

University of Tennessee Health Science Center

2020 Outstanding Chapter Project – APhA-ASP Women’s Health Campaign



Objectives

- ❑ Address patient confusion about what contraceptive options are available
- ❑ Address hesitancy and uncertainty surrounding the HPV vaccine
- ❑ Expand women’s health education and services to new patient populations
- ❑ Identify new community contacts and foster ongoing partnerships
- ❑ Grow student engagement in the Women’s Health Campaign initiatives

Community Outreach Partners

The following organizations provided student pharmacists with opportunities and venues for outreach:

- ❖ Benjamin Hooks Library
- ❖ Crosstown Concourse
- ❖ Madison Pharmacy
- ❖ Cordelia’s Market
- ❖ Southern College of Optometry
- ❖ Period
- ❖ Mid-South Pride & Memphis Pride Fest
- ❖ Susan G. Komen for the Cure Foundation
- ❖ University of Memphis Sororities



Innovative Event Spotlight: Spilling the Tea on HPV

Six events with six different patient audiences were part of Spilling the Tea on HPV Campaign for the 2019-2020 year.

These events focused on overcoming HPV vaccine hesitancy, providing information about the preventable disease, and targeted parents of children up to age 16, teenagers, and college-aged women.

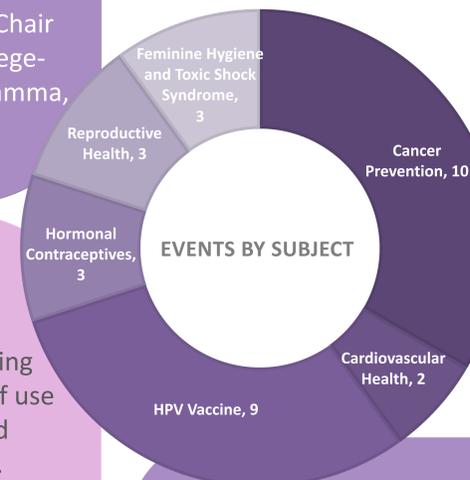
Events in this campaign took two formats:

- ❖ Information table, equipped with candy bags to engage passersby. Attached were dual sided vaccine schedule cards, one side for ages 9-14 (two shot series) and one side for ages 15+ (three shot series)
- ❖ PowerPoint presentation, created by committee Vice Chair Emma Irby, delivered lecture-style to large groups of college-aged women in meetings with Kappa Delta, Delta Gamma, and Alpha Gamma Delta sororities at the University of Memphis



Impact

- ✓ A concise, patient centered education board for comparing contraceptive effectiveness, safety, side effects, and ease of use was created by the Women’s Health Committee. This trifold was used at information booth events throughout the year.
- ✓ Spilling the Tea on HPV Campaign served populations our chapter had not regularly been able to address in years past. Through this initiative, student pharmacists started conversations about the importance of the HPV vaccine with parents of children ages 9-16 and young women ages 16 and up.
- ✓ Five new community contacts were established by the Women’s Health Committee, and numerous other community partner relationships were fostered.
- ✓ Student membership of the Women’s Health Campaign went from five students the previous year to fifty students, representing a ten-fold increase. Additionally, participation in “I wear pink for” Day and bake sale benefitting Susan G. Komen for the Cure Foundation brought chapter members together by showing how women’s health affects us all.



Top Patient Care Events	Total Patient Impacts	Student Hours Planning & Volunteering
Benjamin Hooks Library Health Fair and Poster	100,000+	21
National Period Day	50	29
Memphis Pride Fest	80	28
Whitehaven Elementary STEM Expo	200+	20
Spilling the Tea on HPV	356	62
Women and Heart Health Presentation	25	9

Member Engagement Events and Fundraisers	Student Participants	Student Hours Planning & Volunteering
Breast Cancer Awareness Bake Sale	45	8
Wear Pink Day	53	n/a
Fashion and Flows Clothing and Feminine Hygiene Product Drive	6	15

Conclusion

Using the national initiative framework to build upon the already existent traditions of the local initiative from years past, this chapter of APhA-ASP Women’s Health Campaign was able to achieve a 350% increase in HPV education and outreach with nine total events in this area. This was largely due to the genesis and success of the Spilling the Tea on HPV Campaign. Additionally, events put on by this chapter addressed patient need to compare contraception options in an easy to read and understand format. Student pharmacists educated community members across the state of Tennessee, while gaining experience discussing difficult topics like vaccine hesitancy, cancer risk, and safe sex. In building lasting community partnerships and keeping student members motivated and engaged, this chapter has enjoyed a rewarding year of service.

