

**APhA2022**

APhA Academy of Student Pharmacists

# Operation Heart Workshop

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San Antonio, TX

# Welcome!



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**APhA2022**

**CONGRATULATIONS!**

# Today's Agenda

1. Goal
2. Committee Structure
3. Responsibilities
4. Communication
5. Key Dates
6. Resources
7. Member Engagement
8. Diversity, Equity, Accessibility, and Inclusion (DEAI)
9. Social Determinants of Health

# **Goals and Responsibilities**

## Background

- Heart disease is the leading cause of death for men, women, and people of most racial and ethnic groups in the United States
- Pharmacists can play a significant role in the prevention and management of cardiovascular disease (CVD)



## Goal of Operation Heart (OH)

Through Operation Heart, student pharmacists will work in their communities to:

**Encourage**

Lifestyle  
modifications

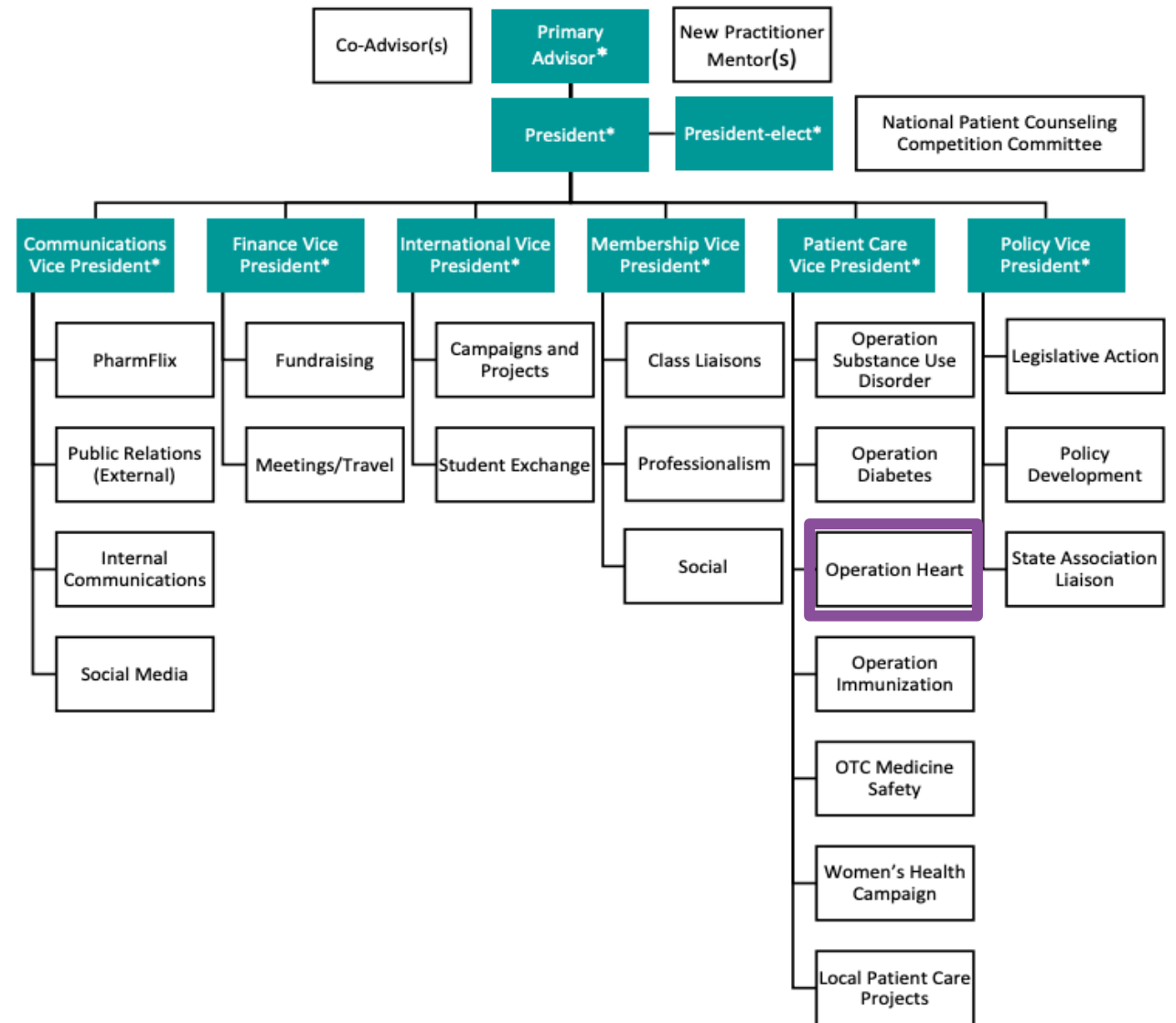
**Monitor**

Associated risk  
factors

**Provide**

Education about  
medications for  
heart disease

# Committee Structure





## Responsibilities



## Leading a Committee

- Establish a strong communication strategy and relationship with OH committee members
  - Determine SMART goals
  - Provide clear instructions and resources
  - Foster a sense of collaboration, mentorship, and trust
  - Value appreciation

## Chapter Achievement Report (CAR)

- **Serves 3 purposes for your chapter:**
  1. Allows the APhA staff and the APhA–ASP National Executive Committee to stay up to date on chapter activities
  2. Provides the information used to recognize outstanding chapter accomplishments through the APhA–ASP Chapter Achievement Awards Program
  3. Provides a historical record for your chapter

## CAR Continued

- Maintain a comprehensive calendar of OH events and initiatives for chronological lists
- Ensure all details are properly documented at every OH event
  - Consider virtual platform to house documentation (ex: Google Forms)
- Use collect information to develop chronological list and fill out CAR

## Communication

Outgoing OH Chairs

Chapter President

Patient Care Project  
(PCP) Chairs

Communications &  
Finance Vice  
President

Chapter Advisor

Experiential  
Learning  
Coordinator

Community  
Connections/Local  
Organizations

OH Chairs  
Nationwide

National  
Membership  
Engagement  
Standing Committee

Local

National

Local, Regional, or National

## Key Dates



# Resources

## Resources

Pharmacist.com

Chapter  
Operations  
Manual (COM)

Transition Guide

Event Check List

OH Chairs

Chapter Advisors

A<sub>Ph</sub>A-ASP Social  
Media

New Practitioner  
Network

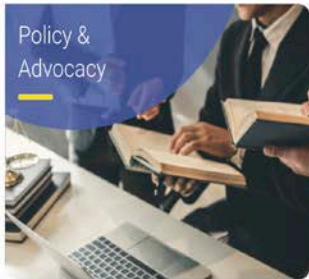
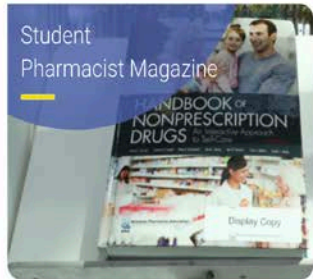
Email  
Communications  
from SPC & CEU



## Resources

Pharmacist.com

### Step One



### Step Two



## Resources

### Pharmacist.com

[LOGIN](#)
[JOIN / RENEW](#)

### ASP Projects & Programs

APhA-ASP has opportunities for student pharmacists to become involved through patient care projects, community outreach, international organizations, career programming, professional development and more.

APhA-ASP national patient care and community service projects



APhA-ASP international opportunities



APhA-ASP professional development programs



APhA-ASP career development programs



Step Three



- Operation Diabetes
- Operation Heart
- Operation Immunization
- Operation Reproductive Health
- Operation Substance Use Disorders
- OTC Medicine Safety
- Women's Health Campaign

APhA-ASP IPSF

- National Patient Counseling Competition
- PharmFlix Video Contest
- Professional Development Series
- Virtual Learning

- APhA Experiential Program
- APhA Career Pathway Evaluation Program for Pharmacy Professionals

## Resources

Pharmacist.com

## Transition Guide

### Purpose

- Aid in leadership transition between incoming and outgoing OH chair
- Provide essential tools and resources to understand position

### Content

- Position specifics including roles and responsibilities
- Proposed timeline for the position
- Expansion on key events

### Considerations

- Essential discussion points
- Ideas for the next year
- References and links including specific community resources

## Resources

### Event Checklist and Timeline



#### APhA-ASP Event Planning Checklist & Timeline

Proposed Event Title:	
Proposed Event Date:	
Proposed Event Description:	

#### 8 weeks before the event: Determine the goals

Event Type	<ul style="list-style-type: none"> <li>• Patient-care project</li> <li>• Educational</li> <li>• Fundraiser</li> <li>• Professional/Leadership training</li> <li>• Social gathering (networking)</li> </ul>
Main goals	
Target Audience	<ul style="list-style-type: none"> <li>• Student pharmacists on-campus</li> <li>• Student pharmacists outside of campus</li> </ul>

#### 7 weeks before the event: Determine the details

Site Selection	<input type="checkbox"/> On-campus: <input type="checkbox"/> Off-campus:
Who are some potential partners?	Potential Collaborators:
Are you contracting with a performer or a speaker for the event?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Expenses	<input type="checkbox"/> Performer/Speaker Fee: <input type="checkbox"/> Food: <input type="checkbox"/> Decorations and set-up supplies: <input type="checkbox"/> Transportation: <input type="checkbox"/> Advertisement:
Funding Sources	• Are you selling tickets? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how much are you going to bring in? \$ _____

	• Do you have fundraised dollars? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how much are you contributing? \$ _____ • Are you asking for funds from the Student Government Association (SGA) on-campus? <input type="checkbox"/> Yes <input type="checkbox"/> No
Total budget	Expenses: \$ _____ - Ticket Sales: \$ _____ - Previously Fundraised Dollars: \$ _____ = Amount needed to ask from SGA

## Resources

### Event Checklist and Timeline

**3-6 weeks before the event:** Determine the agenda

Order and length of time for all events	
Event Logistics	<input type="checkbox"/> Fill out a required event proposal form or funding form to the Student Government Association (SGA) on-campus <input type="checkbox"/> Confirm a selected site is reserved <input type="checkbox"/> Confirm food is ordered <input type="checkbox"/> Confirm chapter advisors or other chaperone (licensed pharmacists) are available for the event
Advertisement	<input type="checkbox"/> Make flyers and table tents <input type="checkbox"/> Advertise on social media (Facebook event, Instagram post) <input type="checkbox"/> Contact target audiences
Collaborators and Performer/Speaker	<input type="checkbox"/> Meet and plan out the collaborative elements <input type="checkbox"/> Provide any resources/directions that they need

Ticket Sales and Tabling	<input type="checkbox"/> Reserve a table and tablecloth to sell tickets or to promote the event <input type="checkbox"/> Recruit volunteers to staff the table
Event Staff and Volunteers	<ul style="list-style-type: none"> <li>• How many volunteers needed for the event set-up? _____</li> <li>• At what time are volunteers needed for the event set-up?</li> <li>• How many volunteers needed during the event? _____</li> </ul>
	<ul style="list-style-type: none"> <li>• How many volunteers needed for the event clean-up? _____</li> <li>• At what time are volunteers needed for the event clean-up?</li> <li>• What will the volunteers wear? Are white coats needed for student pharmacists?</li> </ul>



## Resources

### Event Checklist and Timeline

#### 1 week before the event: Confirm last minute tasks

- ☐ Finalize the event schedule. Do you have an event script?
- ☐ Purchase all supplies and decorations for the event. Create any signs needed for the event, such as welcome signs and directional signs.
- ☐ Ensure all event registration and financial paperwork have been submitted.
- ☐ Send an email reminder to all event volunteers with details, expected tasks, and required attire.
- ☐ Confirm with your collaborators and performer/speaker. Prepare a speaker bio and introduction.
- ☐ Confirm with your advisor/chaperone. If needed, get emergency contact information for your advisor/chaperone.
- ☐ Last push for marketing. Advertise again on social media, hang more flyers, and place table tents.

#### Day of the event

- ☐ Arrive early to set-up the room and give direction to volunteers.
- ☐ Secure cash-box for at door ticket sales or money collection.
- ☐ Pick up or greet performer/speaker.

#### Post-Event: Event evaluation

- ☐ Send thank you letters or emails to your collaborators, performer/speaker, advisor/chaperone, and all event volunteers.
- ☐ Evaluate within the chapter executive board or committee if you met the event goals. Discuss what went well and what can be improved.

## Resources

### Chapter Achievement Report (CAR)

Documents total number of:

- Events
- Hours planning
- Hours conducting
- Individuals educated
- Individuals reached through public relations
- Student pharmacist participants





## Resources

### Chapter Achievement Report (CAR)

#### Essays:

- Most innovative event
- How an event benefited your members
- An interaction with a patient
- Implementation, innovation, involvement, and impact for all PCP events



# **Membership Engagement**

What challenges are you facing with membership engagement?



# Membership Engagement

## **Tip #1: Know your audience!**

Consider the following:

- What audience is this event intended to reach?
- What value does this event have to said audience?
- How can I successfully reach said audience?

# Membership Engagement

## **Tip #2: Build a Community**

Consider the following:

- What attributes are APhA members looking for in a community of their peers?
- How are you connecting with chapter members? Chapter leaders?
- What common activities or experiences would help to foster these connections?
- How do you recognize those who contribute greatly to the community?

# Membership Engagement

## **Tip #3: Establish a common goal**

Consider the following:

- What are your chapter goals for the year?
- How does your Operation Heart programming support these goals?
- What additional, Operation Heart goals do you have?
- How can student members get involved in achieving these goals?

# **DEAI and SDOH**

## DEAI

- Diversity: **Representation** of different backgrounds and identities, including but not limited to: race, ethnicity, sexual orientation, socioeconomic status, beliefs
- Equity: refers to **fairness and justice** in treating people individually according to their needs, recognizing differences in privilege and opportunity
- Accessibility: curating a **culture of belonging** by actively inviting the thoughts, contributions, and participation of diverse groups of individuals.
- Inclusion: refers to the intentional, ongoing effort to ensure that **diverse individuals fully participate** in all aspects of organizational work, including decision-making processes.



## DEAI – Student Pharmacists' Roles

- Education
- Engagement with all people
  - Peers
  - Faculty
  - Patients
  - Co-workers
- Organizational leadership



# Social Determinants of Health (SDOH)

“The conditions in the environments where people are born, live, work, play, worship, and age that affect a wide range of health functioning and quality of life outcomes and risks”

## Social Determinants of Health



# Social Determinants of Health (SDOH)

- Economic stability
- Education access and quality
- Health care access and quality
- Neighborhood and built environment
- Social and community context

## Social Determinants of Health



## SDOH – Operation Heart

- Learn, learn, learn!
- Resource awareness
- Policy and advocacy
- Training for student pharmacists
- Provide patient-friendly education

### Social Determinants of Health



Questions?



**APhA2022**



**Thank you for joining!**

# Operation Heart Workshop

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