



APhA Academy of Student Pharmacists

# Webinar Week

Connect.  
Share.  
Learn.



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August 16, 2023



## Operation Heart Chairs

# Agenda

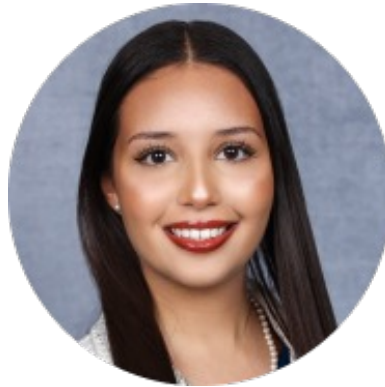


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- Housekeeping Announcements
  - Background
  - Roles & Responsibilities
  - Timeline & Events
  - Resources
  - Q&A
  - Closing Announcements

# Member Engagement Standing Committee



**Danny Schreiber**  
Chair  
OTC Medicine Safety



**Annajita Rubio**  
Operation Diabetes



**Heather Faulkner**  
Operation Immunization



**Leeann Williamson**  
Operation Substance Use  
Disorders



**Jennifer Estrellado**  
Operation Reproductive  
Health



**Ellie Balken**  
Operation Heart



# National Executive Committee



**Victoria Lyle**  
National President  
APhA Board of Trustees



**Miranda Montoya**  
National President-Elect  
Awards and International Liaison



**Alexander Spanenberg**  
Speaker of the House  
Policy/GAC/PAC Liaison



**Grant Smith**  
National Member-at-large  
Communications Liaison



**Alexandra Cochran**  
National Member-at-large  
Member Engagement Liaison



# APhA-ASP Staff



**Crystal Atwell, PharmD**

*Senior Director, Student & New Practitioner Development*



**Lynette Plowden**

*Senior Manager, Student & New Practitioner Meetings and Operations*



**Elise Damman, PharmD, CHWC**

*Associate Director, Student Development*



**Tom English, MS**

*Senior Director, Member Relations & Communications  
Editor-in-Chief, Student Pharmacist Magazine*



**Nne-Nne Abanobi**

*Senior Manager, Student Membership*





Operation Heart is an educational campaign that facilitates student pharmacists in reaching out to the community to **provide health and wellness services focused on improving cardiovascular health and reducing cardiovascular risk**. Through participation in Operation Heart student pharmacists work in their communities to **encourage lifestyle modifications, screen for associated risk factors, and provide education about medications for heart disease and for cardiovascular risk reduction**.

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**What inspired you to become  
the Operation Heart Chair of  
your Chapter?**





# Background

- Launched in 2010
- 2021-2022 Stats
  - **120 chapters participated**
  - **9,946 student pharmacists participated**
  - 589 faculty and staff members participated
  - 263 pharmacists participated
  - **765 Operation Heart events conducted**
  - 827 patients referred to their primary care provider
  - **43,545 patients received health and wellness services**
  - 2,588,052 individuals reached through public relations initiatives



**What event or responsibility  
are you most excited for in  
your new role?**

# **Roles and Responsibilities**

# ●● Roles & Responsibilities

Through Operation Heart, APhA-ASP Chapters and their student pharmacists will show up in their communities to:

**Encourage**  
lifestyle  
modifications

**Monitor**  
associated risk  
factors

**Provide education**  
on medication(s)  
for heart disease

# ⋮ How can you achieve these goals?

Community  
outreach and  
education

Social media  
campaigns  
and videos

Advocacy and  
awareness

Volunteering  
with local  
organizations

Your creative  
and innovative  
ideas!

# Resources

Pharmacist.com

Chapter  
Operations  
Manual (COM)

Transition Guide

Event Check List

Operation Heart  
Chairs

MESC

APhA-ASP Social  
Media

New  
Practitioner  
Network

Email  
Communications  
from SPC & CEU

Operation Heart  
Community  
Partners

Million Hearts  
Campaign

American Heart  
Association

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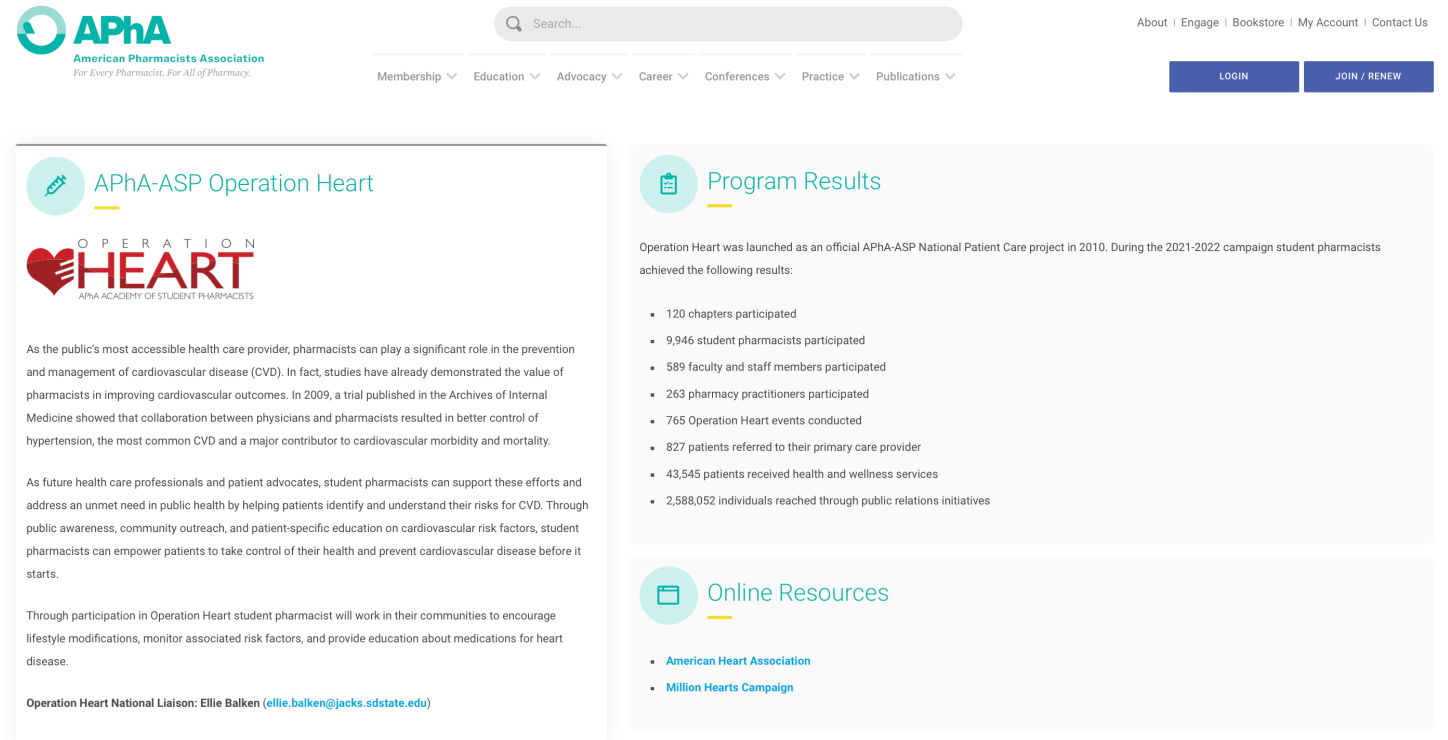
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► General Resources  
► OH Specific Resources

# Pharmacist.com



The screenshot displays the APhA website with a teal header. The logo on the left reads "APhA American Pharmacists Association For Every Pharmacist. For All of Pharmacy." A search bar is on the right. A navigation menu includes: Membership, Education, Advocacy, Career, Conferences, Practice, and Publications. On the far right are links for About, Engage, Bookstore, My Account, and Contact Us, along with LOGIN and JOIN / RENEW buttons.

The main content area features a section for "APhA-ASP Operation Heart" with a syringe icon. It includes the "OPERATION HEART" logo and text explaining the program's goal to improve cardiovascular health through pharmacist-led interventions. It also lists online resources like the American Heart Association and Million Hearts Campaign.

**APhA-ASP Operation Heart**

**OPERATION HEART**  
APHA ACADEMY OF STUDENT PHARMACISTS

As the public's most accessible health care provider, pharmacists can play a significant role in the prevention and management of cardiovascular disease (CVD). In fact, studies have already demonstrated the value of pharmacists in improving cardiovascular outcomes. In 2009, a trial published in the Archives of Internal Medicine showed that collaboration between physicians and pharmacists resulted in better control of hypertension, the most common CVD and a major contributor to cardiovascular morbidity and mortality.

As future health care professionals and patient advocates, student pharmacists can support these efforts and address an unmet need in public health by helping patients identify and understand their risks for CVD. Through public awareness, community outreach, and patient-specific education on cardiovascular risk factors, student pharmacists can empower patients to take control of their health and prevent cardiovascular disease before it starts.

Through participation in Operation Heart student pharmacist will work in their communities to encourage lifestyle modifications, monitor associated risk factors, and provide education about medications for heart disease.

Operation Heart National Liaison: Ellie Balken ([ellie.balken@jacks.sdstate.edu](mailto:ellie.balken@jacks.sdstate.edu))

**Program Results**

Operation Heart was launched as an official APhA-ASP National Patient Care project in 2010. During the 2021-2022 campaign student pharmacists achieved the following results:

- 120 chapters participated
- 9,946 student pharmacists participated
- 589 faculty and staff members participated
- 263 pharmacy practitioners participated
- 765 Operation Heart events conducted
- 827 patients referred to their primary care provider
- 43,545 patients received health and wellness services
- 2,588,052 individuals reached through public relations initiatives

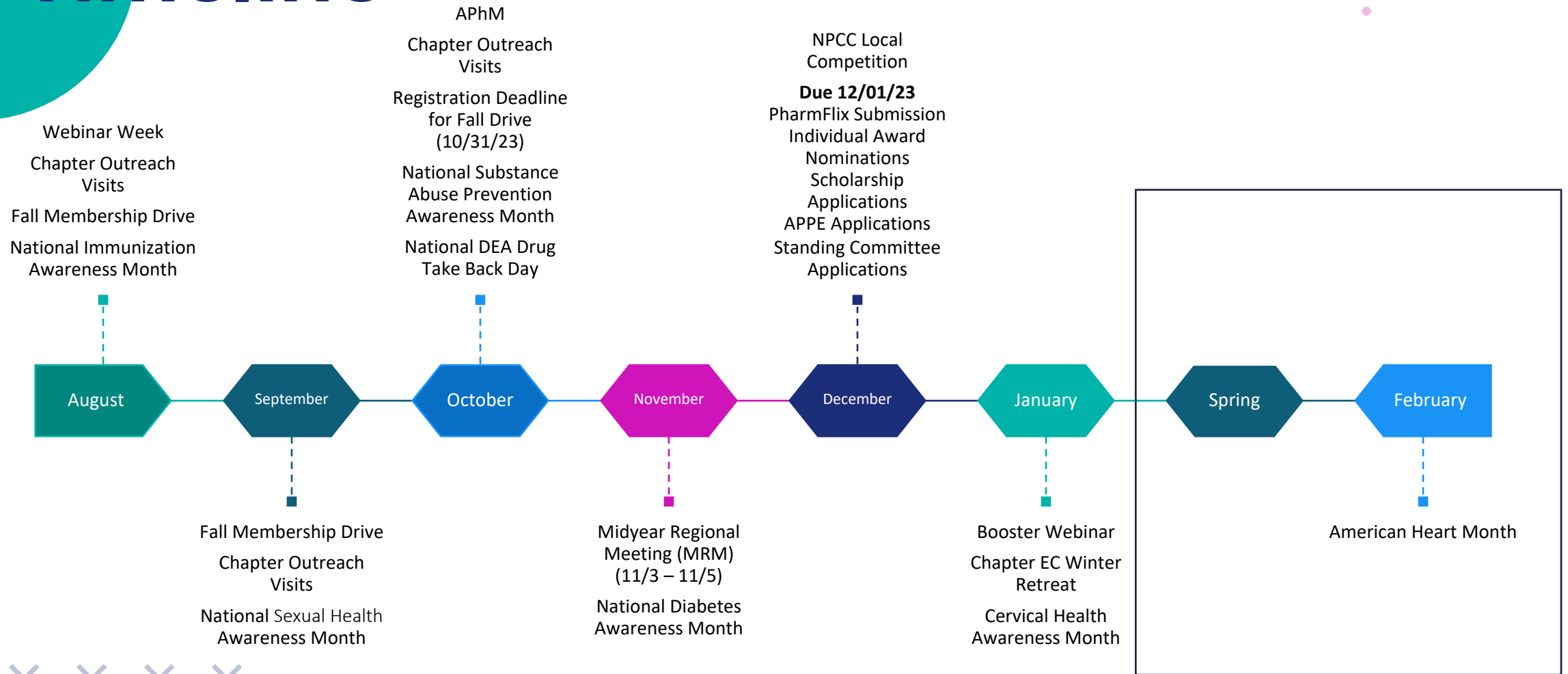
**Online Resources**

- [American Heart Association](#)
- [Million Hearts Campaign](#)

Take a few moments to explore the pharmacist.com resources!



# Timeline



# Event Planning

## Questions to ask yourselves:

- What populations can most benefit from your work in relation to the project?
- What partnership opportunities exist on campus or in your community for hosting events?
- What other organizations that you can collaborate with for hosting events?
- How can I utilize my project committee to best meet the needs of the Operation, my chapter, and my community?

### 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> <li>• Faculty members on-campus</li> <li>• Community members</li> </ul>
Event Date	<ul style="list-style-type: none"> <li>• Check University calendar for potential conflicts</li> <li>• If the event is targeted for student pharmacists, check their class and exam schedules for potential conflicts</li> </ul>
Is there a duplication of another campus event?	<ul style="list-style-type: none"> <li>• Yes   • No   • Potential</li> </ul>



## Event Checklist & Timeline

- Create a plan
- Develop a timeline
- Identify who will be involved
- Outline a communications plan
- Record the impact and outcomes

# Event Ideas

Game nights

Local health fairs  
or farmer's  
markets

Boy's and Girl's  
Club/ YMCA

Places of worship,  
Community  
centers, Daycares

Educational  
Presentations at  
local schools

Collaborative  
Events with other  
PCP

# Addressing your Community's Needs

- Elementary school students
- Middle and high school students
- Parents and Grandparents
- Patients in rural areas and health care deserts
- Student pharmacists

- Private schools
- Places of worship
- Boo at the Zoo
- YMCA
- Girl/boy scouts
- After school programs
- Homeschool programs
- Homeless shelters

- Other Operations within APhA-ASP
- Student Pharmacist organizations within your college or school

- Delegate responsibilities
- Allow for involvement in event planning or idea creation
- Identify strengths or passions in others that benefit the team as a whole



# Chapter Achievement Report



# Chapter Achievement Report

## Tool Box



CAR GUIDELINES



TRACKING TOOL (CAA  
REPORTING TOOL)



CHRONOLOGICAL  
LIST



GLOSSARY OF TERMS



ESSAY GUIDELINES

Official Guidelines and Appendices will be released **January 2024**





# Chapter Achievement Report

## Tracking Tips



Due annually June 15<sup>th</sup>



Familiarize yourself with the report requirements early on (sample report available online)



Work collaboratively with your chapter's Executive Committee to create a plan for collecting information throughout the year

APhA-ASP Chapter Achievement  
Awards Program Home Page



# Chapter Achievement Reports

## Delegating Responsibilities

Review the components of the CAR and determine:

- Who is responsible for each section of the report?
- Who will keep everyone on track throughout the year?
- Who is responsible for submitting the report by June 15<sup>th</sup>?

# Chapter Achievement Reports

## Delegating Responsibilities

Review the components of the CAR and determine:

- Who is responsible for each section of the report?
- Who will keep everyone on track throughout the year?
- Who is responsible for submitting the report by June 15<sup>th</sup>?

Next Steps:

- How often will the chapter "check-in" throughout the year?
- How will you record/store information throughout the year?



**Questions and  
Connections!**

# **Announcements & Reminders**

# Important Dates & Deadlines

Date	Event
August – October	Chapter Outreach Visits
August 29, 2023	MRM2023 Kick-off Webinar
August 30, 2023	Meet the APhA CEO Webinar
September 13, 2023	PharmFlix Informational Webinar
October	American Pharmacists Month
October 31, 2023	Fall Membership Drive Registration Deadline
November 3-5, 2023	Midyear Regional Meeting – It's On!
December 1, 2023	Individual Award Submissions Due APhA Foundation Scholarship Applications Due PharmFlix Submissions Due APhA Experiential Program Applications Due Standing Committee Applications Due



November 3-5  
>>>>>>



# ONSITE

Washington, DC - \$149.00



# ON-CAMPUS

With your APhA-ASP Chapter - \$300.00



# ONLINE

Where you are – \$39.00



**APhA**

American Pharmacists  
Association

MRM2023  
IT'S ON!

REGISTER NOW:  
MRM2023 Kick-off!  
More details on  
what to expect.





# Meet the APhA CEO

August 30, 2023  
8-9 pm ET



Michael Hogue, PharmD, FAPhA, FNAP, FFIP



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