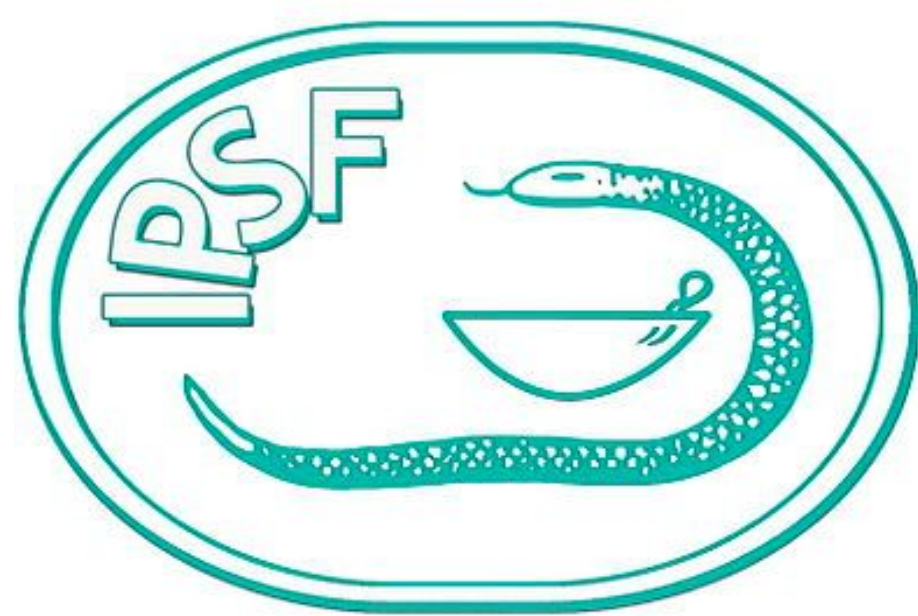


# APhA-ASP/ IPSF Campaigns and Projects Guide



**American Pharmacists Association  
Academy of Student Pharmacists**

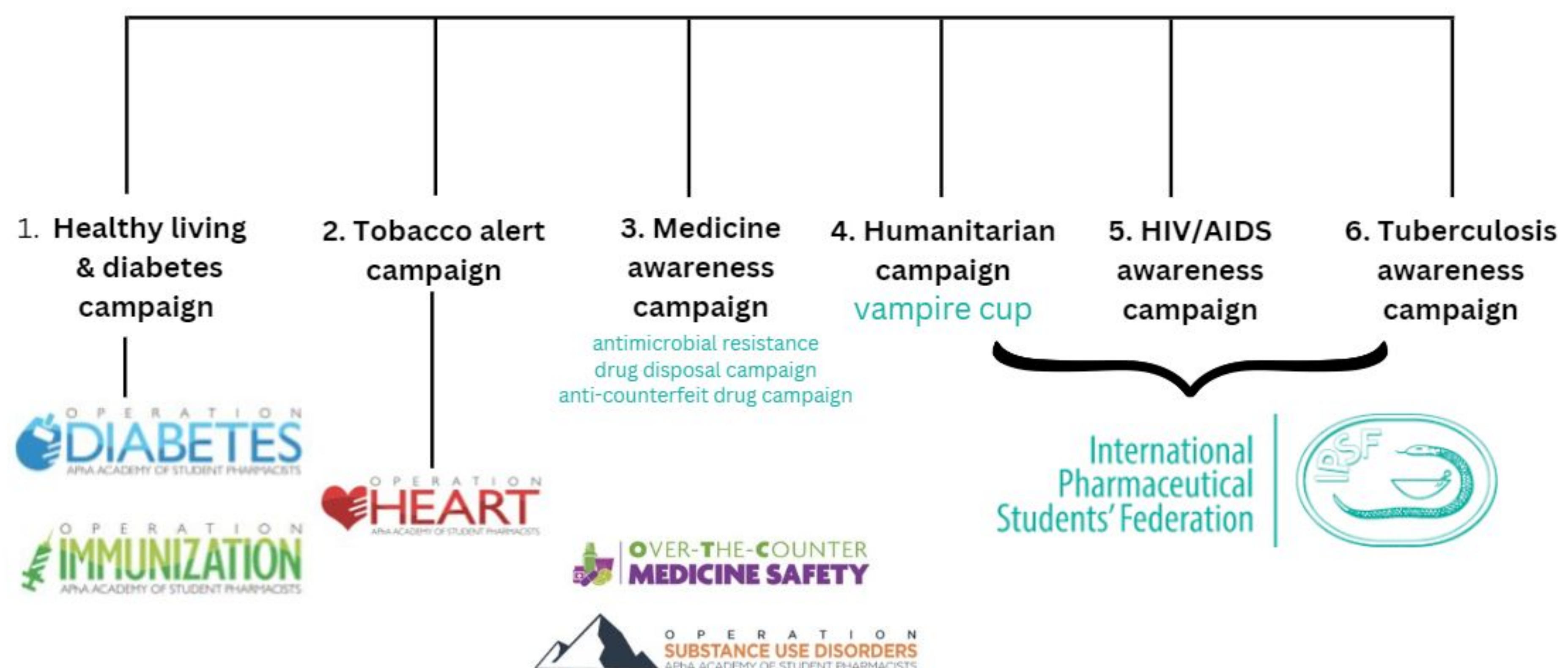
**International Pharmaceutical  
Students' Federation**

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# IPSF Campaigns & Projects



There are six main health campaigns (listed above) within IPSF and all APhA-ASP patient care activities are IPSF events. This means that even if you do not have an International Vice President (IVP) at your school, your chapter can still report on IPSF! IVPs may collaborate with existing patient care projects and enhance them by providing a public health angle, essentially the idea of health for all. Working with the underserved, helping address access to affordable healthcare, educating on public health issues, or even performing wellness/screening in these categories all applies. IVPs can also choose to focus on the humanitarian, HIV/AIDS, and tuberculosis campaign. Of note, the live Vampire Cup runs from a date decided by the IPSF executive committee from October to July. We challenge each chapter to help donate blood!

In addition to the health campaigns, there is also a professionalism section. This can include events that focus on developing student pharmacists such as compounding events, clinical skills events, and patient counselling events. Another campaign within the professionalism section is the Pharmacy Profession Awareness Campaign (PPAC), which aims to increase public awareness of pharmacists.

“Think globally, act locally.” IPSF events do not have to be international. Other IPSF public health campaigns can be found by visiting the [IPSF](#) website and the [World Health Organization](#) official health days. Collaboration between International Vice Presidents and the other patient care initiatives is strongly encouraged.



# IPSF Campaigns & Projects

| Public Health Campaigns |                                | An IPSF Event? | Examples of Events  |
|-------------------------|--------------------------------|----------------|---|
| 1                       | APhA-ASP Patient Care Projects | ✓              | <ul style="list-style-type: none"> <li>• Diabetes awareness social media campaign</li> <li>• Immunization drive</li> <li>• Partnering to host and event with any patient care committee</li> </ul>                                    |
| 2                       | IPSF Public Health Campaigns   | ✓              | <ul style="list-style-type: none"> <li>• Vampire Cup blood drive</li> <li>• HIV prevention information session</li> <li>• Tuberculosis awareness posters</li> </ul>   |
| 3                       | Official UN/WHO Days           | ✓              | <ul style="list-style-type: none"> <li>• Human rights day</li> <li>• World malaria day</li> <li>• World no tobacco day</li> </ul>   |
| 4                       | Cultural Theme Nights          | ✗              | <ul style="list-style-type: none"> <li>• If hosting a cultural night, try to focus on the IPSF/ APhA-ASP health campaigns or professionalism activities.</li> </ul>   |
| 5                       | Professional Development       | ✓              | <ul style="list-style-type: none"> <li>• Compounding events</li> <li>• Clinical skills competitions</li> <li>• Patient counselling competitions</li> </ul>  |
| 6                       | Mission Trips                  | ✗              | <ul style="list-style-type: none"> <li>• If hosting a medical mission trip, try to incorporate the 6 IPSF health campaigns and APhA-ASP patient care campaigns</li> </ul>   |
| 7                       | Student Exchange Programs      | ✓              | <ul style="list-style-type: none"> <li>• Host an international pharmacy student through the Student Exchange Program (SEP)</li> <li>• Travel as an exchange student through SEP</li> <li>• Host a virtual exchange program</li> </ul> |

This chart lists what would be and what would not be an IPSF event.

While there is no official consensus interpretation of what is an official IPSF event due to the vast variation/relevance of issues worldwide, the most pertinent IPSF events that chapters are encouraged to focus on include the 6 public health campaigns, student exchange program, professional development, etc. We won't discourage chapters from having medical mission trips or cultural theme nights, but we encourage you all to try to tie/theme it to one of the public health campaigns. Remember that it is called international because it is an organization representing many different countries organizations, not because the work needs to be international.

# Health Awareness Section

This section includes the following campaigns:

1. HIV/AIDS Awareness Campaign
2. Tobacco Alert Campaign
3. Tuberculosis Awareness Campaign
4. Healthy Living & Diabetes Campaign

## HIV/AIDS Awareness Campaign

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### Background

In 1987, the World Health Organization (WHO) dedicated December 1<sup>st</sup> to raising awareness of the AIDS pandemic. As a partner of WHO, IPSF organizations across the globe organize each year the HIV/AIDS campaign aimed at spreading awareness about HIV, its transmission, as well as methods of prevention.

Spreading awareness and education about HIV/AIDS is very important. There are over 35 million people worldwide living with HIV in 2012. More than 2 million people in 2012 were infected with HIV all over the world. Over 1 million people die each year from AIDS globally. Although HIV/AIDS awareness can be done throughout the year, a project done on or around December 1<sup>st</sup> would be very impactful since other countries tend to do an event on this day as well.

### Project ideas

- Pass out red ribbons/create photo of human red ribbon
- Raise money for a local AIDS fund or charity
- Partner with free clinics, organizations, or pharmacies that screen for HIV
- Create a social media campaign on HIV/AIDS or access to PrEP
- Volunteer at a hospice care for the terminally ill with AIDS or other sites

### Person responsible

International Vice President AND/OR  
A designated IPSF committee

### Timeline

Recommended for the month of December on its designated official WHO date, but could realistically run throughout the year at anytime.

December 1<sup>st</sup>: World AIDS Day



# Health Awareness Section

## Tobacco Alert Campaign

### Background

Along with its partner, the WHO, IPSF celebrates World No Tobacco Day on May 31<sup>st</sup>. On this day, IPSF members educate their society about the consequences of consuming tobacco and its derivatives. The goal of the Tobacco Alert campaign is to make young individuals aware of the dangers of tobacco and involve them in the fight against it in order to decrease the use of tobacco.

According to the Centers of Disease Control (2020) about 30.8 million people in the U.S. smoke cigarettes, 1,600 youth try their first cigarette each day, and cigarette smoking remains the leading cause of preventable disease, disability, and death in the United States. These facts show that student pharmacists can really impact the public through tobacco cessation initiatives!

### Project ideas

One way to get tobacco cessation efforts started at your chapter would be to have your chapter's IPSF Vice President work with your Operation Heart chair. Smoking can cause a reduction in blood flow to the heart through narrowing of blood vessels in the body. This can lead to many heart related diseases like coronary heart disease, strokes, peripheral vascular disease and more. Also, people who do not smoke are also at a high risk (25-30%) for developing heart disease if exposed to secondhand smoke. Operation Heart focuses on the heart and promoting the healthiness of patients and student pharmacists can collaborate together to create a combined event about promoting a heart-healthy lifestyle, which includes helping patients to end their dependence on tobacco products.

- Counsel/promote/educate on smoking cessation at local health fairs
- Create presentations/posters to speak at elementary schools
- Lead a smoking cessation certification program at your college of pharmacy
- Refer individuals interested in cessation to the national free quit now hotline

### Person responsible

International Vice President AND/OR  
Operation Heart AND/OR  
A designated IPSF committee

### Timeline

Recommended towards the month of May on its designated official WHO date, but could realistically run throughout the year at anytime.

May 31<sup>st</sup>: World No Tobacco Day

# Health Awareness Section

## Tuberculosis Awareness Campaign

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### Background

In 1996, the WHO joined hands with the International Union Against Tuberculosis and Lung Disease (IUATLD), and today, the Stop TB partnership has been formed as a network of organizations and countries fighting against TB. The goal of this partnership is to eradicate TB by 2050. IPSF has been a strong advocate of organizing this campaign to promote awareness about tuberculosis. On March 24<sup>th</sup>, the official World TB Day, IPSF organizations plan tuberculosis awareness campaigns in their home countries, where they share their knowledge as pharmacists and educate the public on the danger of tuberculosis.

### Project ideas

- Create a social media campaign to raise awareness
- Raise money to donate towards Tuberculosis-related organizations and initiatives
- Display photos/posters on-campus or at health fairs
- Collaborate with relevant local organizations, community centers, or clinics if available
- Educate student pharmacists or other allied health professional students on treatment guidelines, risk factors, reducing risk, etc.

### Person responsible

International Vice President AND/OR  
A designated IPSF committee

### Timeline

Recommended towards the month of March on its designated official WHO date, but could realistically run throughout the year at anytime.

March 24<sup>th</sup>: World TB Day



# Health Awareness Section

## Healthy Living & Diabetes Campaign

### Background

The Diabetes and Healthy Living Campaign launched in August 2005 aims to raise awareness of a healthy lifestyle in the prevention and care of diabetes and to encourage proactive rather than reactive health promotion. To celebrate World Diabetes Day on November 14<sup>th</sup>, IPSF motivates its organizations to collaborate with interdisciplinary organizations from different medical disciplines in order to plan the campaign. During the campaign, IPSF members put their knowledge into practice in order to inform people about diabetes, the risk factors that can accelerate progression of the disease, and steps that should be undertaken to limit the progression of disease. As part of this campaign, IPSF participates in Healthy Living activities on World Health Day each April 7<sup>th</sup>. The World Health Day was first developed during the first World Health Assembly of the WHO on April 7<sup>th</sup>, 1948. In 1950, the Assembly declared this date as World Health Day to mark the World Health Organization's founding and garner worldwide attention to this particular subject concerning global health.

Healthy living refers to providing patients with diet and exercise strategies to improve quality of life. According to the American Diabetes Association, in 2019, 37.3 million people (including children) have diabetes in the United States, and 1.4 million Americans are newly diagnosed every year. These facts show that student pharmacists like you can really impact the public through diabetes prevention and healthy living tips!

### Project ideas

- Educate the public through glucose screenings, immunizations, measuring BMI, counseling on nutrition through healthy plate portions or cooking demonstrations
- Hold an exercise class such as yoga or a running group to get people moving
- Create food sampling events or work through healthy recipes catered toward specific ethnic groups
- Encourage sports/physical activity and good nutrition amongst elementary school students
- Target parent-teacher-organization groups at schools to talk about the importance of childhood vaccinations

### Person responsible

Operation Diabetes, Operation Immunization, Operation Heart, IVP, and/or a designated IPSF committee

### Timeline

Recommended throughout the months of November - April on the designated official WHO date, but could realistically run throughout the year at anytime.

September 29<sup>th</sup>: World Heart Day

November 14<sup>th</sup>: World Diabetes Day

April 7<sup>th</sup>: World Health Day

The last week of April: World Immunization Week



# Medicine Awareness Section

This section includes the following campaigns:

1. Antimicrobial Resistance
2. Anti-Counterfeit Awareness Campaign
3. Drug Disposal Campaign

## Antimicrobial Resistance

### Background

The Medicine Awareness Campaign's goal is to improve awareness among healthcare student and others about medicines in different aspects. In this portfolio, you can find subjects as antimicrobial resistance (AMR), rational use of medicines, drug abuse, drug disposal, and any other issues related to medicines. A related campaign is the "Drug disposal campaign" in which IPSF focuses on the effect of unstandardized ways of medicine disposal on the environment. Raising awareness among healthcare systems, advocacy campaigns, and events for drug disposal in community pharmacies is recommended.

This campaign aims to inform about the indications, proper use, and storage of antimicrobial medications. The target audience should dictate the type of presentation you share with others. You may want to work with your Generation Rx committee and OTC Medicine Safety committee at your school to see what materials need to be made. Informational pamphlets can be made for patients or powerpoint presentations can be made as well if you want to target students.

### Project ideas

- Partner with Generation Rx on providing public health information at a drug take back event
- Partner with OTC Literacy to provide public health information at a local pharmacy
- Partner with Student Society of Health-system Pharmacy (SSHP) on antibiotic awareness
- Host a tabling event in the community to educate on antibiotic resistance

### Person responsible

Generation Rx, OTC Medicine Safety, International Vice President AND/OR a designated IPSF committee

### Timeline

Anytime through the year but could be aligned with official days related the event.

November 13-19<sup>th</sup>: World Antibiotics Awareness Week

May 5<sup>th</sup>: Drug Disposal Event

# Medicine Awareness Section

## Anti-Counterfeit Drug Campaign

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### Background

According to a WHO announcement, the existence of substandard, spurious, falsely labeled, falsified and counterfeit (SSFFC) medical products is an unacceptable risk to public health. The Anti-Counterfeit Drug Campaign (ACDC) works towards helping healthcare students create advocacy campaigns in their countries to help combat the problems of counterfeit and substandard medications. IPSF in collaboration with other stakeholders and organizations tends to act against the unlimited growing of fake medicines by raising awareness and advocacy actions.

As the issue of anti-counterfeit drugs is not locally prominent within the United States, student chapters that decide to engage with this topic should find relevance in investigating how/why this is a global health issue and what it might mean for our local communities. Students should engage the public with becoming aware about this issue and what actionable steps we can take to help.

### Project ideas

- Provide information to students regarding this global problem and how it relates to disease states such as HIV/AIDS or cancer treatments
- Raise awareness or advocacy action towards preventing this issue

### Person responsible

Generation Rx AND/OR  
International Vice President AND/OR  
A designated IPSF committee

### Timeline

Anytime throughout the year.



# Medicine Awareness Section

## Drug Disposal Campaign

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### Background

This campaign aims to inform about drug abuse and addictions, drug side effects and adverse reactions, drug interaction (drug-drug, drug-food) and polypharmacy, provide free, accurate data about drugs, medication adherence, and increase drug awareness among special populations. The target audience should dictate the type of presentation you share with others. You may want to work with your Generation Rx committee and OTC Medicine Safety committee at your school to see what materials need to be made. Informational pamphlets can be made for patients or powerpoint presentations can be made as well if you want to target students. You may want to look into giving out medication adherence cards at health fairs and informing patients about future National Drug Take Back Days. These cards are often available in different languages if you want to target a non-english speaking group.

### Project ideas

- Create presentations, handouts, or social media campaigns to alert the community about upcoming drug take back events and dates
- Partner with local schools to host events or presentations about drug abuse and incorrect drug use and side effects

### Person responsible

International Vice President AND/OR  
A designated IPSF committee

### Timeline

Anytime through the year but could be aligned with official days related the event.

Generally, National Drug Take Back Days occur in the months of April and October each year. Check the DEA's website for the latest information about dates.

# Humanitarian Section

This section includes the following campaigns:

## 1. Vampire Cup

### Vampire Cup

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#### Background

The Vampire Cup is an international blood donation competition amongst all IPSF organizations worldwide and it was launched in 2011. By participating in the Vampire Cup, members are building the spirit of inter-organization competition, promoting international relationships, and the most important: saving lives. There are two ways to compete: Regular Vampire Cup and Live Vampire Cup. In both cases, APhA-ASP chapters must fill out a signed tracker form by the partnering organization that collects the blood (e.g. American Red Cross) and submit it to the National Project Coordinator by the given deadline. No registration from chapters is required as the NPC will register all of APhA-ASP. The Regular Vampire Cup now runs all year! The Live Vampire Cup occurs on specific days decided by the IPSF team; only blood collected on the designated days count towards the competition. Traditionally, the days chosen are around World Blood Donor Day, June 14<sup>th</sup>.

#### How to Get Started

- Reach out to a local blood collection organization to visit your campus; fill-up necessary paperwork as per your institution or location of blood donation in order to be in compliance
- Download and print out the Vampire Cup tracker form available on the IPSF section of [www.pharmacist.com](http://www.pharmacist.com) and have the partnering agency's representative sign/verify units of blood
- Send the completed tracker form to the National Project Coordinator ([usaipsfnpc@gmail.com](mailto:usaipsfnpc@gmail.com)) by June 1<sup>st</sup>

#### Project ideas

- Partner with organizations and get students to volunteer
- Provide the public with water/snacks and information about the blood donation process
- Host a blood drive

#### Person responsible

International Vice President AND/OR a designated IPSF committee

#### Timeline

The dates change each year with the new installment of the Humanitarian Coordinator and Vampire Cup Coordinator after World Congress in August.

Regular Vampire Cup Runs all year long from July 1<sup>st</sup> to June 30<sup>th</sup>

Live Vampire Cup - Varies year to year



# Professionalism Section

This section includes the following activities:

1. Clinical Skills Events
2. Patient Counselling Events
3. Pharmacy Profession Awareness Events
4. Compounding Events

## Professionalism Events

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### Background

In addition to its focus on public health, IPSF also seeks to give student pharmacists the tools to strengthen their skills and abilities. In order to do so, IPSF emphasizes professionalism through the activities listed above. The unifying goal of these projects is to develop professionalism and diversify strengths of student pharmacists involved with IPSF and in doing so improve the public understanding of pharmacists in patient healthcare.

### How to Get Started

- Many APhA-ASP chapters already hold Clinical Skills, Patient Counseling, and Compounding events that can be reported through the IPSF Spotlight report and the IPSF Outstanding Activities report form
- October is American Pharmacists Month, and this is a great time to get involved with Pharmacy Profession Awareness Events

### Project ideas

- Invite guest speakers to lecture on unique fields of pharmacy available to student pharmacists
- Promote the career of pharmacy to high school or university students
- Use existing events such as screenings as opportunities to educate the public about the broad roles of a pharmacist
- Partner with the Policy Vice President to educate pharmacists and students on international pharmacy practice and regulatory differences through an infographic series

### Person responsible

International Vice President AND/OR a designated IPSF committee

### Timeline

World Pharmacists Day is September 25<sup>th</sup>, which provides the International Vice President an opportunity to highlight the profession of pharmacy. American Pharmacists Month in October is also a great time for the International Vice President to work with other chapter officers and members to develop Pharmacy Profession Awareness events. Nevertheless, all professionalism-focused events can be held throughout the year.

# Contact the APhA-ASP International Standing Committee with any additional questions or concerns:

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National Project Coordinator: [usaipsfnpc@gmail.com](mailto:usaipsfnpc@gmail.com)

National Contact Person: [usaipsfcp@gmail.com](mailto:usaipsfcp@gmail.com)

Student Exchange Officer: [usaipsfseo@gmail.com](mailto:usaipsfseo@gmail.com)

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***\*Please do not contact IPSF directly with any questions as your International Standing Committee is here as your representative to answer any questions. Failure to comply may cause confusion and delays. Your cooperation is greatly appreciated.***