



FAQ: Medication Adherence Team Challenge 2017

What is the Medication Adherence Team Challenge?

The Medication Adherence Team Challenge is a two-month long community outreach project that will be held from January 16, 2017 until March 17, 2017. The Challenge invites faculty and student pharmacists (along with other health care professions faculty and students) to join the Challenge and raise awareness about medication adherence as a critical public health issue by implementing creative solutions and outreach initiatives within their communities. At the end of the Challenge, top performing schools or colleges will be recognized nationally for their efforts to improve medication adherence. For more details about awards, please see below.

Why promote a whole campaign about medication adherence?

Script Your Future is a national campaign led by the National Consumers League to raise awareness about the importance of medication adherence as a vital first step toward better health outcomes. Nearly three out of four Americans do not take their medications as directed, which results in serious health consequences, especially for people with chronic diseases. Many factors contribute to non-adherence, but the effect is always the same—patients are putting their health and their future **at risk**. As more and more Americans are affected by at least one chronic condition, it is critical now, more than ever, to educate patients about the safe and effective use of medication.

Why focus on students at health professions schools?

One of the best hopes we have for changing our culture of non-adherence is to train the next generation of health care professionals to be proactive about engaging their patients. This starts in the classroom through the innovation brought forward by health professions faculty. The success of the first *Script Your Future* Medication Adherence Challenge in October 2011 demonstrated the power of academic and student pharmacists to reach out to their communities and engage patients and caregivers to improve health through better medication adherence. However, for the past five years of the Challenge, the emphasis has been on inter-professional health care teams. To move the needle on medication adherence, each member of the health care team needs to do his or her part. Pharmacists, doctors, nurses, nurse practitioners, pharmacy technicians, and all other health professionals have a unique perspective on medication adherence.

For more information on the Challenge and to interact with other teams, visit the Challenge Community website at: <http://syfadherencechallenge.ning.com/>.

About the Medication Adherence Team Challenge

How can my school join the Medication Adherence Team Challenge?

- **Establish an Inter-professional Team.** All teams must be inter-professional in nature and include the following: (1) One School/College of Pharmacy and AT LEAST (1) One additional Health Profession School (i.e., Medical, Nursing, Public Health, etc.). Teams are strongly encouraged to partner with and include other entities in their activities — another health professions school, community organization, health department, or other established entity.
- **Appoint a Team Point of Contact.** A Dean or an appointed Faculty Advisor must serve as the Team Point of Contact. The Team Point of Contact can be from any health profession school and will serve as the primary contact with Challenge organizers. Teams also **must** designate a student representative to serve as the student contact for the Challenge.
- **Submit a Letter of Intent.** The Team Point of Contact must submit an online form that will serve as the Letter of Intent to participate by December 2, 2016. Deans of schools/colleges of pharmacy, or other health professions schools interested in participating in the Challenge, should be aware of their school/college participation. Submit the form via [SYF Challenge Sign Up](#).

The Letter of Intent form must include the following:

- The name of the school/college of pharmacy participating in the Team Challenge
- The name of the additional health profession school(s) participating in the challenge
- The school's intent to participate in the Adherence Challenge
- The Challenge Team Point of Contact (this faculty member will have primary responsibility for the Challenge at the school and will receive communications and materials to share with all stakeholders of the Challenge Team). This person will also be responsible for the preparation and submission of the final award application.
- The contact information for the Point of Contact (email address and phone number)
- The student representative and contact information (email address and phone number)
- Mailing address for the school where materials should be sent

Note: The Team Point of Contact may come from any health profession school.

Why do we have to submit a Letter of Intent?

- The Letter of Intent is due by December 2, 2016 so that the Team Challenge organizers are able to plan for how many schools will participate and prepare the shipment of materials for those schools. The letter can be an email, and does not have to include any formal details or plans – simply acknowledge that your school plans to participate in the Challenge, provide the name and contact information for the Team Point of Contact faculty member. Submit the form via [SYF Challenge Sign Up](#). **Teams that do not submit a Letter of Intent will not be eligible for awards.**
- **Submit an Application.** To be considered for an award, the Team Point of Contact must electronically submit a formal application after the Challenge, **by March 30, 2017**. Applications must include:

A Report (five pages or less) describing the school/college's activities to raise awareness of medication adherence, with the following information:

- Description of the program intervention(s) conducted by students during the Challenge. If partnering with existing community initiatives, describe the added value of the student activities.
- Inter-professional Team composition and focus
- Population(s) targeted
- Measured outcomes of the activities
- Media outcomes, such as number of letters-to-the-editor, op-eds, local radio and TV show participation, etc.
- List of community presentations given, including potential audience reached

Support materials, such as copies of press coverage of activities, pictures from events, letters of recommendation from individuals or groups impacted by activities, etc.

Each Team **must** submit an application for the National Team Award.

To be considered for the Focused Activity Awards, teams must submit supplemental report(s) and materials describing the specific actions and outcomes they would like to have evaluated. Teams can submit reports for one, two, or all three of the Focused Activity Awards. Focused Activity Awards include:

- Health Disparities, Under-represented Community Outreach Award
- Creative Inter-professional Team Event Award
- Media/Communications Outreach Award

Note: Teams are **not** required to participate in or submit for any of the Focused Activity Awards.

Completed applications

All email submissions will be due by 11:59PM Eastern Time on March 30, 2017. Details regarding application submission will be provided to participating teams ahead of time. For any questions please email info@scriptyourfuture.org.

Adherence Team Challenge Activities

- **What are the requirements for Adherence Team Challenge activities?**

Activities should be conducted anytime during the two-month Challenge period of January 16, 2017 through March 17, 2017 and focus on medication adherence, with a particular focus on those patients affected by three chronic conditions: diabetes, respiratory disease, and cardiovascular disease. Activities can focus on all three conditions, or on just one condition. Teams must have an interdisciplinary focus, which includes pharmacists and student pharmacists, along with other health care professional students. Schools and colleges are encouraged to partner with other schools of health professions, patient care clinics, pharmacy

practice settings, community organizations, and other associated representatives to implement their activities.

- **Why is the Challenge being held from January – March?**

This year, the Team Challenge will be held from January 16th – March 17th to provide additional flexibility for teams to plan and schedule their activities. It is up to you when you would like to hold your events as long as they are within those two months. Some things you can do in advance include designing area-specific flyers or signs, reaching out to potential partners to discuss opportunities in the community, scheduling presentations in the community, or inviting guests to your campus to learn more about medication adherence.

- **What kind of projects can schools implement during the Adherence Team Challenge?**

Be creative in your outreach! You may create your own program ideas or partner with existing community resources (if you partner, make sure to record how your engagement adds value to the program). Opportunities for outreach may include: sending Team Challenge representatives to speak at community health-related events, distributing campaign materials at a neighborhood pharmacy, conducting medication assessments with patients at a health fair, or launching a campaign strategy to raise awareness about medication adherence through letters to the editor or letters to local legislators. We encourage schools and students to identify needs in their communities and develop outreach programs to meet those needs. Feel free to contact churches and places of worship, as well as other community organizations to explore partnering.

- **Should schools select one theme or project, or can we do multiple projects simultaneously?**

We encourage schools to create effective outreach programs to people in their communities. Schools may conduct multiple projects to increase their reach, but a single well-executed theme or project can be just as successful. Each school will be judged only on the activities listed in the final report submitted in March, so if your school does multiple projects please make sure they are all reported together with the same level of detail.

- **What kind of measured objectives are you expecting us to provide?**

Any measure that demonstrates an activity's impact or reach is important to include in your final award report. Each report must include an event log (a sample event log is included in the grading criteria) which includes specific data points we would like you to report on and must be completed in its entirety. Data points of particular interest to us include the number of volunteer hours your team contributed to the Challenge, the number of patients reached, what type of patients are reached, and stories of the impact of activities on patients' awareness and health outcomes. **In 2017, we are particularly interested in having Teams include at least one patient profile/narrative, along with a picture (if possible) in their final reports.** If you speak to patients at an event, count how many people are in attendance. If you conduct medication counseling sessions or host a health fair, find a way to document how many patients you spoke with, what conditions they have, how many medications they take, and what services you provided. Consider a pre and post survey to gauge the impact of the outreach. If you advertise an immunization clinic, how many vaccinations and what kind did you provide? If you host a speaker, use a Twitter hashtag and see what the participation and reach is for the event. The official hashtag for the Challenge is #SYFchallenge. If you produce a video as a part of your submission, we strongly encourage teams to focus on quality. Top submissions may be used for promotional purposes of the SYF Challenge. Strategy is important when it comes to outcomes, so think of measures while you think through your events and activities.

- **Can anyone join the Medication Adherence Team Challenge, independently of a team or on behalf of another group or organization?**

No. Organizations, other schools and other volunteers may only join the Team Challenge through a team that includes a college/school of pharmacy and another health profession school. Individual students, student groups and other organizations are not eligible to receive campaign materials or awards for outreach without working with an identified Team Point of Contact for the Team Challenge. We encourage all groups interested in the Challenge to pursue partnership with their local school/college of pharmacy or other health professions school Team Point of Contact. To find your nearest school/college of pharmacy, please visit: <http://www.aacp.org/resources/student/pages/schoollocator.aspx> and email info@scriptyourfuture.org, if you would like *Script Your Future* to assist with introductions!

- **Can other health professions schools participate in the Team Challenge outreach activities?**

Yes! The Challenge encourages creating a diverse team of health professions students to conduct outreach activities. To be considered for an award, all teams must participate with at least one other school of health profession. Extra points will be given for meaningful engagement with an additional entity - another health professions school, community organization, or other entity. The team activities should be coordinated by the team point of contact (typically pharmacy school faculty), but the team point of contact can be with another health profession school. Other students, staff and health providers at other sites such as community health centers, hospitals and pharmacies are also welcome to participate. We encourage you to be creative!

- **Can faculty and staff participate in school outreach activities?**

Yes. Faculty and staff should champion the Team Challenge throughout their interactions with community partners, experiential education sites, student organizations, and others. The final application report for the award should come from the point of contact faculty member or dean but is expected to be a collaborative effort from all participants and members of the Challenge Team.

- **Can schools provide financial support for the outreach activities?**

Yes. Schools and community partners may provide reasonable resources, including financial support, to aid in organizing and implementing outreach activities. If the Challenge Team receives financial support for their activities, the final report should outline the source of the funds and how the resources were used in the Challenge activities.

- **My school has more than one campus. Do we need to submit one report together?**

Yes. Only one final report may be submitted per Challenge Team, and teams are detailed according to the ACPE accreditation ruling for that institution. Not every campus has to participate, and individual campuses may conduct different activities, but if multiple campuses participate in the Team Challenge, collaboration is expected on the final report and the team lead will be asked how they plan to share the Team Challenge campaign materials package. *Script Your Future* can separate and ship partial packages to different sites, if requested.

- **Will *Script Your Future* provide ongoing support to participants in the Team Challenge?**
Yes. *Script Your Future* staff is available to answer any questions that surface throughout the Challenge and Challenge planning stages. *Script Your Future* will provide both electronic and printed campaign materials as needed for use in activities through the Challenge community website (<http://syfadherencechallenge.ning.com/>). Join the “Forum” and chat with other teams or upload photos from your events. Electronic materials, including a template press release, sample letter to the editor will be among the materials available to all participating teams on the Challenge Community website at <http://syfadherencechallenge.ning.com/>. Printed campaign materials including posters and medication list wallet cards will be part of the kit that is mailed to each participating school.

Students teams are strongly encouraged to connect with local Food and Drug Administration (FDA) Public Affairs Specialists to utilize FDA resources and expertise as they reach out to consumers about adherence. See this link for more information about [FDA Public Affairs Specialists](#).

- **Can we request more campaign materials than are provided to our school?**
We will provide as many materials as possible to assist with outreach activities. Additional materials may be available. Teams are encouraged to create customized materials based on electronic templates provided in the outreach toolkit on the Challenge community site.
- **My school or college is already planning to conduct pharmacy outreach activities January through March. How should we distinguish Team Challenge activities from our regular activities?**
Schools can make their activities unique to the Team Challenge by incorporating *Script Your Future* materials (electronic or print) in a creative way, and by focusing specifically on adherence in one or all of the three target diseases: diabetes, respiratory disease, and cardiovascular disease.
- **The *Script Your Future* campaign defines cardiovascular disease as hypertension and high cholesterol, and respiratory disease as asthma and COPD – can we be broader in our definitions?**
Yes. Teams can decide to broaden the definition of a disease state if applicable to the outreach activities that are most relevant or effective in their communities. However, adherence activities should focus on chronic disease (not short-term or acute conditions) within one or all of the three target disease states (diabetes, respiratory disease, and cardiovascular disease).
- **If we are located in one of the six states in which a *Script Your Future* coalition exists, can we partner with the local coalition?**
Yes! We encourage those schools and colleges in states with *Script Your Future* coalitions—Maryland; Alabama; Ohio; Rhode Island; North Carolina; and California—to contact the local organizer and consider partnering with the local coalition. Information on the *Script Your Future* state coalitions is on the Challenge Community site.

Judging and Awards

- **What are the prizes for the Adherence Team Challenge?**

The winning schools or colleges will each receive the following:

- Stipend to be applied to future patient engagement activities
- Commemorative plaque or award
- Recognition through a press release

- **How many awards will there be, and when will the winners be announced?**

At the end of the Challenge, at least five schools/colleges will be recognized nationally for their efforts to improve medication adherence. Finalists will be notified in May and formal award presentations will be made in Summer/Fall of the Challenge year.

National Team Awards

- National *Script Your Future* Challenge Inter-professional Team Award (2 awards)

Focused Activity Awards

- Health Disparities, Under-represented Community Outreach Award (1 award)
- Creative Inter-professional Team Event Award (1 award)
- Media/Communications Outreach Award (1 award)

- **Who will be in charge of judging the projects?**

A team of reviewers from among the *Script Your Future* Committed Partners will judge each application.

- **How will the projects be judged?**

Projects will be judged on various components including:

- Creativity and originality of activities
- Inter-professional Team composition and focus
- Use of *Script Your Future* campaign materials (including electronic materials)
- Outcomes measured (volunteer hours, number of patients reached, presentations given and potential audiences reached, pledge signatures, etc.)

The formal evaluation measures will be distributed to Challenge Teams prior to January 1, but teams are encouraged to explore evaluation measures for their specific measures. Several previous Challenge Teams compiled analyses for poster sessions and presentations at conferences.

- **Can my team participate in both the *Script Your Future* Medication Adherence Team Challenge and other chronic condition or patient outreach awareness programs?**

Yes! We encourage Challenge Teams to review opportunities to combine this Challenge and other outreach programs.

- **Are small school teams at a disadvantage?**

No. We realize that colleges and schools vary in size and take this into consideration in the awards selection process. Creativity from the team and program impact is more important to the award selectors.

- **Do we have to have an inter-professional and interdisciplinary Challenge Team?**
Yes. Inter-professional partnership is required for each application. A minimum of one additional health profession school must be partnered with the School/College of Pharmacy and engage in the Challenge activities to compose a successful Challenge Team.
- **Where can I go for more information?**
For more information on the Challenge, visit the Challenge Community website at <http://syfadherencechallenge.ning.com/>

For any questions please email info@scriptyourfuture.org.

Good luck!