



FAQs: Medication Adherence Team Challenge 2024

What is the Medication Adherence Team Challenge?

The Medication Adherence Team Challenge is a 3 months long community outreach campaign that runs annually from January to March. The Challenge invites faculty and students of healthcare professional schools to raise awareness about medication adherence as a critical public health issue by implementing community level solutions and outreach initiatives. 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?

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 totals to about \$500 billion 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 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 healthcare professionals.

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 an [online](#) Letter of Intent.

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

Team Challenge Activities

What are the requirements for Team Challenge activities?

Activities should be conducted anytime during the three-month Challenge period from January-March. and focus on medication adherence, with a particular focus in one of these areas: vaccine confidence, overcoming disease stigma, addressing health disparities, and over-the-counter medication safety. Schools and colleges are encouraged to partner with other schools of health professions, patient care clinics, pharmacy practice settings, community organizations, consumer advocacy groups, and other associated representatives to implement their activities.

Why is the Challenge held from January – March?

Team Challenge will be held from January-March 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 three 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, elected officials, and those 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.

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?

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.

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.

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.

What are examples of past activities?

Please see our [Winners](#) page to see how past participants have impacted their communities.

Judging and Awards

What are the prizes for the Team Challenge?

The winning schools or colleges will each receive the following:

- Certificate and stipend
- 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?

Awards are listed below. Winners will be notified in May.

- National (overall excellence)
- Communications
- Innovation/Technology
- Interprofessional
- Underserved Populations

Who will be in charge of judging the projects?

A team of volunteer reviewers, coordinated by NCL staff, 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?

You can visit the *Script Your Future* website at <https://scriptyourfuture.org/> or email us at syf@nclnet.org.