



## Best Practices

### *Script Your Future* Medication Adherence Team Challenge

The *Script Your Future* Medication Adherence Team Challenge is an opportunity for health profession students to reach out to patients in their community with information about the importance of taking medicine as directed. Students are encouraged and expected to develop unique outreach activities. This document offers suggestions to help improve your activities.

### Highlights from Previous High-scoring Submissions

#### *Inter-professional Involvement*

- Interdisciplinary teams were composed of students and faculty from multiple professions.
  - Pharmacy, medicine, nursing, physical therapy, occupational therapy, and other technical health professions schools.
- The unique strengths of each health profession were recognized and capitalized on for diverse outreach and events.

#### *Common Theme*

- Teams created events and outreach that had a common theme and mirrored the messages of *Script Your Future*.

#### *Media Engagement*

- Successful teams used traditional media effectively and creatively, in unique ways.
  - For example: placement of the *Script Your Future* PSAs in local media (movie theaters), roadside billboard placements, guest spotlights on radio shows, appearances on morning television programs, etc.
- Sporting Events-- teams engaged audiences at sporting events with a SYF table with materials, advertisements, PSAs on the JumboTron, etc.
- Social media—created Facebook and Twitter accounts
- Engaged audiences on Twitter with the hashtag #SYFchallenge
- Articles were published in local and school newspapers
- Many teams created YouTube videos to reach patients and health care professionals. Check out examples of the best videos on the [Challenge website](#).

### Additional Tips for a Successful Challenge

- **Be creative!** This is an opportunity for you to think outside of the box and engage creatively with other students and your community.
- **Incorporate** evaluation or measurement of activities into reporting. As in previous years, evaluation is **mandatory**.
- **Establish** Goals of Therapy in a Consumer-Driven Model of Medication Management. Goals of therapy are both quantitative and qualitative. Consider discussing with patients these 3 questions along with those on the wallet card:
  - What is the intended use for my medication?
  - What are realistic goals for the medication used to treat my condition?

- o What are the unique safety concerns for my mix of conditions and medications?
- Engage in sustainable activities. Teams that scored high marks detailed plans to maintain outreach. They also detailed plans to create sustainable connections with local organizations and to continue providing adherence tools and resources throughout the year. Many teams also connected with existing pharmacies and medical clinics to strengthen outreach.

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