

The University of Houston College of Pharmacy

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

Objectives

1. Promote the profession of pharmacy and the role of pharmacists as advocates of women's health
2. Provide education on contraceptive options, reproductive health, women's cardiovascular health, hormonal changes in a women's life, gynecological cancers, breast cancer, and other important topics pertaining to women's health
3. Increase student pharmacist awareness and knowledge about women's health topics as seen in clinical practice

Methods

- Expanded the Women's Health Campaign into new areas of women's health
- Translated in-person events to virtual experiences
- Augmented student pharmacist education with topic-specific seminars
- Formed new partnerships with other national organizations
- Strengthened social media presence to reach more community members

Collaborations

- United Against Human Trafficking
- The Rose Foundation
- Kappa Epsilon
- Randall's
- APhA-ASP Operation Heart
- APhA-ASP Operation Self-care
- APhA-ASP Operation Immunization
- Student College of Clinical Pharmacy (SCCP)
- Student National Pharmaceutical Association (SNPhA)
- University of Houston Health Center
- International Pharmaceutical Students Federation (IPSF)



Results

Event	Patients Impacted
Men's Health Month Poster	911
Kid's Hygiene Game	68
Gynecological Cancer Awareness Month Post	915
Gynecological Cancer Seminar	18
Bone Marrow Density Screenings	158
Breast Cancer Awareness	1113
The Rose Pink Lemonade Stand Fundraiser	30
Silk Rose Jubilee	27
Human Trafficking & Healthcare Professionals Awareness	41
Birth Defect Prevention Awareness	916
Women's Heart Health Game	324
Women's Heart Health Infographic	916
Women's Health Seminar	12
Women's Reproductive Seminar	35
Women's Hygiene Drive	*
University of Houston Health Center Awareness Event	*

(*) Events were canceled due to COVID-19



Conclusions

During our first year as a stand-alone operation, the Women's Health Campaign was able to continue collaborations within APhA-ASP, while also establishing new partnerships with national and community-based organizations. Thousands of community members were impacted through various women's health events and social media outlets, such as interactive games, seminars, and educational infographics. Student pharmacists were also able to enhance their knowledge and confidence with providing education and resources to women and their families. We are excited to see the impact that the APhA-ASP Women's Health Campaign has on women in the community as our Campaign continues to grow.

