

Asthma Outreach Project/Health Expo Project

Albany College of Pharmacy and Health Sciences

Project Description & Implementation Overview

The Asthma Outreach Project of AMCP-ACPHS is active through both semesters of the academic year in Albany, NY. The project was founded by Mr. Terrence Towers (Co-Advisor) and Ben Tubert (E-Board Member, '14) in the spring of 2011. Along with a community partnership at the Whitney M. Young Jr. Health Center, student members are able to volunteer in various community settings to impact the lives of people suffering from Asthma and COPD.

Purpose of the Project

The Asthma Outreach Project of AMCP-ACPHS has the following primary goals:

- To increase awareness of Asthma and COPD on campus and in the community
- To apply managed care principles through events held in the community
- To help build patient trust by getting to know their Pharmacist
- To show the importance of speaking with Pharmacists about Asthma & COPD

Project Budget: Expenses and Revenues

Expenses:

Table Runner: \$150 (custombannerlab.com)

Laser Printer: \$90

The printer was only used during the Health Expo to print plan options for patients from the Medicare Part D Plan Finder. Due to the elderly population, we opted for print outs of plan options rather than email.

Who and How Many Chapter Members are Involved?

At the formation of the project there were roughly five student pharmacists who had signed up. Within two months after launch, 20 chapter members had signed up to volunteer through the Asthma Outreach Project. For the health expo event, volunteers were not solely those who were part of the Asthma Outreach Project. Of the 15 volunteers, 10 were general chapter members.

Who Should be Targeted? Audience or Involvement? How Do You Find Them? How Do You Contact?

Our target audience was low to lower middle class income families. The Whitney M. Young Jr. Health Center is located in downtown Albany and is surrounded by community housing authorities. The primary goal of the center is to provide outstanding healthcare to lower income families in need of services. Because of our partnership with the center, we have targeted a similar population. Studies have shown disparity in knowledge of medications amongst this group. Our contact is primarily done via shared flyers that are placed in target community areas by the center. The events that the Asthma Outreach Project participates in are open to all student members of AMCP.

For the presentations, we had an existing contact through campus, however in the future we would start by contacting school nurses and secretaries. We contact the Activity Coordinators at the YMCA's and nursing homes.

We also participated in a Health Expo (organized by the APhA Chapter) during the Somos, Inc. Convention. The target audience at the Health Expo was attendees at the Somos Convention.

What Materials are needed? Outside Resources, Ordering, etc?

Many of the resources that the project has and uses have been provided for us at no charge from the center. There have been quite a few other resources which we have decided to use and they have been downloaded from the New York State Department of Health website. We have also used certain pamphlets provided by manufacturers such as GlaxoSmithKline and Merck.

Timeline for Implementation and Execution

1. Health Expo Event
 - a. Event Date: October
 - b. Planning Begins: End of August
 - c. Materials Needed: Laptop, Printer, Medication Lists to be filled out for Med-D reconciliation
2. Asthma Project Events
 - a. Many of our events have been requested events such as school visits and presentations. Because of this there is not a specific time frame for planning however, the goal is to plan at least 3 weeks before the presentation.

Follow-up with Faculty Members/Volunteers/Participants

Student pharmacists that participated in the Somos, Inc. Convention (Health Expo) were issued thank you letters/certificates from The New York State Assembly/Senate Puerto Rican & Hispanic Task Force. The APhA chapter put on the Health Expo during the Somos Convention, and the APhA chapter sent out thank you cards to the Presidents of the volunteering organizations after the event.

Student chapter members that participated in these events have received recognition in the form of reimbursement for an MTM training course that ACOPHS is starting in the fall.

Project Evaluation:

Since the inception of our Asthma Outreach Project we have had great success following all of our events. We have participated in several different venues ranging from conventions, to school visits, and health expos. Each setting has gone very well for the organization as the target audience has responded very well. Our Health Expo event went extremely well as we were able to answer many questions from elderly patients in attendance.

Another factor in the success our events is the student pharmacists eagerness to participate and help others. Also, we have had target audiences that have been eager to hear the information we had to present. Many of our volunteers know quite a bit about Asthma & COPD as well as helping patients work to find a Medicare Part D plan that fits their needs. A major issue with our health expo event was MVP Healthcare sponsored the event through the APhA Chapter. The sponsorship hindered our ability to be able to showcase at other venues.

Some issues that could be improved over the next year are getting new student pharmacists to volunteer because many participants are returning volunteers. This becomes an issue as these

returning volunteers become P4 students and go on rotation. As younger student members become more active, there is an influx of fresh ideas for new sites that the project would benefit from.

Project Checklist:

- ❖ Create a timeline for planning
- ❖ Contact potential sponsors in the community
- ❖ Speak with elementary schools in regards to children's presentations
- ❖ Make sure to have contact with corporate/community sponsors (if any) at least 1 month prior to event
- ❖ Contact venue ahead of time to make sure that power supply is adequate
- ❖ Make a time sheet for volunteers
- ❖ Have all resources set ahead of time