

COMMUNITY OUTREACH



UNIVERSITY OF
CHARLESTON

SCHOOL OF PHARMACY

Small Program
Meaningful Influence
SIGNIFICANT IMPACT



Destination. PHARMACY.

www.ucwv.edu/Pharmacy

The University of Charleston School of Pharmacy (UCSOP) embodies the University's mission statement to educate each student for a life of productive work, enlightened living, and community involvement through our enthusiastic commitment to sharing our time and talents with our community. We proudly offer diverse educational outreach programs at low or no-cost to educational institutions, churches, community groups, or other venues where improved education and awareness on medication use, disease treatment or management, and/or other health related presentations are helpful and informative. Our goal is to share our expertise more broadly with the expressed desire to positively impact public health and health outcomes.

The following pages contain the UCSOP developed programmatic offerings. Included is the description, duration, and identified target audience to assist you in determining which program(s) meets your needs. If you don't see a topic in which you are interested, please feel free to contact us as we periodically create new presentation programs. Additionally, with sufficient advance notice, we are receptive and open to tailor designing programs that may not be listed in the brochure but helpful to your group.

**For more information, please contact:
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Antibiotic Resistance Education

Age: Middle School – Adult
Time: 30-60 minute session
(or education at a table/booth)
Location: Any

Unnecessary antibiotic use is a serious problem, because it leads to antibiotic resistance. Health experts around the world have expressed concern that if this problem continues, we will see more and more cases of infections that are resistant to any antibiotic. One of the biggest reasons for unnecessary antibiotic use is that people take them for viral infections, such as colds and the flu. Our students talk to people about the differences between bacterial and viral infections and how antibiotics do not treat the cold or flu. We can also educate people about questions they should ask their healthcare provider before taking antibiotics for an upper respiratory tract illness. Curricular materials from the CDC GetSmart Campaign will be used.

Applying to Pharmacy School

Age: High School – Undergraduate
Time: 40-60 minutes
Location: Classroom (on or off site)

Our expert admissions team can deliver a presentation on how to apply for pharmacy school—the session includes the do's and don'ts of professionalism, preparing for the interview, writing your personal statement, and more!

Art of Pharmacy

Age: Middle School – Adult
Time: 60 minutes (or less)
Location: Classroom (on or off site)

Our faculty and students can lead participants through making a "stained glass" portrait of an Apothecary (aka pharmacy). Little to no artistic ability is needed. Supplies can be provided.

COMMUNITY OUTREACH MENU OF OPTIONS

Asthma/COPD Education

Age: Elementary – Adult
Time: 10-15 segments
or 45-60 minute interactive lecture
Location: Any setting where people can talk to us individually for 5 minutes. For example, in a booth at an event or in a public place. Alternatively, this could be modified into a classroom-style talk for a school or after-school program.

Many people use inhalers for asthma or COPD, but not many people use them properly. Improper use can prevent the full dose of asthma/COPD medication from reaching the lungs, which can lead to sub-optimal treatment and/or unnecessary wastage of inhalers and increased expense for the patient. We can use placebo (non-medication containing) inhalers to educate people who use inhalers about how to use them properly. We can use the patient's own inhalers to give feedback and correction. We can also use video demonstrations of each different type of inhaler.

Blood Pressure Screenings & Education

Age: Middle School – Adult
Time: 5 minutes (per patient) in a health fair setting
or 45-60 minutes in a classroom setting
Location: Any setting where people can talk to us individually for 5 minutes, for example in a booth at an event or in a public place, or in a side room at a smaller gathering.

Our students (under faculty supervision) can provide free blood pressure readings, as well as follow-up advice about blood pressure goals and healthy lifestyle changes. We do not diagnose high blood pressure or any other conditions, but we can refer patients to clinics or hospitals if necessary. Our main purpose would be to raise awareness about the importance of maintaining a healthy blood pressure, as well as to educate people about steps they can take to lead a more healthy lifestyle.





Careers in Pharmacy

Age: Middle School – High School

Time: 45-60 minutes

Location: Classroom or Conference Room
(on or off site)

A short presentation given by a School of Pharmacy faculty member (and pharmacist) on the many careers in pharmacy.

Compounding Lab Experience (Making Slime, Lotion, and/or Lip Balm)

Age: Middle School – Undergraduate

Time: 45-60 minute lab

Location: Classroom or laboratory environment
(on or off site)

Participants learn to compound lotion, lip balm or other items to take home. Some items lend themselves for compounding in a laboratory environment. Other items, like slime (to simulate what mucus does to the respiratory system) can be done easily off site in an open classroom environment.

Diabetes/Prediabetes Screenings & Education

Age: High School (with parental consent) – Adult

Time: ~5 minutes (per patient)

Location: This activity lends itself to a wide variety of settings - from small group settings to large outdoor events. A table is required. Supplies and equipment are supplied by the school.

Free individual finger-stick blood sugar readings are offered. Follow-up counselling on blood sugar and healthy eating/lifestyle/changes are also available.

We do not diagnose diabetes or any other conditions, but we can refer patients to clinics or hospitals if necessary. Our main purpose is to raise awareness about diabetes and its short and long-term dangers, as well as to educate individuals about steps they can take to reduce their risk.

Drugs of Abuse Education/ Generation Rx

Age: Elementary – Adult

Time: 30-60 minute segments

(up to four different segments available)

Location: Classroom or after-school program

Drug abuse is a problem that is having devastating effects on the lives of people across the country, including in Charleston. Preventing drug abuse before it happens may be one of the most effective ways to combat the problem. Our students can talk to children and teens about the dangers of drug abuse. This could be a one-time event or an ongoing program. Our message can use "Sharing is good! But sometimes NOT" to explain that prescription medications are made prescription because a medical professional has to evaluate each individual to select the correct medicine and dose and length of treatment. Thus the kind person who says, "Your back is hurting? Try the medicine that my doctor gave me when my back hurt." Our students are trained to deliver the Generation Rx Curriculum developed by The Ohio State University School of Pharmacy, Cardinal Health and the American Pharmacists Association to a variety of populations.

Glaucoma Glasses

Age: Elementary – High School

Time: 30-45 minutes

Location: Classroom or conference room
(on or off site)

Using laboratory goggles, participants make "glaucoma glasses" to simulate what vision is like for patients with this condition. Our faculty and students can then follow up with the importance of medication to the eyes. This type of activity can also be helpful in talking with participants about disabilities because they get to experience sight impairment.

Harm Reduction/ Point of Care Testing

Age: Adults

Time: 5-15 minutes

Location: Kanawha County Health Department

Student pharmacists, under the supervision of pharmacists, provide point-of-care testing for hepatitis C and HIV within the Kanawha County Health Department in conjunction with Fruth Pharmacy. Student pharmacists have the opportunity to be involved in both the point-of-care testing as well as the education of patients within the Harm Reduction Clinic. Education includes providing information regarding recovery or treatment, safe practices, and methods of transmission of infectious diseases (hepatitis and HIV). This setting gives student pharmacists the opportunity to learn more about addiction, disease transmission, and provide a much needed service to the community.

History of Pharmacy

Age: High School – Undergraduate

Time: 60 minute interactive lecture

Location: Classroom or conference room
(on or off site)

This is a discussion on the history of pharmacy and medicine. We start with the Greeks and fast forward . . . it's a quick trip through history that is both eye opening and interesting! Historical artifacts are presented for participants to view. Each participant also receives a beverage since part of the discussion is how pharmacists discovered soft drinks!

Immunization Education

Age: Elementary – Adult

Time: 10 minutes or

a 30-60 minute classroom experience

Location: Any setting; we could have a booth at an event or we could make this a classroom-style talk.

Immunizations are crucial for keeping the public safe against infectious diseases. Unfortunately, a lot of misconceptions about immunization safety have spread through the media and word-of-mouth. We try to combat popular immunization myths and answer people's questions on this topic.

Public access to patients' own immunization record is now available through the WV DHHR web site. As this is a relatively new feature, we can demonstrate how to access this. The CDC has a computer algorithm which shows the catch-up schedules for individuals, and we can assist people in learning their own catch-up schedule and give them a print-out or a check list.

Medication Adherence/Generation Rx

Age: Elementary - Adult

Time: 60-90 minutes

Location: Any (on or off site)

Studies have found that the large majority of people who take medications on an everyday basis do not take their medications properly. For many people, this results in sub-optimal control of their medical conditions. For some people, failure to take their medications properly can even be dangerous or even life-threatening. Our students are well-versed in the importance of proper medication use and eager to raise awareness about this issue. In fact, UC has won national awards for its efforts toward tackling this problem through a program called Script Your Future.

(<http://www.scriptyourfuture.org/about/challenge/>) In addition, our students are trained to deliver Generation Rx Curriculum that focuses on medication safety.





Medicinal Plant Walk

Age: Elementary – Adult
Time: 60-90 minutes
Location: Kanawha State Forest or another wooded location (could also be done onsite in a classroom with samples of plants on hand)

A walk through the woods with an experienced faculty member who has expertise in medicinal plants found here in the Appalachian area.

Naloxone Training

Age: Elementary – Adult
Time: 30 minutes
Location: Classroom or conference room (on or off site)

West Virginia is number one in the nation for overdose deaths. Therefore, it is important to train community members, friends and family of those at risk, healthcare personnel, first responders, as well as those at risk of an overdose about the life-saving medication – naloxone. The training consists of how and when to use naloxone to reverse an opiate/opioid overdose as well as continued support and legal protections regarding the use of the medication. Administration technique, side effects, as well as storage conditions are also discussed in the training. Pharmacy faculty as well as student pharmacists (under the supervision of a pharmacist) are able to provide this training within the Kanawha County Health Department as well as other locations within the community. Trainings have been held throughout Kanawha County in local churches, conferences, community meetings, and healthcare facilities.

Obesity Awareness/Nutrition Education

Age: Elementary – Adult
Time: 30-60 minute session
Location: Any setting; we could have a booth at an event or we could make this a classroom-style talk.

Obesity and poor nutrition have serious health consequences. As healthcare providers, we feel responsible for doing what we can to help people lead healthier lives. Our students can talk to people about nutritional choices in a variety of settings, from booths at health fairs to classrooms. We can also supply healthy recipes and samples of healthy snacks.

Patient Consultations (Role-Plays)

Age: High School – Undergraduate
Time: 60-90 minute session
Location: Classroom (on or off site)

This is an immersive role-play experience led by faculty, pharmacists and pharmacy students that allows participants to experience a real-life counseling situation. Participants will learn to counsel not only about medication but also on the management of disease states such as cardiovascular disease, diabetes, and respiratory illness.

Pharmacy Lingo Bingo

Age: Middle School – High School
Time: 60-90 minutes
Location: Any (on or off site)

Our students deliver a short PowerPoint on common terms used in pharmacy. Participants then participate in a Pharmacy Lingo Bingo (a game created by our students). Prizes can be included such as: small UCSOP trinkets, candy, and even a free registration to our summer camp.

Prescription Mania

Age: Middle School – High School
Time: 30-60 minutes
Location: Any (on or off site)

Our students and faculty will help participants “decode” a prescription. Participants will learn about abbreviations and common pharmacy terms and will be able to read a prescription at the end of the session. Counting trays and candy can also be provided so that participants can read the

prescription pad and the simulate “filling” the prescription. This can be followed up with patient consultation activities (see Patient Consultation Role-Plays).

Simulation Lab Experience

Age: Middle School – Undergraduate
Time: 60 minutes
Location: Our simulation lab is located on site. In some cases, we can take our “traveling mannequin,” iStan on location with us to demonstrate disease states and appropriate medication use/medical response to those disease states.

Students will experience disease related simulated mannequin activities. The program is led by faculty experts and student pharmacists.

Smoking Cessation Education

Age: High School – Adult
Time: 15-45 minutes
Location: Any setting where people can talk to us individually for 5-15 minutes. Alternatively, this could be done in a classroom setting, but the focus would be more on awareness than on individual counseling.

We can educate individuals about the benefits of quitting smoking, and we can make them aware of all the tools and resources available to them to help them quit, including hotlines, cessation classes (through the WVDHHR), over-the-counter nicotine replacement options, and potentially prescription medications. We can also supply free samples of over-the-counter nicotine gum and nicotine lozenges to individuals who are interested in using them but want to try them out before investing in entire boxes.

Sterile IV Preparation

Age: Middle School – Adult
Time: 45-60 minutes
Location: Any classroom, conference room or laboratory setting (on or off site)

Faculty and staff can educate students and walk them through the process of preparing a “sterile” IV. Students get to “suit up” to simulate a sterile environment. All needles are removed for safety.

Yes! I would like more Information about UC School of Pharmacy outreach programs:

Today's Date: _____
Name _____
Organization/Affiliation _____
Address _____

Phone _____
Email _____

Please check the program(s) you are interested in:

- _____ Antibiotic Resistance Education
- _____ Applying to Pharmacy School
- _____ Art of Pharmacy
- _____ Asthma/COPD Education
- _____ Blood Pressure Screenings & Education
- _____ Careers in Pharmacy
- _____ Compounding Lab Experience (Making Slime, Lotion, and/or Lip Balm)
- _____ Diabetes/Pre-diabetes Screenings & Education
- _____ Drugs of Abuse Education/Generation Rx
- _____ Glaucoma Glasses
- _____ Harm Reduction/Point of Care Testing
- _____ History of Pharmacy
- _____ Immunization Education
- _____ Medication Adherence/Generation Rx
- _____ Medicinal Plant Walk
- _____ Naloxone Training
- _____ Obesity Awareness/Nutrition Education
- _____ Patient Consultations (Role-Plays)
- _____ Pharmacy Lingo Bingo
- _____ Prescription Mania
- _____ Simulation Lab Experience
- _____ Smoking Cessation Education
- _____ Sterile IV Preparation

Complete the form and mail to:
UC School of Pharmacy Community Outreach program
2300 MacCorkle Ave. SE
Charleston, WV 25304
Or, contact us at:
pharmacy@ucwv.edu | 304-357-4920.



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