Script Your Future

2023 Team Challenge Kickoff

January 30, 2023

“Drugs don’t work if patients don’t take them.”
–C. Everett Koop, former Surgeon General
About National Consumers League

Robin Strongin, Health Policy Director (robins@nclnet.org)
Today’s Agenda

- Introduction
- Why Medication Adherence and Vaccine Confidence?
- Overview of Script Your Future Campaign, Team Challenge
- Q&A
Script Your Future Challenge Staff

- Robin Strongin, Health Policy Director, NCL
- Chelsey Hickman, Partner, Winning Strategies Washington
- Charla Penn, Principal, Winning Strategies Washington
- Hannah Papich, Associate, Winning Strategies Washington
Medication Non-Adherence

- COMMON.
- DANGEROUS.
- COSTLY.
What is the Script Your Future Campaign?

- Provides medication adherence resources for patients, families, caregivers, and health care professionals
- Focuses on vaccine confidence, helping patients manage chronic conditions, and overcoming disease stigma

- Launched in 2011 with funding from the Agency for Healthcare Research and Quality (AHRQ)
- Continues to benefit from the support of a wide array of committed partners
Script Your Future’s Impact

Since its launch in 2011, the campaign has:

− Supported close to 2,000 community health events
− Engaged over 60,000 healthcare providers
− Reached 27.5 million consumers and counting
What is the Team Challenge?

- Eight-week challenge open to pharmacy and other health professions students

  **FEBRUARY 3 – MARCH 31, 2023**

- Promotes the importance of medication adherence, vaccine confidence, OTC medicine safety, overcoming disease stigma, and the future of pharmacy

- NCL can provide customizable templates for Script Your Future materials
Important Dates

• February 2: Letter of Intent Due
• February 3: Challenge Launches
• March 31: Challenge Ends
• April 10: Team Reports Due
• May 8: Winning Teams Notified
• May 10: NCL Press Release Announcing Winners
Team Challenge Categories

- **Vaccine Confidence:** significant challenge due to spread of misinformation and politicization of COVID-19 pandemic
- **Disease Stigma:** patients may be reluctant to fill or take medication for a condition about which they feel uncomfortable
- **Health Disparities:** significantly lower medication adherence among minority populations, which puts health at risk
- **OTC Medication Adherence:** many people don’t realize the harmful effects that OTC medications can have if used improperly
Team Challenge Goals

- Plan and implement education and outreach activities in your community to increase medication adherence and vaccine confidence
- Encourage the collaboration of inter-professional care teams
- Engage the next generation of health care leaders
- Develop partnerships with local community
- Secure media interest in your activities
- Measure and report on your impact
Team Challenge Report

5 pages (or less) describing the team’s activities, including:

- **Program Intervention:** description of program including team, events, patient profiles, messaging, materials used, etc.

- **Outcomes Measured:** event date, type, and population targeted; number of volunteers, volunteer hours, materials disseminated, participants reached, etc.

- **Team Impact:** how did the activities conducted change health outcomes?

- **Appendices:** may include, but not limited to:
  - Event/activity log keeping track of outcomes/impact
  - Press coverage from event
  - Pictures from event, social media materials used
  - Letters of recommendation from groups impacted by activities
Team Challenge Awards

- Award Categories:
  - National Award
  - Health Disparities
  - Media Outreach
  - Creative Interprofessional Team Event
  - Technology Innovation
2022 SYF Challenge Winners

National Awards:
- Temple University School of Pharmacy – PA
- Wilkes University Nesbitt School of Pharmacy – PA

Health Disparities Focus Award:
- Northeast Ohio Medical University School of Pharmacy – OH

Media Outreach Award:
- Western University School of Health Sciences, College of Pharmacy – CA

Creative Interprofessional Team Event Award:
- University of Pittsburgh School of Pharmacy – PA

Technology Innovation Focused Award:
- Touro University California, College of Pharmacy – CA
Script Your Future 2023
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Questions?