



2022 Team Challenge FAQs

What is the *Script Your Future* Team Challenge?

The Team Challenge is a two-month long community outreach project that will be held from January 17, 2022 until March 28, 2022. The Team 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 two-month period, 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 addressing health disparities in minority and medically underserved communities. Studies show that nearly 50 percent of medications for chronic disease are not taken as prescribed. Racial and ethnic minorities suffer disproportionately from chronic disease and poor medication adherence. Medication nonadherence contributes to approximately 125,000 deaths and 10 percent of hospitalizations a year. The financial burden of nonadherence can range from \$100 billion to \$290 billion in health care costs a year. Many factors contribute to non-adherence, such as financial barriers and lack of access to medical care. Understanding how the social determinants of health impact medication adherence can inform more effective interventions to help reduce disparities in adherence and health outcomes.

Why also include education on vaccine confidence?

NCL would like to leverage outreach activities to increase health literacy on the safety and efficacy of vaccines, with a special emphasis on the COVID-19 vaccine. Racial and ethnic minorities have lower health literacy rates that contribute to vaccine hesitancy. Low-income and minority communities are being hardest hit during this pandemic, and these same communities also suffer disproportionately from chronic diseases that place them at higher risk for death from COVID-19. The timing of this year's challenge presents us with an opportunity to educate consumers about the preventive benefits of vaccinations to help increase vaccine uptake in communities with the greatest vaccine hesitancy.

Why focus on students at health professions schools?

One of the best hopes we have for combatting non-adherence is to train the next generation of health care professionals to address the social determinants of health when engaging their patients. This starts in the classroom through the innovation brought forward by health professions faculty. Since 2011, the *Script Your Future* Team Challenge has demonstrated the power of inter-professional health care teams to engage patients and caregivers in their communities to improve health through better medication adherence. Pharmacists, doctors, nurses, nurse practitioners, pharmacy technicians, and all other health professionals have a unique perspective on medication adherence. To move the needle on medication adherence, each member of the health care team needs to understand the health disparities that disproportionately impact minority and medically underserved communities.

Script Your Future Team Challenge FAQs

For more information on the Challenge and to interact with other teams, visit the Challenge Community website at: <https://scriptyourfuture.org/team-challenge-main/>

About the Team Challenge

How can my school join the 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 **November 30, 2021**. 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 Team 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
- Contact information for the Challenge Team Faculty Point of Contact
- Contact information for the Challenge Team Student Point of Contact)
- Mailing address for the school where materials should be sent

Note: The Team Student 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 **November 30, 2021** 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 Team Challenge Sign Up](#). **Teams that do not submit a Letter of Intent will not be eligible for awards.**
- **Submit a Report.** To be considered for an award, the Team Point of Contact must electronically submit a formal report after the Challenge, **April 4, 2022**. Reports must include:

Script Your Future Team Challenge FAQs

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 interventions 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, educational videos, letters of recommendation and personal narratives from individuals or groups impacted by activities, etc.

Each Team **must** submit an application for the National Team Award. A team participating in the Challenge for the 1st or 2nd year is eligible to apply for the Rookie Award, which is judged by the same criteria as the National Award.

To be considered for the Focused Activity Awards, teams must submit supplemental report(s) (3 pages maximum) and materials describing the specific actions and outcomes they would like to have evaluated.

Teams can submit reports for one, two, or all four 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
- Tech Innovation Award

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

In addition, **teams are only eligible to receive one award**. For example, a National Award winner will not be eligible to receive one of the Focused Awards.

Completed reports

All email submissions are due by 11:59PM Eastern Time on April 4, 2022. Details regarding report submissions will be provided to participating teams ahead of time. For any questions, please email info@scriptyourfuture.org.

Team Challenge Activities

What are the requirements for Team Challenge activities?

Activities should be conducted anytime during the two-month period of January 17, 2022 through March 28, 2022 and focus on medication adherence, with a particular focus on those patients affected by three chronic conditions: diabetes, respiratory disease, and cardiovascular disease. Teams can also focus outreach activities around vaccine confidence and safe drug disposal. Activities can focus on a combination of these conditions, or on just one area. 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, and community organizations, consumer advocacy groups, and other associated representatives to implement their activities.

Script Your Future Team Challenge FAQs

Why is the Challenge being held from January – March?

This year, the Team Challenge will be held from January 17th – March 28th 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 media outreach, letters to the editor, videos, or letters/meetings with 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 community organizations with reach into minority and medically underserved communities to explore partnerships.

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

We encourage schools to create partnerships for outreach in their communities, and leverage existing resources to increase the effectiveness of activities. 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 April, 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 (available on the Challenge Community [website](#)) 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.

How can Teams measure the impact of their outreach?

Teams are encouraged to submit patient profiles, testimonies, and if possible, pre- and post-surveys. Some other measures to include in the final report include:

- Documenting the number of patients that were counseled, what conditions they have, how many medications they take, and what services were provided;
- Documenting outreach related to immunizations and COVID vaccines, including, how many and what kind of vaccinations were given;
- Using the social media hashtag, #SYFchallenge, to promote an event or a speaker;

***Script Your Future* Team Challenge FAQs**

- Finally, 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 future *Script Your Future* promotional purposes.

Can anyone join the 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 or in-kind support for their activities, the final report should outline the source of the support 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 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.

***Script Your Future* Team Challenge FAQs**

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 planning stages. *Script Your Future* will provide both electronic and printed campaign materials as needed for use in activities through the Team Challenge Participant website: <https://scriptyourfuture.org/team-challenge-main/>

- Electronic materials, including a template press release and sample letter to the editor will be among the materials available to all participating teams on the [Team Challenge Participant website](#).
- Printed campaign materials including posters and medication list wallet cards will be part of the kit that is mailed to each participating school.
- Student 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 target disease areas, vaccine confidence, and/or safe drug disposal.

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, six 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 the summer of the Challenge year.

National Team Awards

- National *Script Your Future* Team Challenge Award (1 award)
- Rookie Award (1 award for a Team participating in their 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)

***Script Your Future* Team Challenge FAQs**

- Tech Innovation Award (1 award)

Who will be in charge of judging the projects?

A team of volunteer reviewers 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
- Impact of Activities/Outcomes measured (volunteer hours, number of patients reached, presentations given and potential audiences reached, traditional and social media outreach, pledge signatures, etc.)

The 2021 Grading Criteria will be available on the Team Challenge Participant [website](#). Teams are also encouraged to explore evaluation measures for their specific activities. Several previous teams compiled analyses for poster sessions and presentations at conferences. For guidance on possible team activities, we encourage you to read the press releases announcing previous Team Challenge winners, which are available on the Team Challenge Participant [website](#).

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 teams to review opportunities to combine this competition 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 awards selection committee.

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 outreach activities to compose a successful team.

Where can I go for more information?

For more information on the Challenge, visit the Challenge Community website at <https://scriptyourfuture.org/team-challenge-main/>

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