



Application and Grading Criteria 2017

Script Your Future Medication Adherence Team Challenge

Script Your Future Medication Adherence Challenge Teams are eligible to submit an application for the following awards, as outlined below, at the conclusion of the Challenge months (January 16--March 17, 2017).

National Team Awards

- National *Script Your Future* Challenge Inter-professional Team Award (2 awards)
- National *Script Your Future* Challenge Rookie Award (1 award for team participating in its 1st or 2nd year of the Challenge)

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)

A stipend will be awarded to the winning teams to be put towards future adherence activities.

Application Requirements

Each Team **must** submit an application for the National Team Award. The submission will include a report of the two months of activities for the Team.

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. *Please only submit one entry per award.*

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

In order to be eligible for the awards, the Team Point of Contact must submit a formal application via email to info@scriptyourfuture.org by Thursday March 30, 2017 11:59 PM EST.

National Team Awards

National *Script Your Future* Challenge Inter-professional Team Award and Rookie Award

Note: Rookies must indicate on their application that they are applying for the Rookie Award, and whether it is the school's 1st or 2nd year participating in the Challenge. The Rookies will be evaluated using the same National Award criteria.

Applications must include:

- A report (five pages or less) describing the school/college's activities to raise awareness of medication adherence that should include details responding to the content below.
- An appendix including the event/activity log and other support materials, such as copies of press coverage of activities, pictures from events, letters of recommendation from individuals or groups impacted by activities, patient profiles, social media materials, etc.

National Team Awards Evaluation Criteria

Overall Influence **100 Points**

Team Impact **(50 points)**

- How does the Team have an effect on the medication adherence awareness in its community?

Team Creativity **(50 points)**

- How does the Team provide an original, inventive, and/or advanced method of increasing medication adherence awareness in its community?

Core Composition **40 Points**

Inter-professional Team **(20 points)**

- Inter-professional team composition (*Teams are required to have at least one additional health profession school to complete the inter-professional team. Extra points for partnering with an additional school, community organization or other entity*)
 - Detail the Inter-professional Team composition—pharmacy, medicine, nursing, public health, other
 - Detail any partnerships with other entities (including community organizations)
 - Detail the role each health profession had in each specific activity
 - Detail how the Team leveraged its inter-professional colleagues throughout the Challenge

Script Your Future (SYF) Focus **(20 points)**

- SYF-Related focus at events
 - Detail any messaging the Team developed and used.
 - Detail any targeted disease state(s), explain how/why it was chosen if appropriate
 - Detail how the Team used SYF materials (medication list wallet cards, posters, online content, SYF pledge, PSAs)

Program Details **80 Points**

Program Interventions **(40 points)**

- Description of the program intervention(s) conducted by students during the Challenge (Note: if partnering with existing community initiatives, describe the added value of the SYF Challenge)
 - Include all events, presentations, health fairs, etc. (See sample log sheet below)
 - Include any patient profiles/narratives (with an accompanying picture(s), if possible) on how the interaction with the Challenge Team impacted their awareness of the importance of medication adherence.

Detail any improved medication adherence practices as a result of the interaction.

Outcomes Measured **(40 points)**

- Measured outcomes of the activities should be tracked through the activity log. (*Activity logs must include reporting of, but is not limited to, the following*)
 - Event and date
 - Event Type
 - Population(s) targeted (Seniors, HCP, Young adults, etc.)
 - Total number of volunteers
 - Total volunteer hours (number of volunteers x number of hours per volunteer)
 - Total number of materials disseminated (SYF medication list wallet cards, posters, customized materials, etc.)
 - Total number of patients/consumers reached at events
 - Total number of patients directly counseled about medications
 - Total number of patients introduced to SYF website and online tools

- Signing up for text reminders, Taking the *Script Your Future* pledge
- Evaluation measures of the activities (Example: pre- and post- surveys)
- Total number of FDA medication resources used at events (such as disseminating FDA materials, holding an event with an FDA Public Affairs Specialist, or educating consumers about FDA web resources)
- Total number of FDA or CDC resources on smoking cessation and education used at events (such as dissemination handouts, linking to websites, and showing videos)

For media engagement:

- Total number of letters-to-the-editor, op-eds, media impressions, etc.
 - Include details for types of publications, types of media vehicles
- Total number of social media followers and engagement (Twitter, Facebook, YouTube)
 - Include total number of likes, views, shares and other applicable metrics

Sample Activity Tracking Log

Please customize and expand to meet the needs of the Team. This log must be completed and submitted with the Appendix materials. **Each column must be totaled at the end of the log in order to assess total Team impact.**

| Event and Date | Event Type | Population Targeted | Total # Volunteers | Total # Volunteer Hours | # of Persons Counseled | # of Persons Reached | # of Wallet Cards Distributed | # of Posters Distributed | # of FDA resources used and type | Smoking cessation resources | Evaluation conducted |
|----------------------------|---------------------|---------------------|--------------------|-------------------------|------------------------|----------------------|-------------------------------|--------------------------|--|-----------------------------|-----------------------------|
| DC Health Fair 1/25/17 | Fair | Seniors | 2 | 4 | 200 | 500 | 30 | 2 | 2 (shared Medwatch information and written brochure on acetaminophen) | 1 (FDA web site shared) | Yes – survey, details below |
| Lowe’s Store Event 1/28/17 | Work place Wellness | Working, Insured | 4 | 16 | 35 | 50 | 35 | 2 | 4 (Shared two FDA links and Medwatch information. FDA Public Affairs Specialist involved in event and education) | 2 (CDC video and handout) | No |
| Total | | | 6 | 20 | 235 | 550 | 65 | 4 | 6 | 3 | |

Teams are encouraged to use (and report on) the following attributes when conducting outreach during the Challenge

- How comprehensive medication management or other resources can be used to change health outcomes or facilitate discussions with patients
- Additional health metrics that can be collected such as:
 - o Average number of medications taken by patients
 - o Medications taking
 - o Chronic condition(s) being treated or intended use of medication
- Tools to assess patient level of adherence
 - o Estimator (like the [Merck Adherence Estimator](#) ®)
 - o Self report on number of days being adherent to medicine (If you are taking a prescribed medicine(s), in the last 30 days, how good a job did you do at taking your medicine(s) in the way you were supposed to?)

Focused Activity Awards

Teams are not required to participate in or submit for any of the Focused Activity Awards. To be eligible for a Focused Activity Award, the Team must submit the National Award application and then submit a descriptive application for each selected Focused Activity Award. Focused Activity Award applications will be reviewed separately from the National Awards. Points achieved for the Focused Activity Awards do not count toward the total points achieved in the National Awards entry. For each Focused Activity Award, each team may submit only one entry.

Health Disparity/Under-represented Community Outreach Award (100 Points)

Applications should be no more than 3 pages and should include the following:

- Heading for this award should identify the name of the award and team contact information
- Describe the following (*each worth 20 points*):
 - Population(s) targeted (Why was this particular group chosen by the Team?)
 - Program interventions (What activities? How do the outreach activities match the team's community needs?)
 - Scalability (Will this effort have a lasting impact on the community? Can another group replicate the effort and continue its success?)
 - Lessons learned (Did the Team encounter barriers to the project's implementation? If so, how were they managed and/or resolved?)
 - Outcomes measured (What measurable items detail the Team's success and effort for this population?).

Creative Inter-professional Team Event Award (100 Points)

Applications should be no more than 3 pages and should include the following:

- Heading for this award should identify the name of the award and team contact information
- Description of the following (*each worth 20 points*):
 - Team members (What healthcare team members came together for this event?)
 - Specific interventions (What activities did the Team choose for the project? How did the outreach activities match the community needs? What were the roles of each healthcare team member? What makes the intervention creative in how it features the team?)
 - Scalability (Does this effort have a lasting impact in the community? Can the inter-professional collaboration for the activity be used in other models?)
 - Lessons learned (Did the Team encounter barriers to the project's implementation? If so, how were they managed and/or resolved?)
 - Outcomes measured (What measurable items detail the Team's success and effort around inter-professional collaboration?)

Media/Communications Outreach Award (100 Points)

Applications should be no more than 3 pages and should include the following:

- Heading for this award should identify the name of the award and team contact information
- Description of the following (*each worth 20 points*):
 - Goals of media campaign(s) (How does this complement the broader months-long activities?)
 - Video component (Does the Team produce a quality video about an aspect of the Challenge that can be used to educate patients and/or promote the Challenge?)
 - Scalability (Does this effort have a lasting impact on the local or broader community? Can other groups replicate this effort and continue its success?)

- Lessons learned (Did the Team encounter barriers to the project's implementation? If so, how were they managed and/or resolved?)
- Outcomes measured (What was the reach of the media activities?)
 - EXAMPLES: Facebook community activity, Op-ed published in local newspapers, Coverage on local news (media coverage or attendance at events), Creative solutions to spreading information about adherence to the community

Submission Deadline

A formal application must be received by Thursday, March 30, 2017 11:59 PM EST via email to info@scriptyourfuture.org. Documents can be submitted as .pdf, .doc, .docx. If your files are too large to send via email, please alert us prior to the deadline to determine another option for submission.