Activity Guide

53rd National Pharmacy Week

November 16th to 23rd 2014

Theme: “Responsible use of medicines: Role of the Pharmacist”
A SINCERE REQUEST

It is noted that every year, during NPW, many IPA Branches conduct programmes for pharmacists and students in pharmacy colleges.

The main purpose and focus/target of the NPW is the patient/public, and the authorities, so that we can highlight/project the image and role of the pharmacist and the pharmacy profession.

Therefore, we request you to focus your activities on this target audience.

Programmes for pharmacy students and pharmacists can be done well in advance of the NPW, so that they can be primed about NPW, and encouraged to carry the NPW message to the public during the NPW.
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Introductory note

Every year the IPA celebrates the ‘National Pharmacy Week’ (NPW) all over India in the third week of November. NPW this year will be celebrated from 16th November to 23rd November 2014.

The theme for this year is:

Theme: “Responsible use of medicines: Role of the Pharmacist”
The theme of the national Pharmacy week this year is "Responsible use of Medicines: Role of the Pharmacist", which is not only very educative but also highlights the importance of the pharmacist in the health care system. Medicines save life if used correctly, but incorrect use often leads to serious health hazards. For public it is near impossible to differentiate correct use from incorrect use. We Pharmacists must take on the task of educating the public about the responsible use of medicines during the occasion of National Pharmacy Week celebrations. We must focus on the theme and conduct activities that help us achieve this objective. Going forward we should, at the slightest opportunity that we get, ensure that patients use their medications correctly to achieve better outcomes. I wish you all a very successful and exciting national pharmacy week.

Dr. Rao V.S.V. Vadlamudi
President, Indian Pharmaceutical Association (IPA)
Aims and Objectives of NPW

• To create awareness amongst the public, other healthcare providers and the authorities, about the pharmacy profession and the role of the pharmacist in health care
• To create awareness amongst the public, other healthcare providers and the authorities, about the NPW theme in specific
• To encourage pharmacists and pharmacy students to participate in promoting good health among the public.
• To promote pharmacy practice services
Purpose of the theme

- Medicine safety is an issue of prime importance.
- There is a lot of ignorance amongst the public about the proper or safe use of medicines.
- A very large percentage of people are ignorant about various aspects of medicines – care to be taken while purchasing, how they affect us, their proper storage, how they need to be correctly taken, at what times and for how long, what precautions to take while on medication, what happens if we do not use them properly, about side effects, drug interactions, etc.
Background for the theme:

• According to the W.H.O., more than half of the patients do not take their medicines appropriately.

• Irrational use of medicines leads to so many ill consequences – improper treatment, under effects, side effects, and this ultimately leads to delayed recovery, continuance of agonies and discomforts, often increased expenses, hospitalizations, and even premature deaths.
Background for the theme:

• Medicines are like a double edged sword – of great benefit if used correctly, but can cause harm if used incorrectly. The overuse, underuse or misuse of medicines results in wastage of scarce resources and widespread health hazards.

• Therefore educating public to use medicines responsibly is an essential task and pharmacists have an important role to play in this task.
Aims and Objectives of this year’s NPW

- Educate the public and the authorities about the concept of ‘Responsible Use of Medicines’ and the role of the pharmacist.
- To improve the knowledge about medicine usage in the society
- Promote initiatives that put patients at the centre of treatment in order to maximize adherence to therapy.
Target audience – Public

- Public (General Public, clients of pharmacies, hospitals (patients and their care givers)
- Various Govt. authorities
- School & college students, teachers
- Women, youth groups, etc.
- Consumer organizations/ groups/Forums,
- Village Health Groups (Gaon Kalyan Samitis), etc.
- NGOs
- Media – Electronic & Print
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<th>Target audience - Government bodies and authorities</th>
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<tr>
<td>• Members of Parliament</td>
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<td>• Members of Legislative Assemblies and Parliament</td>
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<td>• Zilla Parishads, Panchayats, Tehsils, Secretaries, etc.</td>
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<td>• Health &amp; Family Welfare Dept.</td>
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<td>• Railway</td>
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<td>• Defence Services</td>
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<td>• ESIS, etc.</td>
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Other Health-care Professionals

• Health Care Professionals & their Associations: (Doctors, Nurses, Dentists)
• Owners/Managers of hospitals (private & Govt.)
• Medical, & Nursing Councils
• Owners/Managers of Community pharmacies, and Chemist Associations.
• Medical, nursing and dental students
We urge all the local/state IPA branches /pharmacy colleges/FDAs, pharmacists, chemist associations and all others to collaborate with each other and with various members of the pharma sector to participate in the NPW and carry out activities in support of the theme and promote the image of pharmacy and pharmacist amongst the public and the authorities.
Suggestions for Activities

- Distribute pamphlets on the theme to the target audience
- Articles and pamphlets in newspapers on the theme
- Give sessions in schools/colleges and for the general public on the theme
- Exhibition on ‘Responsible Use of Medicines’
- Show PPTs related to ‘Responsible Use of Medicines’
- Poster presentation on ‘Responsible Use of Medicines’ and the role of the pharmacist competitions in pharmacy colleges
Suggestions for Activities

• Give letters to authorities
• Advertisements in media, interviews, discussion on the theme
• Have debates/discussions with stakeholders on the theme
• Conduct talks and seminars for creating awareness about ‘Responsible Use of Medicines’ and the role of the pharmacist.
• Organize any competition – for students or teachers
  E.g. To design a WhatsApp poster, 3 minute digital video or PPT, etc.
We request all to focus on the NPW theme during the NPW celebrations and utilize it mainly for spreading awareness of the importance of ‘Responsible Use of Medicines’ among the public and the role of the pharmacist in helping the public to use medicines responsibly.

If you plan any other activities which are not relevant to the theme (e.g. Blood donation camps, competitions not related to the theme, etc.), we request you to limit it only for one day of the NPW week and rest of the days, kindly focus on the THEME!

Thank you.
Material for NPW

- Power Point presentation on ‘Responsible Use of Medicines’
- Handouts, pamphlets for newspaper, magazines
- CARUM posters (Campaign for Responsible Use of Medicines). Total 12 posters in different languages (Ready so far are in languages: English, Hindi, Kannada, Telugu, Tamil, Bengali, Punjabi)
- Based on above, make NPW poster/s, pamphlets/ banners if needed
NPW material: few examples

CARUM Posters: Total 12

53rd National Pharmacy Week 2014
Ideas for an Exhibition

• Display all 12 CARUM posters suitably and arrange trained students to explain the posters to the visitors.

• Arrange different dosage forms (types of tablets, inhalers, liquid orals, etc.) on a table

• Train the students to explain/demonstrate usage of each dosage form to the visitors

• Distribute NPW leaflet/pamphlets

• Arrange any other health related information display

• Give information to the public about nearby Drug Information Center/Drugs Control Department (may keep boards made for this information)

• Keep a Register to note any medicine related questions

• Keep a ‘Feedback Register’
Watch out for updates on information/material related to NPW on the IPA Website www.ipapharma.org from time to time.

WISHING YOU HAPPY CELEBRATIONS FOR NPW 2014
Send your activity reports to

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