



## FAQs: Medication Adherence Team Challenge 2023

### **What is the Medication Adherence Team Challenge?**

The Medication Adherence Team Challenge is an 8-week-long community outreach campaign that will run from February 3, 2023 until March 31, 2023. 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 Teams 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 (NCL) 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 non-adherence contributes to approximately 125,000 deaths and 10 percent of hospitalizations a year. The financial burden of non-adherence can range from \$100 billion to \$290 billion in health care costs every 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. Racial and ethnic minorities have lower health literacy rates that contribute to vaccine hesitancy. Low-income and minority communities were hardest hit during the COVID-19 pandemic, and these same communities also suffer disproportionately from chronic diseases that place them at higher risk for death from COVID-19 and other illnesses. This challenge is 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 how health disparities impact minority and medically underserved communities.

## About the Script Your Future Team Challenge

### How can my school join the Script Your Future Team Challenge?

- **Establish a Team.** All teams must include the following: One School/College of Pharmacy and an optional 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. A School/College of Pharmacy may have multiple Teams participating in the Challenge.
- **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.** To participate, the Team Point of Contact must submit a Letter of Intent, either through the online portal or via email to Hannah Papich at [hannah@wswdc.com](mailto:hannah@wswdc.com). Letters of Intent should be submitted by February 2, 2023. 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.

#### The Letter of Intent must include the following:

- The name of the school/college of pharmacy participating in the Team Challenge
- The name any 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
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*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 helps the Challenge organizers plan and make the Challenge a success. 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 and Student Representative. Teams that do not submit a Letter of Intent will not be eligible for awards.

### What is the Team Challenge Report?

The Team Challenge Report is a five-page (or less) report describing the school/college's activities to raise awareness of medication adherence. Reports should include the following information:

- **Program Intervention:** a description of the program interventions conducted by students
- **Outcomes Measured:** event(s) type, date, and population targeted. Number of volunteers, volunteer hours, materials disseminated, participants reached
- **Team Impact:** description of how the activities conducted changed health outcomes/impacted the target population
- **Appendices:** may include, but not limited to:

- Event/activity log keep track of outcomes
- Press coverage and pictures from event
- Social media materials used
- Letters of recommendation or personal narratives from participants
- Educational videos

### **How do we submit a completed report?**

All submissions are due via email by 11:59PM Eastern Time on April 10, 2023. Completed reports should be emailed to Hannah Papich at [hannah@wswdc.com](mailto:hannah@wswdc.com).

## **Team Challenge Activities**

### **What are the requirements for Team Challenge activities?**

Activities should be conducted anytime during the two-month Challenge period of February 3, 2023 through March 31, 2023 and focus on medication adherence, with a particular focus on vaccine confidence, overcoming disease stigma, addressing health disparities, and over-the-counter medication adherence. 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.

### **Why is the Challenge being held from February – March?**

This year, the Team Challenge will be held from February 3<sup>rd</sup> – March 31<sup>st</sup> to provide 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. 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 equally 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. 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.

**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 [hannah@wswdc.com](mailto:hannah@wswdc.com), 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. Extra points will be given for meaningful engagement with an additional entity – another health professions school, community organization, or other entity. 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 Report 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 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 work together as one Team?**

It's up to you. If you want to have multiple teams from your school, you need to submit a different Letter of Intent for each Team, and conduct the activities separately, including the final Report. If you'd like to have more than one Team from your school, please contact Hannah Papich at [hannah@wswdc.com](mailto:hannah@wswdc.com) to discuss further.

**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 customizable electronic materials for use in activities upon request.

**My school or college is already planning to conduct pharmacy outreach activities during the time period of the Challenge. 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 challenge categories listed previously.

## Judging and Awards

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

The winning schools or colleges will each receive the following:

- Commemorative plaque or award
- Recognition through a press release
- Spotlight on *Script Your Future* website and social media

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

At the end of the Challenge, six Teams will be recognized nationally for their efforts to improve medication adherence. Finalists will be notified in May and formal award presentations will be made later in the Challenge year.

**National Team Awards**

- National *Script Your Future* Team Challenge Award (up to 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)
- 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.)

Teams are encouraged to explore evaluation measures for their specific activities. Several previous Challenge 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 Challenge winners, which are available on the Script Your Future [website](#).

**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.

**Where can I go for more information?**

For more information on the Challenge, visit the Script Your Future website at <https://scriptyourfuture.org/>

For any questions, please email [hannah@swdc.com](mailto:hannah@swdc.com).

**Good luck!**