

The University of South Florida Taneja College of Pharmacy

2021 Outstanding Chapter Project – APhA-ASP Women’s Health Campaign



Project Title: Overcoming Isolation Through Principles of Intersectionality and Inclusion

Background

The COVID-19 pandemic has physically, socially, and mentally isolated people around the world. This only heightened the isolation already experienced by many marginalized and underserved populations in our community. Through one of our core pillars of intersectionality, our goal was to overcome this isolation by engaging student pharmacists while bringing awareness to the unique struggles that patients from many diverse backgrounds are facing. While direct patient care was limited due to the pandemic, we persevered as a chapter and pioneered several new events for student pharmacists to stay connected with community members through initiatives addressing women's health.

Objectives

- Facilitate hybrid engagement opportunities in women's health initiatives across the five categories prioritized by the chapter
- Maintain community partnerships with modifications during the COVID-19 isolation
- Develop initiatives that address health equity issues to reduce disconnectedness

Methods

- Reviewed category statistics that historically reflected high attendance to maintain priority topics of interest to chapter members
- Increased opportunities for committee and chapter members to contribute to social media awareness campaigns to provide creative outlets that reduced stressors and fostered interaction
- Identified strategies with priority community partners to reduce barriers to health equity for high-risk and marginalized patients
- Informally surveyed chapter members on pressing issues to peak interest and draw students to online events by overcoming virtual event fatigue

Results

Category	Event	Students Empowered			Patients Impacted		
		2018-2019	2019-2020	2020-2021	2018-2019	2019-2020	2020-2021
Professional Development Units (PDU)	Birth Control	20	86	37	🌹	🌹	-
	Abortion Stigma	42	39	-	🌹	-	-
	USPHS Women & Girls HIV/AIDS Awareness	-	-	31	-	-	-
	Polycystic Ovary Syndrome (PCOS)	-	-	23	-	-	-
Community Awareness	Walk A Mile in Her Shoes	2	9	🤔	-	-	🤔
	Social Media Awareness Campaigns	-	-	438	-	-	4,945
USF Student Health Services & Project Link	Get Yourself Tested Events	-	15	🤔	-	400 ^e \ 225 ^p	🤔
	Protect Your Herd	16	13	🤔	540 ^p	710 ^p	🤔
	DOH HPV Vaccination Campaign	50	50	28	50 ^e \ 40 ^p	50 ^e \ 50 ^p	35 ^e /28 ^p
Student Pharmacist Training	Health Literacy Race	30	🎯	-	660 ^e	🎯	-
	OTC Challenge	10	23	-	50 ^e	115 ^e	-
Advocacy	Women's March	3	4	-	-	-	-
	Lobbying at State Capitol	-	5	-	-	-	-
	Legislator Outreach Campaign	-	200	26	-	-	-

🌀 = Hurricane cancellation e = Educated p = Point of care 🌹 = Statistics pending - = Event not held 🤔 = Postponed due to COVID-19



Operation Deliverables

Social Media Awareness Campaigns

- COVID-19 and Breastfeeding – August 1st for World Breastfeeding week
- Polycystic Ovary Syndrome (PCOS) Awareness – September PCOS month
- Intersex Rights – October 26th, Intersex Awareness Day
- Domestic Violence Awareness – October DV Awareness month
- Women and HIV – December 1st, World AIDS Day
- Cervical Cancer Awareness – January Cervical Cancer month
- Gardasil 9 Vaccine Information – January Cervical Cancer month
- Endometriosis Awareness – March Endometriosis month
- HIV Long-Term Survivors Awareness Day – June 5th

USPHS: Women & Girls HIV/AIDS Awareness: Ending the HIV Epidemic PDU

- Site host for US Public Health Service (USPHS) leaders for outreach to seven Florida schools of pharmacy about destigmatizing HIV/AIDS clinical care
- Discussion identified critical need for and opportunity of pharmacists' contributions to ending the epidemic of HIV and through outreach events
- Student pharmacists were connected to resources and tools for prevention and treatment of HIV in their practice and outreach events locally

Polycystic Ovary Syndrome (PCOS) PDU

- Pharmacist diagnosed with PCOS identified the dual role (patient & practitioner) where gaps exist for both on the mechanism of PCOS & its treatment
- Pharmacist' role in managing recalls and helping providers transition patients between formulations impacting reproductive treatments and chronic disease management
- Facilitated vulnerability as students shared personal experiences showing the dynamic presentations of the disease and the challenge of managing it aligning with sensitivity for patients

Birth Control PDU

- Planned Parenthood partner provided TED-talk forum on hormonal contraceptives to build competence and confidence counseling patients

DOH HPV Vaccination Campaign

- Addressed vaccine hesitancy to reduce disparities in HPV rates
- Partnership with Project LINK and Hillsborough County was recognized with a Proclamation from Hillsborough Board of County Commissioners on increased rates and equity

Conclusion

The Women’s Health Campaign initiatives through the efforts of the USF Taneja College of Pharmacy APhA-ASP chapter helped bridge isolation felt by students during the quarantines and virtual existence that was mandated during the COVID-19 pandemic outbreak. The creativity and passion of the students from the longstanding community partnerships provided evidence that the chapter was critical in addressing identified health inequities. The virtual nature of everything created challenges for virtual fatigue, so any engagement had to be very interactive and provide socialization and an open forum platform to differentiate the student existence online. Taking advantage of creative outlets to reduce stress and anxiety helped more chapter members feel their contributions to service despite not being face to face with patients. While keeping true to our roots of intersectionality, we raised awareness for the many barriers to care faced by a variety of marginalized groups and related those who were not previously marginalized to the experiences firsthand. This will forever impact our approach to the importance of interconnectedness and the rights we all share as people, patients & providers.

