APhA2020
Roadmap to a Successful Chapter Achievement Report

APhA-ASP Webinar Series
APhA-ASP National Standing Committee on Awards
2019 – 2020 Awards Standing Committee

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Chapter Reporting – The “Why”

• Established in 1974 to recognize outstanding activities of APhA-ASP chapters in the United States and Puerto Rico

• Extension of APhA-ASP mission to provide opportunities for professional growth and improved patient care while advancing the future of pharmacy

• Create new standards of leadership, professionalism, membership, patient care, and legislative advocacy
Additional Required Materials

- Chronological List
- Chapter Constitution and Bylaws
- Chapter Goals and Objectives
- Chapter Budget
- Award Submission Confirmation Form
- Chapter Leadership Structure Diagram
Photographs

• Up to **5 photos** per section may be submitted
• Label correctly and don’t forget to reference in CAR!
  • “Chapter Name Pic #.jpg”
Supplemental Materials

• Up to 5 supplemental materials per section may be submitted

• Label correctly and don’t forget to reference in the CAR!
  • “Chapter Name SM #.pdf”
Movies and Videos

• Up to 5 videos per section may be submitted
• Include URL, title and 35 word synopsis for each

  • Utilize videos by:
    • Appropriately linking to Facebook or websites
    • Obtaining URL directly from news stations
• Ensure video link works!
Reporting Statistics – Social Media

• It’s more than the number of “likes”!
• Facebook
  • Reach: estimated individuals who had your post enter their screen
  • Engagement: number of people who interacted with your content
• Instagram/Youtube
  • Likes: number of individuals who have liked a photo/video
  • Views: number of individuals who have watched a story/video
We are excited to see how you continue to inspire others as #MissAmerica2020 #FearlesslyAuthentic

Congratulations to our very own student pharmacist member, Camille Schrier from Virginia Commonwealth University. Thank you for representing our profession so well and utilizing your platform to educate others about medication safety!

We are excited to see how you continue to inspire others as #MissAmerica2020 #FearlesslyAuthentic

967,675 People Reached
292,290 Engagements

967,675 People Reached
39,297 Reactions, Comments & Shares:

26,055 Like
3,620 On Post
7,435 On Shares

7,386 Love
1,692 On Post
5,724 On Shares

117 Wow
17 On Post
10 On Shares

633 Ahaha
190 On Post
443 On Shares

12 Angry
3 On Post
9 On Shares

19 Sad
3 On Post
16 On Shares

1,371 Comments
196 On Post
1,175 On Shares

3,756 Shares
2,699 On Post
57 On Shares

252,993 Post Views

Negative Feedback:
- 50 Post Likes
- 9 Post Comments
- 14 Unlike Page

Reported stats may be delayed from what appears on posts.
Reporting Statistics – Social Media

Page Summary (Last 28 days)

- **Actions on Page**
  - February 8 – March 6
  - 6 Total Actions on Page ▲20%

- **Page Views**
  - February 8 – March 6
  - 1,786 Total Page Views ▼20%

- **Page Previews**
  - February 8 – March 6
  - 290 Page Previews ▼22%

- **Page Likes**
  - February 8 – March 6
  - 91 Page Likes ▲3%

- **Post Reach**
  - February 8 – March 6
  - 54,331 People Reached ▲18%

- **Story Reach**
  - February 8 – March 6
  - Get Story Insights

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.
Reporting Statistics - Chapter Growth

• Percentages = Power, use them to your advantage!
  - Event numbers or event participation
  - Chapter membership and engagement
  - Patient impact and reach

• Key aspect of Most Improved essay
  • Read previous reports!
COVID-19 and the CAR

• Include planned events in the “Chronological List”
  • “Synopsis” section: indicate if the event

• **Completed events**: include how events may have been adapted or modified to meet the COVID-19 restrictions

• **Cancelled events**: focus on aspects of the event or project that were able to be implemented and completed

• Discussion of cancelled events in the individual essays may be difficult
  • Goal of the CAR → celebrate and recognize **implemented** projects and the impact your chapter has made
Key Essay Components

• The Four “I’s” of CAR essays

• Questions may ask for a specific element or all four
Implementation

Steps in planning the event

Intra/Interprofessional collaboration

Student pharmacist, faculty/advisor, and preceptor contributions

Volunteer hours spent during planning
Involvement

• Scope of the project
  • One-time vs. Longitudinal

• What role did your chapter play

• How many chapter members participated?
Let us know your audience and who benefited

Explain the patient or professional need and how it was met

Don’t forget the stats!
Innovation

• New projects or events within the initiative
• Annual events → enhancements or new elements
• Explain WHY or HOW the event was innovative
This year, our Operation Immunization chair started off the year strong. We collaborated with and many organizations to host impactful immunization events. Our chapter utilized the immunization schedule for adults and children on the Centers for Disease Control and Prevention website to educate patients through interactive games for different age groups. Through this series of events, we were able to increase our reach from last year.
This year, our Operation Immunization chair set a goal to reach new patient populations about the importance of vaccination. To do so, we collaborated with 10 newly established partnerships in underserved communities to host 25 operation immunization events. Our chapter utilized the immunization schedule for adults and children on the Centers for Disease Control and Prevention website to create jeopardy-style games (SM 1) for different age groups about the importance of staying updated on their vaccine schedules (Pic 1-2). Through this series of events, we were able to increase our reach to 1,524 patients, a 37% increase from last year.
Reminder on IPSF Initiatives

- Vampire Cup
- Medicine Awareness Campaign
- Healthy Living & Diabetes
- Tuberculosis Awareness Campaign
- Tobacco Alert Campaign
- HIV/AIDS Awareness Campaign

- Patient Care activities often align with IPSF initiatives

- Highlight these within the APhA-ASP/IPSF Essay!
Optional APhA-ASP Reports

• Most Improved Award
  • Growth in chapter programming and membership
  • Must address growth over last 2-3 years

• Innovative Programming Award
  • Single activity or series of activities based on a central theme
  • Can be related to any aspect of APhA-ASP

• See Submission Guidelines for full descriptions!
## Getting Started - Things To Know

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<tr>
<th>Platform</th>
<th>Details</th>
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| **CAA Webpage**   | - Pharmacist.com → “Get Involved” tab → APhA-ASP → Awards & Scholarships → Chapter Achievement Awards Program  
                  | - PDF copy of entire CAR Submission Form available here                 |
| **FormSite**      | - CAR submission platform  
                  | - Set up username and password (ONE PER CHAPTER)  
                  | - ONE form will be submitted per chapter |
| **DropBox**       | - Photos and Supplemental submission platform  
                  | - Username and password: obtain from previous Executive Committee or Chapter Advisor  
                  | - Unable to obtain? Contact Crystal Atwell (catwell@aphanet.org) |
Question and Answer

We want to hear from you!
Important Dates & Deadlines

• CAR Submission Form is LIVE!
  • June 15th: Chapter Achievement Report due

APhA Graduation Celebration 2020
When: Friday, May 8th (9:00pm EST)
Who: APhA and AACP
Where: APhA-ASP Facebook Page
Contact Information

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