

# APhA-ASP INNOVATIVE PROGRAMMING AWARD

## Radio Talk Shows w/ Pueblo y Salud West Coast University

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### INTRODUCTION

The role of the pharmacists continues to expand yearly, but so does the ability to get information out to the public. The APhA/CPhA-ASP Chapter at West Coast University has been able to work with a local community partner to bring important disease state information and record live sessions in a Question and Answer (Q and A) format which are broadcasted to the community via radio. This partnership has allowed the field of pharmacy to expand across a new outlet, getting vital information across to different populations of patients.

### PUEBLO Y SALUD

- Pueblo y Salud, Inc (PYS) is a Social and Human Services Agency that focuses on education, prevention, organizing, mobilizing, and empowerment<sup>1</sup>
- PYS was founded in 1991 as a 501 (c) and serves the communities within Los Angeles County with a big focus on education, civic participation, health, culture, and drug/alcohol/tobacco prevention services<sup>1</sup>
- PYS's vision is to tear down the economic, political, social and educational barriers and in doing so, work towards liberation from oppression of all world citizens<sup>1</sup>

### RADIO OLLIN KROJ 101.5 FM

- Radio Ollin is licensed through Ballet Folklórico, which is a non-profit cultural organization founded in 1972 with the primary goal of preserving and interpreting the diverse and cultural beauty of Mexico that has been re-created in California through music, dance, and tradition<sup>1</sup>
- Located in the San Fernando Valley and established in 2019, KROJ 101.5 FM houses its studio at Pueblo y Salud, Inc located in the city of San Fernando<sup>1</sup>

### PLATICANDO Y MEJORANDO

- Platicando y Mejorando Show is an inspiring program that promotes the health and well-being of the community through intellectual, physical, economical, political, and spiritual discussions with experts and leaders in these fields<sup>1</sup>



### SANDY LOGAN CFP, CCPS, ICPS

- Sandy Logan is the program director at Pueblo y Salud, Inc where she oversees the prevention contract for the Los Angeles County Substance Abuse Department of Public Health<sup>2</sup>
- She works closely with communities to develop comprehensive strategies that build capacity and address the root cause of community drug problems. Additionally, she also leads local efforts to address prescription drug abuse/misuse by establishing a broad base of community support that includes law enforcement, pharmacies, pharmacy students, schools, medical professionals and community-based organizations to develop public mission campaigns. This has also increased the number of safe disposal sites and other innovative prevention efforts to address the opioid misuse and abuse<sup>2</sup>
- Host of the Platicando y Mejorando during our pharmacy radio shows

### THE PROCESS

1. Sign-Ups
2. Selection
3. Research
4. Review/Edit/Check Sources
5. The Radio Spreadsheet
6. Filming Day
7. The Final Product

### WHO'S BEHIND ALL THE WORK?

- Operation Substance Use Disorders: Susanna Arakelyan ('24)
- Over the Counter Medicine Safety: Kristine Khashaki ('24)



### CONCLUSION/IMPACT

While COVID-19 hurt our chapter in many ways, we were allowed to begin this fantastic project and collaboration. Our chapter has executed over 30 radio talk shows since 2021, with more launching monthly. Each radio talk show can impact from hundreds to thousands of listeners. The footprint and impact our chapter is able to reach is undefinable, and we continue to look forward to the numerous collaborations that are still available with our partner. Our student pharmacists can also learn and research information while improving their skills by speaking on the radio show. This partnership has provided our chapter with guest speakers, health clinics, drug take-back events, and, most importantly, a door to provide patient care to our communities.

### ACKNOWLEDGMENTS

We would like to thank Pueblo y Salud for their continued partnership with our chapter and as well as West Coast University, School of Pharmacy administration, Dr. Ettie Rosenberg, Dr. Parto Khansari and Dean Kurt Wargo.

### REFERENCES



WCU APhA/CPhA-ASP Website

