

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*



A Campaign of the National Consumers League

About National Consumers League



*Health
Advisory
Council*



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

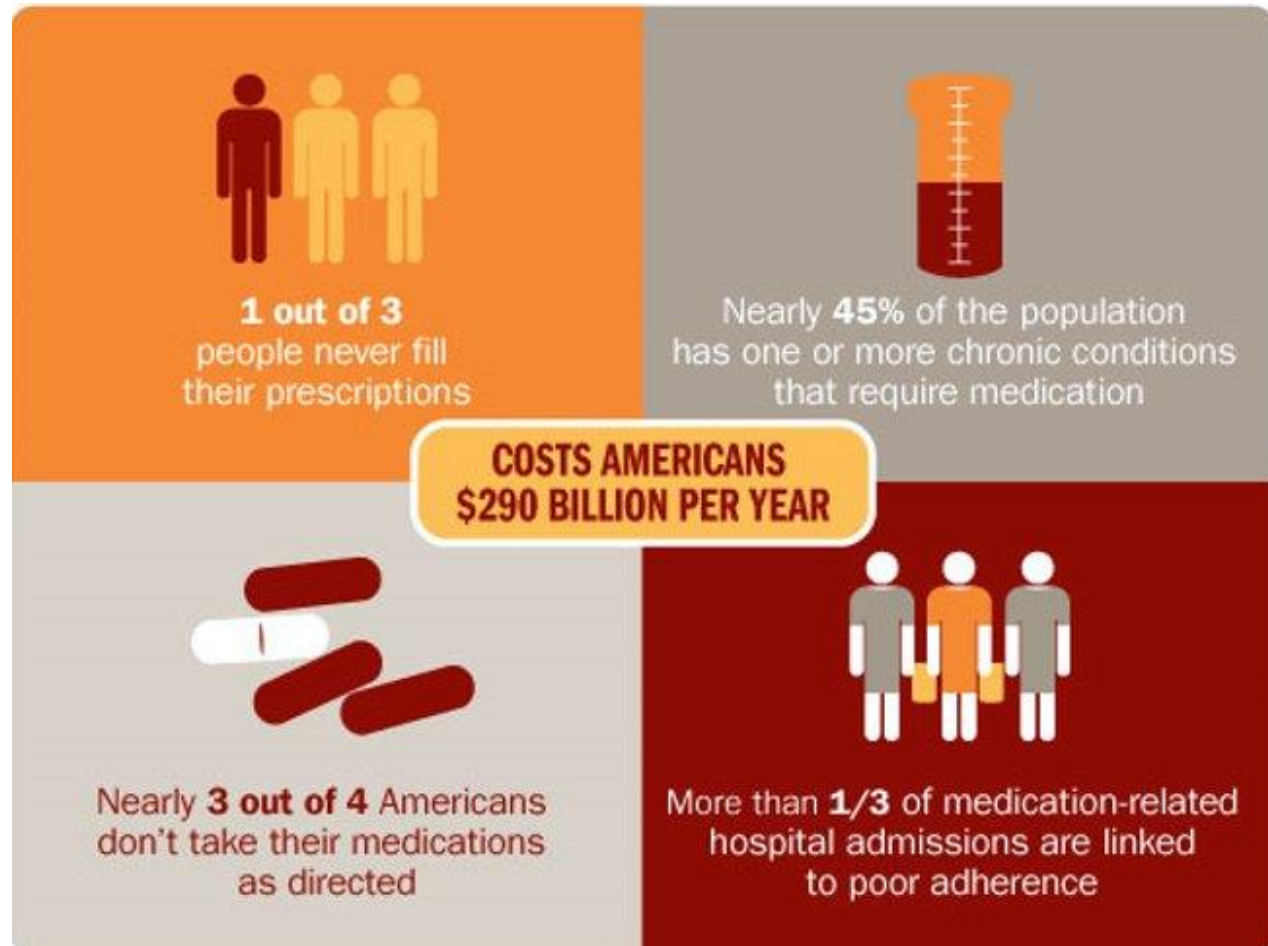


Script Your Future Challenge Staff

- **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



I WILL grow old with my husband.



I WILL help my grandson with his science homework.



I WILL walk my daughter down the aisle.



I WILL spend time with my best friend.



I WILL take a family vacation every summer.



I WILL be there many more birthdays.



I WILL ride my bike every day.



I WILL always be there for my daughter.

Script Your Future 2023

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<https://ScriptYourFuture.org>

Questions?

