



COMMUNITY PHARMACY FOUNDATION
COMPLETED GRANT SYNOPSIS

Community Asthma Education Initiative

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Saint Elizabeth Foundation on behalf of the Community Asthma Education Initiative

Objectives

Goal 1

- 1) Recruit pharmacists from hospital, community and institutional pharmacy operation, spanning the spectrum of experience and interests to form a pharmacy committee within The Community Asthma Education Initiative.
- 2) Establish a chair who has statewide contacts and agency affiliations.
- 3) Create a strategic plan that will meet the needs of the community.
- 4) Collectively develop research studies in long term planning.

Goal 2

- 5) Create a proposal application for pharmacy student clinical rotation and recruit a preceptor/mentor for students.
- 6) Develop a template for monthly student in-services to 49 pharmacies, requiring student research and presentation composition for 12 asthma-related topics.

Goal 3

- 7) Establish grading requirements and evaluation processes for quality assurance. Supervise student data collection.
- 8) Create a voluntary short form patient survey for establishing a baseline and follow-up for comparison of work and school days missed and for hospitalizations and ED visits.
- 9) Perform process evaluations of the alpha site participants
- 10) Develop a preceptor assessment tool for student evaluation.

Goal 4

- 11) Develop collateral materials for use by students in promoting the program.
- 12) Familiarize pharmacists within Lincoln with the program details through newsletters and publications by the NPA.
- 13) Create in-store signage to prompt the undiagnosed, and asthmatics who have not attended asthma management clinics.
- 14) Explore possibilities of human interest stories in the local newspaper.
- 15) Expand World Asthma Day activities to market pharmacist activities to physicians and the general public.

Methods

Design

- **Goal 1/** objectives 1-4 - NE Pharmacist Assn (NPA) mailings were utilized to perform a nonexclusive recruitment; personal letters were sent to recommended candidates and a pharmacy committee was formed. They were oriented to the asthma coalition and project and a business plan for all projects was created by the committee. A liaison was established with Creighton University research experts to advise on studies as the Pharmacy Intervention program (PIP) is developed.
- **Goal 2/** objectives 5-6 – Application for clinical rotation was submitted to both colleges of pharmacy in the state, and a public health-oriented pharmacist with student experience and city-wide notoriety was recruited. After application acceptance, an outline to guide students in their research of asthma-related topics of interest to pharmacist and of relevance to teaching objectives for the asthma management clinics. A role-play checklist and presentation requirements, and established check points for mentoring and data entry were created.
- **Goal 3/** objectives 7-10 - 3Aa – The epidemiologists who wrote The Lancaster County Asthma Report assisted in the design of a short questionnaire to establish a baseline for absenteeism and ED

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use and hospitalizations, in addition to a survey instrument for pharmacists to assess their satisfaction with program use and the impact of the program as a value-added service in their pharmacy. Evaluations were formatted to meet pharmacy college requirements, but augmented in relation to asthma management and extension of the pharmacist's role.

- **Goal 4/** objectives 11-15 - All materials were created with continuity and professionalism, with collaterals that were used to adjust packet inclusions according to the audience and pharmacy needs. Elements of the collateral materials were used for publication in the NPA, to create in-store displays, as part of public outreach events and presentations, as part of World Asthma Day radio and television spots, and within a human interest story on asthma that ran in the local newspaper.

Study endpoints

The pharmacy committee created a new proposal for a community pharmacy study. A local grocery store chain, which was self-insured and housed 9 pharmacies, was approached to create a closed system of care to their employees. The "Pharmacy Asthma Allies" program consists of the process of gathering baseline data from an employee base of 2500, paycheck inserts to introduce the program, and a series of 12 monthly brief interventions. Pharmacy staff will be in-serviced each month on the brief intervention question of the month, and will be provided with bag tags, patient education materials and promotional items that coordinate with the topic of the month. Staff of The Community Asthma Education Initiative will make monthly visits to deliver new items, collect data, and reward pharmacy staff for interventions and documentation. Quantitative data will be collected with each refill, and qualitative data will be assessed at baseline, 6 months and 12 months. See attachment A,B,C,D,E and F for the proposal, forms, and topics.

Results

- A recruiting list was amassed from mailings and letters.
- All committee members were heard and contributed to planning.
- Processes were evaluated as they are developed to assure the possibility of data use for future studies.
- Clinical rotation applications were accepted.
- A mentor was selected and project processes were set in place.
- Students rotated through a monthly schedule, during which they created presentations and patient information, visited each of the 49 pharmacies in the city, developed rapport with pharmacy staff, and collected data.
- Materials created for marketing this program were utilized for all outreach events.

Conclusion

- This collaborative endeavor opened the door for opportunities for not only students, but patients, pharmacists, and other healthcare providers, thanks to the vision of The Community Pharmacy Foundation. The ground work for a new study sprung from the experience of students and pharmacists, in which a collaborative program involving information sharing between pharmacists, patients, and providers will be created. The details of this project are outlined above in study endpoints, and will be the format of our next application to The Community Pharmacy Foundation. We appreciate your support and belief in the healthcare community functioning as a team!