

# The University of Houston College of Pharmacy

## 2019 Top Chapter Participating in the APhA-ASP Women's Health Campaign

### OBJECTIVES

1. Promote the role of pharmacists as women's health advocates.
2. Raise awareness about various women's health topics including HPV vaccinations, reproductive health, and annual screenings within the community.
3. Develop student pharmacists' knowledge regarding women's health topics encountered in practice.

### METHODS

- Integrated the Women's Health Campaign into existing operations
- Increased community involvement
- Formed relationships with community partners
- Utilized social media platforms to increase patient impact
- Expanded student knowledge through seminars

### COMMUNITY OUTREACH

#### Increase awareness of the needs for women's health

- Tea and Teal for Gynecological Cancer Awareness
- Pink Lemonade Stand for Breast Cancer Awareness
- Peach Outreach Tabling Event

#### HPV vaccine education and awareness

- Mayor's Back-to-School Fest Vaccine Screening
- Operation Immunization HPV Tabling

#### Pharmacist's role in reproductive health

- Women's Health Seminar
- HIV Seminar
- IPSF HIV Awareness Day
- HOMES Clinic Health Fair

#### Promote the role of pharmacists as women's health advocates

- Silk Rose Jubilee for Breast Cancer Awareness
- Women's Conference Health Fair

#### Additional programs

- Women's Home Volunteering
- Bone Density Screenings at Ellington Field Joint Reserve Base

#### Social media outreach

- Breast Cancer Awareness Picture
- Gynecological Cancer Awareness Post
- National Ovarian Cancer Awareness Day Post
- HPV Awareness Post
- Breast Cancer Awareness Infographic
- Mammogram Infographic
- International Women's Day Post

#### Other media

- Cougar Radio Show
- Daily Cougar Breast Cancer Awareness Article

### COMMUNITY PARTNERS

- UHCOP Kappa Epsilon
- Randalls Pharmacy
- The Cottage Shop Women's Home
- UT Tyler
- Cougar Radio
- The Daily Cougar
- The University of Houston
- SMART Coogs
- UH Wellness
- UHCOP SNPhA
- UHCOP SCCP
- Peach Outreach



### RESULTS

Event	Patients Impacted
HPV vaccine awareness	73
Reproductive health	449
Hormonal contraceptives	20
Pregnancy and wellness	20
Cancer prevention	82,622
CV health	20
Osteoporosis prevention	43
Other	105

Source	Patients Reached
Radio	41,000
Social media	12,048
Print media	41,441

### MEDIA TOPICS

- Breast Cancer Awareness
- Gynecological Cancer Awareness
- Ovarian Cancer Awareness
- Uterine/Endometrial Cancer Awareness
- HPV Awareness
- HIV Awareness
- Mammogram Education
- International Women's Day

### CONCLUSION

Unlike many other chapters who had stand-alone women's health projects, we integrated women's health projects into existing operations for our first year. Through operation collaboration, new community partnerships, and utilization of various media platforms, student pharmacists were able to impact thousands of patients. Pharmacists play an extremely valuable role in promoting the health and safety of women in all aspects of care around the world. In order to continue to grow our chapter's women's health project we have now established a stand-alone women's health operation, and we look forward to reaching more women in the years to come.

