas, or other stakeholders.

Some ideas for the variety of material which can be prepared/used, is :

1. Posters
2. Stickers
3. Banners
4. Hoardings/Wall Paper
5. Email messages/SMS messages
6. PILs/pamphlets/brochures
7. Booklets
8. Articles for newspaper, magazines
9. Advocacy letters to various authorities/associations/consumer organizations/health groups/etc
10. Souvenirs/Gifts with messages printed on it
11. Greeting cards

We have prepared and uploaded on the IPA website, various ideas, formats and matter for the above material, which you may use to prepare your own material and conduct your activities. Please ensure that you send a sample copy of all the material that you prepare to IPA HQ.

AREAS TO COVER : Some of the broad topics which could be covered in preparing the materials are :

- A. Bringing Your Prescription/Importance
- i) Why you must bring your prescription
  - ii) Various types of Indian prescriptions (incorrect ways in which people ask for prescription medicines at the pharmacy counter)
  - iii) What is a "valid" prescription ? Refill information. Ideal prescription
  - iv) Correct handling of prescriptions !
  - v) What is a prescription only medicine?
  - vi) What is non-prescription medicine ? What is an OTC medicine ?
  - vii) Common excuses given by patients for not producing /bringing a prescription
  - viii) Quacks and their prescriptions and practices
- B. Care in use of prescription medicines
- i) Safe use of OTC medicines, possible risks associated with them
  - ii) Dangers of prescription medicines, possible risks associated with them
  - iii) Cases/ examples of wrong uses of prescription medicines by patient using them on their own, and even after being prescribed. Case studies to display wrong uses.
  - iv) Role of a Pharmacist/importance/ask your pharmacist & why!

## **SUGGESTIONS FOR ACTIVITIES**

Below, we have listed suggestions for a variety of activities that could be done by individual local/state branches of IPA, in collaboration with the various stakeholders & target groups,, during the NPW and round the year. You can immediately begin planning the activities you would want to do in your locality/city/state, and go about implementing them. Please remember that this year, you must continue the activities throughout the year (read ahead about awards for those who do the NPW really well!), so please plan accordingly. Please also do keep in mind to use the IPA logo & brand in all your promotional material. When doing activities after the 16 - 22<sup>nd</sup>

November, you may remove the November dates from the promotional material, while keeping intact the rest of the material. Keeping this in mind, we have not included the dates in any of our promotional materials.

## I. PUBLIC AWARENESS:

- **Pamphlets:** Distribution of pamphlets to the public with the help of pharmacy students, volunteers and pharmacies. This can be done at busy localities like public transport systems, in housing colonies/house to house, etc. The sample pamphlets are available on IPA website. Please try to give maximum coverage with this activity.
- **Banners and hoardings** can be prepared displaying 'National Pharmacy Week' along with the theme and logo. The banners and hoardings can be displayed in pharmacies, as well as specific locations and prominent places, e.g. Pharmacy College, Medical college, bus & railway stations, shopping malls/complexes, market places, etc. Such publicity banners will create awareness about the National Pharmacy Week and the pharmacist. Spaces at bus stops, and other important locations may be booked and used for displaying NPW messages.
- **Exhibition:** Hold an exhibition in various localities for the public, displaying through stalls, charts, posters on various aspects about the theme, about medicines, pharmacists and the pharmacy profession. Equipment & materials used for manufacturing of pharmaceuticals can also be displayed. A cell for counselling about medicines and the pharmacy profession can be made. We have enlisted detailed guidelines for holding an exhibition which are uploaded separately on the IPA website
- **Rally:** A rally involving pharmacists & pharmacy students can be held during the week, as we have been doing during the past few years. Placards with a message to the public can be used during the rally. Sample wordings which can be used on placards are uploaded by us on the IPA website. You can create your own innovative wordings too.

⇒ Media coverage

- Newspapers/magazines

a) **Articles/ Write ups in local newspapers/magazines** in publications of local, social clubs/ associations, about various aspects related to the theme of aims and objectives of NPW 2008. You may invite the media, or contact them individually, and provide them with information regarding the NPW, the theme, various aspects related to it, and get them to publish articles/ write-ups/ features about the pharmacy profession, and interviews of popular pharmacists in your locality. Activities conducted during the NPW may also be given due coverage.

- ◆ A few standard articles will be available on IPA website which you could use as guidelines to write your own articles. These articles can be translated in the local language for publishing in local newspapers. Please remember to use the brand and logo of IPA in each article, and send IPAHQ a copy of it.

b) The NPW is a good time to initiate '**Ask your Pharmacist**' column (which should consist of questions asked by the public, to be answered by the pharmacist) in local newspapers, to appear every week, throughout the year, and perhaps forever. You may initiate this column by speaking to editors of your local newspapers.

c) **Press conference** – You may hold a **Press Conference calling** the media to explain to them about the NPW, and talk about the theme, and the role of pharmacists and matters related to theme.

**This year, the celebrations for NPW are extended beyond just a week. Though the NPW is an ideal time to go about your promotional activities, this activity guide assists you in ROUND-THE-YEAR activities!!**

c) **Press release** - Short Press Releases/Announcements may be given to newspapers for publication free of cost. For a few sample press announcements please refer onto the IPA website.

d) **Advertisements in local newspapers** – These may be given, during the NPW, giving various messages about the NPW, and matters related to the theme. You may also include the achievements of pharmacists, pharmacy profession and the IPA, as well as messages received from various dignitaries in the state, on the occasion of the NPW. You may get these messages by writing to these dignitaries well in advance, asking them to

give their message for the NPW. The expenses for the advertisements will have to be borne by the local/state Association. Of course you can get these sponsored.

e) Television and Radio

i) Local cable is the most easily accessible, and cost effective. **Advertisements and running advertisement displays** can be shown on local T.V.

ii) **Local cable news** can cover the topic, or an event held during the NPW, or as a part of the NPW during the year.

iii) **Interviews** can be held and broadcasted by local cable reporters, or local channels.

**iv) "Call-in-hotline"** – a question-answer session can be held on local channels, wherein expert pharmacists can answer questions asked by public on telephone, and this can be filmed & broadcasted.

v) Radio/FM services can be used to explain the role of the pharmacist and certain health topics. **Radio announcements** can be made giving a message to the public about the pharmacist and National Pharmacy Week. A few sample announcements are uploaded on the IPA website.

vi) **Interviews, question – answer programmes** involving pharmacists can be transmitted through this medium.

vii) Spot advertisements, **health messages** etc. can also be transmitted.

viii) **"Call-in-hotline"** can be organized on A.I.R, FM or other local radio stations, wherein expert pharmacists can answer questions asked by public on telephone.

## II. OTHER HEALTH CARE PROFESSIONALS (**Physicians, Dentists, Veterinarians, Nurses**):

a. Distribute **pamphlets/booklets/posters/stickers** which contain various aspects of prescription writing, misuse of

prescriptions & prescription medicines by patients, and how other health care professionals can assist in reducing the problem. Encourage these health care professionals to discuss with their patients the seriousness about medicines and about prescriptions. Posters can be put up in clinics of doctors which educate the public about these various aspects. Collaborative efforts can help to curb the problem of sale of prescription medicines without a prescription and misuse of medicines.

- b. **Write-ups** in medical journals, magazines about above matters and highlighting the collaborative role of all health care professionals in ensuring safe use of prescription medicines. You may make efforts to include such articles in local journals/publications of doctors and nurses.
- c. Arrange **interactive meet** of pharmacists, along with doctors and nurses. Pharmacists can express the problems related to erratic prescription writing habits, lack of guidelines for prescription writing or lack of uniform prescription format, how these lead to misuse of prescription medicines. Also to discuss what collaborative measures can be taken to avoid misuse of prescription medicines. It could also involve group discussions, panel discussions, etc. The outcome of such meetings would also be to create awareness about pharmacists' role in society, and how other health care professionals can take benefit of the services of pharmacists. A possible outcome could be formation of an interface between the various professions, for ongoing programmes and collaborations.

### **III. GOVERNMENT/HEALTH AUTHORITIES:**

At the IPA centre, advocacy will be done to promote the NPW theme, and the various aspects towards awareness and promotion of the theme through various departments in the Government at the Central level.

The IPA state & local branches may take up similar advocacy work and activities with these authorities at the local/state level, in order to meet the objectives of the NPW theme.

Various pharmacy colleges & individuals can also contribute to this by sending your views, opinions, or thoughts that could be incorporated in the representations to various stakeholders. In addition, you can also make letters/ representations to various stakeholders within your state to emphasize the need to make amendments and implement laws/rules for safe use of prescription medicines.

Local health authorities should be regularly invited for various functions associated with the NPW - exhibition/programmes related to pharmacy, during pharmacy week and during the year.

IPA centre will advocate through letters/ emails/ representations/personal meeting to:

- ⇒ Indian Medical Association, Medical Council of India, Director General Health Services, Health Secretary, Ministry of Health & Family Welfare, Ministry of Chemicals, Ministry/ Department of Pharmaceuticals.
- ⇒ 'Grahak Jaago' – Department of Consumer Affairs, Department of Information
- ⇒ Department of Education (Schools/ Colleges)
- ⇒ Department of Rural Development
- ⇒ Pharmacy Council of India (PCI)
- ⇒ All India Organization of Chemists & Druggists (AIOCD)
- ⇒ Nursing Council, TNAI, Dental Council, Indian Dental Association, Veterinary Association, Veterinary Council
- ⇒ Central Government Health Services and other Central Government Hospitals and Dispensaries – Railway, Airport, Armed Forces, etc.
- ⇒ Drugs Controller General of India/ Central Drugs Standard Control Organisation, AIDCOC, Drugs Controllers Association/ Committee.

Issues for Advocacy :

- V. Seek assistance of all these agencies/stakeholders to:
1. Create awareness amongst public for need to purchase prescription medicines against a prescription – Messages, advertisement, directives, PILs, booklets, include in school curricula, etc.
  2. Clearly demarcate list of medicines which can be sold without a prescription, and which can be purchased without a prescription.
  3. Issue directives, awareness, messages, advertisements for proper prescription writing, prescription pads, handwriting, etc. amongst the various prescribers in the country.
  4. Prepare national guidelines for prescription writing, formats, etc., and about the seriousness in handling prescription medicines.

#### IV. FOR PHARMACISTS:

- Involve community pharmacists in **campaigns** to educate/impress fellow pharmacists about role of pharmacist in ensuring safe use of prescription medicines by public.
  - The pharmacist can also be encouraged to provide free information through **leaflets**, etc. about prescription medicines, safe use of medicines, prescription etc.
- ⇒ Within the individual pharmacies, the pharmacists should be encouraged to carry out the following –
- Make a list of prescription medicines that are known for misuse/ abuse and strictly dispense these only against a prescription. Explain to patients why these medicines are not given without a prescription. Pharmacies should be encouraged to inform patients about the need for a prescription and its importance, and need to handle prescription medicines carefully.
  - **Banners** can be put up displaying the theme, or any other useful message.
  - Distribute **handouts or pamphlets** for awareness about the National Pharmacy Week and matters related to it, to the public.
  - Make **stickers/labels** to be put on medicine parcels to create awareness or to reach out to the public through short messages. A few sample stickers are uploaded on the IPA website.

#### V. IPASF & PHARMACY STUDENTS :

The students of today are the pharmacists for tomorrow and they can be moulded at this stage itself, which can provide a platform for them to become professional and dedicated pharmacists. Now that IPASF has been formally launched, IPA is working along with it to carry out the various activities of the NPW. We urge all the state and local branches to get in touch with IPASF representatives and work together.

During the NPW,

- Students can be involved in specific **programmes** for creating awareness in community, even in making pamphlets, banners etc.
- Students can serve as **volunteers** for various programmes.
- The student council with the help of teachers can hold **talks/lectures** for students.
- Interactive **quizzes/programmes/competitions** can be conducted for students.
- **Career guidance** on avenues and scope of pharmacy practice can be given.
- A **career cell** can be created within the college.
- A **rally** of pharmacy students can be conducted during the week.

**Watch out for more information on the IPA Website from time to time.....**

**WISHING YOU HAPPY CELEBRATIONS FOR  
NPW 2008-09.**

**BEST OF LUCK FOR WINNING THE NPW  
AWARDS CONSTITUTED FROM THIS YEAR !**