

University of the Sciences Philadelphia College of Pharmacy

2020 Top Chapter Participating in the APhA-ASP Women's Health Campaign



Objectives

- Provide educational resources to advance women's health on campus and in the community
- Motivate members to become engaged with women's health
- Educate college students, children, and elderly patients on important women's health topics
- Inspire women on campus to become the best version of themselves

Methods

Modern problems require modern solutions. With the emerging digital age, we realized that there was a larger untapped audience virtually. We created factual infographics with Women's Health related topics with credible sources. These infographics were sharable to the general public and reached a broad audience outside of the Greater Philadelphia Area.

Our health fairs educated a wide range-- from the elderly to elementary school-aged children. Our method of delivery focused on posters with minimal information, supplemented with additional topic-specific handouts and a ratio of 1:2 of committee members per attendee. This ratio allowed us to gauge the health literacy of each attendee and tailor the conversation as needed to ensure proper understanding.

COLLABORATION

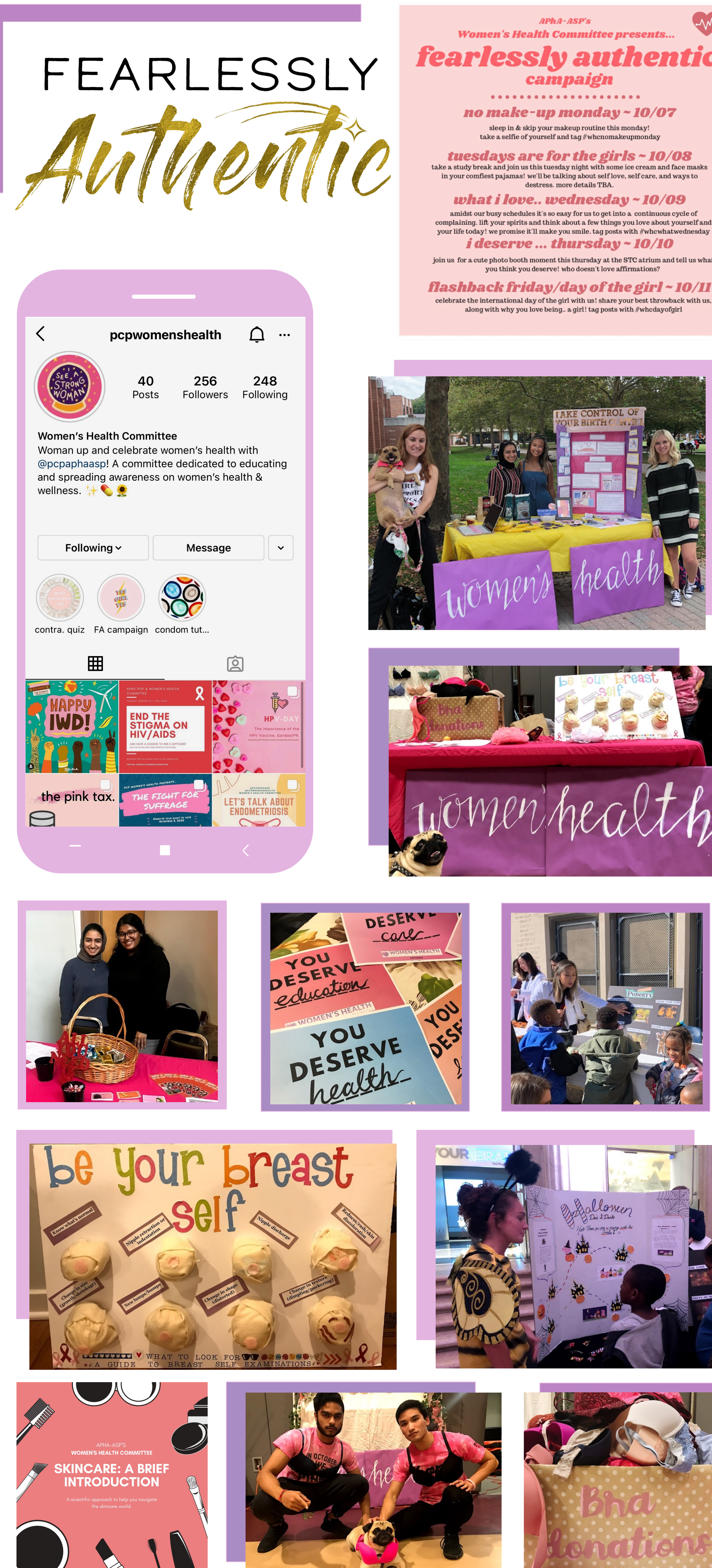
OUTREACH

COMMUNITY

ADAPTABILITY

We joined forces with organizations on campus that shared similar values or had overlapping interests with ours. Through collaboration, we were able to appeal to a larger audience as well as generate more interest in Women's Health.

Starting a conversation on Women's Health in our community was an important objective of ours. We tabled at community health fairs and gave back through fundraising for various charities in addition to distribution of hygiene kits to those in need in the Greater Philadelphia Area.



Events

World Contraception Day

We worked with our campus's Student Health Services and tabled to educate the campus community on the many forms of contraceptives available. In conjunction with an educational poster, we held a contest for who could apply a condom the quickest, while demonstrating proper technique. This contest went on for the duration of the event. Social media was utilized to stream the contest and reach a broader audience.

Fearlessly Authentic Campaign

To debut our committee, we held a campaign which consisted of a week's worth of activities on social media and in person. We hung up 50 flyers across every corner of our small campus, with a small but bold message: "you deserve ____." The sentence was completed with one of the following words: health, equality, care, education, or respect, and had the women's health logo on the bottom. The overall goal was to celebrate women for who they are and explore areas of self-care and mental health.

HPV-Day

In collaboration with Operation Immunization, we held an event promoting the HPV vaccine as well as education surrounding HPV and the vaccine. To ensure maximum exposure, the event was Valentine's Day themed (hence **HPV-Day**). Paper valentines with candy were distributed in tandem with HPV facts attached. There was heavy emphasis on the ease of accessibility of getting vaccinated through community pharmacies.

Other Events:

- Community Health Fairs
- Pink-a-Thon
- Franklin Institute
- Avery Harrington Middle School
- Eating Disorder Awareness Campaign
- Skincare Event
- Hygiene Kit Distribution

Results

TABLING EVENTS	MEDIA IMPRESSIONS	FUNDRAISING EVENTS	INTERACTIVE CAMPAIGNS	COLLABORATIONS	DISEASE AWARENESS
5	2k+	3	9	4	934

Conclusion

Our objective was to provide women in our community with the tools needed to become the best version of themselves. We focused on topics across all spectrums, ranging from mental health to breast cancer. It was important for us to cover a variety of topics that effected women of all ages. Along with traditional community outreach events, we utilized social media to appeal to a larger, global audience.