

Activity Guide

NATIONAL PHARMACY WEEK 2009-10

November 15 onwards

NPW 2009-10



'MAKE PHARMACY YOUR CAREER'



THE INDIAN PHARMACEUTICAL ASSOCIATION

MISSION STATEMENT

"The Indian Pharmaceutical Association (IPA) is the national professional body of pharmacists engaged in various facets of the profession of pharmacy. The IPA is committed to promote the highest professional and ethical standards of pharmacy, focus the image of pharmacists as competent healthcare professionals, sensitize the community, government and others on vital professional issues and support pharmaceutical education and sciences in all aspects."

ACTIVITY GUIDE 2009-10 FOR PHARMACY COLLEGES

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INTRODUCTORY NOTE

Dear Participants,

Every year the IPA celebrates the 'National Pharmacy Week' (NPW) all over India in the third week of November. NPW this year will be from November 15th onwards. For the last few years, 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:

'MAKE PHARMACY YOUR CAREER'

The practice of pharmacy is a vital part of a complete health care system. The number of people requiring health care services has steadily increased, and this trend is likely to continue.

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.

The basis for choosing the theme this year has been the low admissions of students in pharmacy colleges across the country, and we can use this as an opportunity to make known to the public various aspects of pharmacy, its importance, various career options, and opportunities. We should aim to spread the message far and wide in society that there exist pharmacists and their importance!

It is a well known fact that in the last quarter century, pharmacy has expanded its role within the health care delivery system from a profession focusing on preparation and dispensing of medications to patients to one in which pharmacists provide a range of patient-oriented services to maximize the medicine's effectiveness.

Every year, the pharmacy colleges do a very commendable job in promoting the NPW in their region, and we hope that this year too, the colleges will do a good job.

Now that we have the IPA – SF, the strong force of students (which generally forms the backbone of our NPW activities), we can now 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 must target the following for our activities:

- 1) School & High School students from STD 9th to 12th.
- 2) Parents of these students
- 3) General Public

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, ipacpd@gmail.com or
- b) Mrs. Manjiri Gharat, Hon. Secretary, IPA-CPD at symghar@yahoo.com,

And keep them informed about:

- a) Who would be in-charge of NPW activities in your college
- 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 Annexure to this Activity Guide. 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 **15th to 22nd November** due to various reasons, it is permitted that the same may be held in any week (**Sunday to Sunday**) from 2nd November to 13th December 2009.

- 2) For convenience we have divided the NPW year into 3 terms/ periods (of 4 months each) for reporting activities and scoring points,
- i. 1st term/ period - from November 1st 2009 to 28th February 2010.
 - ii. 2nd term/ period – from March 1st 2010 to July 31st 2010
 - iii. 3rd term/ period – from August 1st 2010 to October 30th 2010

Various background materials to be used for effective promotion of NPW activities & programmes have been uploaded on the IPA Website, and we will continue to add more with passage of time.

This time, we are trying to 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 2009-10!!!

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

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AIMS AND OBJECTIVES OF NPW 2009-10

- To create awareness amongst the targeted segment (9th-12th std. students, their parents, general public) about pharmacy as a profession who may lack an understanding of the demands and rewards of a pharmacy career.
- To enhance the image of pharmacists as the medication experts and an integral part of the health care team, not just dispensers of medication (Overview of Pharmacist's Job-vital contributions by pharmacists to the health care system around the globe.)
- By raising awareness and interest early at the school/high school level, and among parents, it is hoped that students who otherwise may not have thought of a career in pharmacy will seek entry into this exciting profession.
- To provide career guidance (How to become a Pharmacist - Education and Training, job prospects, salaries)

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NATIONAL PHARMACY WEEK LOGO AND THEME

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.

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'MAKE PHARMACY YOUR CAREER'***Why this theme??***

The ideas put forward through the various activities can be used as a launching pad to educate /inform the targeted segment regarding the role of pharmacist as a healthcare professional. To inform them regarding the eligibility criteria to pursue pharmacy education. To provide a better understanding regarding the various job opportunities in various sectors (community and consultant pharmacy, Academics, pharmaceutical Industry, Hospital and in other institutional set ups).

This theme is selected by the Indian Pharmaceutical Association because

- We as Pharmacy professionals need to propagate a clear and a broader picture regarding the various aspects of our profession.
- Help the students to enter the Profession by choice and not mere chance.
- Eradicate certain misconceptions that prevail in the minds of Public about the pharmacy as a career option.
- Assert our existence and importance to other health professionals and in turn venture into collaborative programmes.

All these need to be addressed to ensure that:

We urge the Colleges to collaborate with various Schools, Higher secondaries, State branches and various sectors of the Pharma world all over the country to participate in the NPW and carry out activities in support of the theme to encourage.

SUPPORTING MATERIALS FOR NPW 2009-10:

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:

- Posters
- Stickers
- Banners
- Hoardings/Wall Paper
- Email messages/SMS messages
- PILs/pamphlets/brochures
- Booklet
- Articles for newspaper, magazines
- Advocacy letters to various authorities/associations/consumer organizations/health groups/etc
- Souvenirs/Gifts with messages printed on it
- 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.

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

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 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 in any of our promotional materials.

I.SCHOOL/COLLEGES: surveys can be conducted in various schools/colleges, to know the understanding they have regarding pharmacy profession and the feed back can be justified by having awareness sessions in their premises and incorporate the outcome of our NPW activities.

II.PUBLIC AWARENESS:

- **Booklets:** Small booklets can be distributed to the targeted segment providing very specific information keeping the theme topic in mind. Explaining professional commitments, professional prospects, professional courses, list of colleges within state/country, expenses, scholarships granted.
- **Pamphlets:** Distribution of pamphlets to the schools, higher secondaries, their parents, general public with the help of pharmacy students, volunteers and pharmacies. This can be done at various colleges, schools, 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. A pictorial presentation can be provided highlighting the various career options. The banners and hoardings can be displayed in pharmacies, as well as specific locations and prominent places, e.g. various schools /colleges, 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 schools, colleges, parents, general public, displaying through stalls, charts, posters on various aspects about the theme, about medicines, pharmacists and the pharmacy profession. A cell for Career guidance 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 2009-10. 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) **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.

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.

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.
- i) 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.
 - ii) **Interviews, question – answer programmes** involving pharmacists can be transmitted through this medium.
 - iii) Spot advertisements, **health messages** etc. can also be transmitted.

- iv) **"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.

III. FOR PHARMACISTS:

- Involve pharmacists in **campaigns** to educate the targeted segment regarding the importance of a pharmacist. This can also be done by providing free information through **leaflets**, etc. highlighting the theme topic.
- **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.

IV. 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 at School/higher secondary level.

- 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.....

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WISHING YOU HAPPY CELEBRATIONS FOR NPW 2009-10.

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