

# MEDICATION ADHERENCE CHALLENGE 2023

## AWARD-WINNING SOLUTIONS



### Combining Traditional & Social Media

Lake Erie College of Osteopathic Medicine School of Pharmacy

**National Award**  
(Best Overall Project)

The team from the Lake Erie College of Osteopathic Medicine School of Pharmacy in Erie, Pennsylvania, used a combination of more traditional media like television news broadcasts and billboards to complement social media efforts to reach a broad audience in its community. During the course of the eight-week challenge, the students planned and executed weekly events to educate their community on the importance of medication adherence. Photos and videos were taken during the events, which were used across a variety of media, including the local nightly news broadcast, billboards around the community, and social media posts. The news segments and billboards reached an estimated 257,000 members of the community, and the social media



### Social Media

Western University of Health Sciences

**Media & Communications Award**

To maximize their reach, the team from Western University of Health Sciences in Pomona, California, decided to focus on using popular social media sites like TikTok and Instagram to post educational videos on the importance of medication adherence. The team also posted its videos on Facebook and YouTube, as well as on its website. Over an eight-week period, the school's videos were viewed over 3,500 times across all platforms. TikTok accounted for the most engagement, where the videos were viewed more than 2,500 times.



## Advocacy at the State Capitol

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University of Charleston  
School of Pharmacy

Interprofessional Award

The team from the University of Charleston School of Pharmacy in Charleston, West Virginia, joined pharmacists and business leaders to participate in advocacy events at the State Capitol, including Rural Health Day and Pharmacy Day. During these events, they met with dozens of legislators to advocate on the importance of medication adherence and vaccine confidence, prior authorization policies, and other key issues. Students participated directly and not only educated dozens of legislators, they also gained confidence in their ability to advocate on behalf of the policies that allow pharmacists to fully participate as healthcare professionals in patient care.



## The “3 Minute Clinic” & Community Baby Shower

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Temple University  
School of Pharmacy

Under-Represented Community  
Outreach Award

Through a partnership with a trusted community service organization, the team from Temple University School of Pharmacy in Philadelphia, Pennsylvania, was able to reach community members who have unstable or no housing. These community members come to a church center one Saturday morning a month to receive education on a home- or health-related issue and receive food. The school's pharmacy students were onsite at the church to check patrons' blood pressure and talk about their medications. The students also presented a “3 Minute Clinic” to educate on routine vaccinations that have booster or age requirements. Students also served as translators for community members who did not speak English. These community members may not have the time or resources to see a healthcare provider, so having access to pharmacy students was a great way to contribute and encourage them to be mindful of their health.

The team from Temple also hosted another event where they partnered with another pharmacy student organization to host a Community Baby Shower for pregnant members of a medically underserved population in their community. The event also included panel discussions on gestational diabetes and women's health. Students displayed poster presentations on pediatric vaccinations, safe drug disposal, and medication adherence.



## Community Pharmacies & Using Students' Unique Skills

University of Pittsburgh  
School of Pharmacy

### Technology Innovation Award

The Pitt Pharmacy team created innovative technologies where students had the ability to learn about cardiovascular emergencies in real time. Students ran simulations with *simman*. This “patient” can have a range of health concerns, from a heart attack to atrial fibrillation. Students learned how cardiac disorders are treated and performed simulations as instructors for future pharmacy students. In addition, student organizations hosted events with virtual reality technology where students could “treat” patients for these cardiovascular events.

“As head of the technology and innovation committee, Script Your Future was a great experience that allowed me to work with new people, come up with awesome ideas, and to play a part in a national campaign to empower patients. Part of my future goals as a pharmacist is to make sure that patients are as knowledgeable about their own health as their health providers. It’s all too often that I see issues that could have been avoided if anyone had spent the time to teach patients about their conditions rather than just sending them off with their medications, and I’m glad I was able to contribute to the cause!”

– 2023 Script Your Future Team Challenge participant from University of Pittsburgh School of Pharmacy, Pittsburgh, PA