

American Pharmacists Association – Academy of Student Pharmacists  
2006–2007 Chapter Achievement Reports  
Chapter Professionalism Award Report

The Wisconsin Society of Pharmacy Students  
*Investing In Our Future*

This year the University of Wisconsin-Madison School of Pharmacy APhA-ASP Chapter chose to focus on the following theme: Investing in Our Future. By taking the time to invest in ourselves, the school and community, professionalism became part of our everyday lives. Members devoted more time than ever before to planning meetings, creating training sessions and taking time to select and assist guest speakers in creating presentations that not only informed members, but inspired them to continue to improve public health.

Members showed a greater commitment during community events, including increased student pharmacist volunteerism and participation. On many occasions, student pharmacists remarked that patients requested appointments with them post-screening because they were impressed with the level of concern and care they were shown.

The following goals were set to provide a professionalism standard to both meet and surpass.

1. Educate students regarding current issues and challenges in pharmacy.
2. Promote inter-professional collaboration with other health care students.
3. Provide opportunities for community involvement.
4. Promote political activism on behalf of the practice of pharmacy.

5. Promote career development and leadership skills by enhancing and promoting participation in state and national events.

Students were given the opportunity to learn more about the pharmacy profession, including current issues and challenges during many events this year. In fall, the annual **Career Fair and Residency Showcase** was enhanced through workshops sponsored by WSPS which helped students write and critique their curriculum vitae and enhance their interviewing skills. Both events highlighted how to portray oneself professionally, both on paper and in person.

This year marked the inaugural year for **Steps for Success: An Evening for Enhancing your Professionalism**. This etiquette dinner was a resounding success! School of Pharmacy students were invited to a formal reception and four course dinner where they were able to learn more about professional etiquette including proper attire, conversation topics and dining techniques. Students enjoyed the interactive presentation by Professor Joe Bonnarens (dressed up in his tuxedo) where they were given helpful etiquette tips and time to ask questions.

The **White Coat Ceremony** is an annual event that welcomes first-year students into the profession of pharmacy. This year's ceremony was well planned by members and supported by professional organizations including the Pharmacy Society of Wisconsin and the Pharmacy Alumni Association. In addition to the formal white coat presentation, students and family members heard remarks by the Dean, Jeanette Roberts and popular professor, Dr. Henry Young.

This year, WSPS members participated in several events that strengthened our relationship with other health care students. Our chapter expanded support of **MEDiC** (an inter-professional approach to providing health care to the underserved and uninsured members of the Madison community) in several ways. First, an additional pharmacy representative was added to the MEDiC Board. Second, we promoted and participated in several new clinics in the Madison community. And thirdly, pharmacy students developed training sessions for new members from across all the health professional schools (i.e. nursing, physician's assistants, medical, pharmacy).

The MEDiC training sessions gave members an opportunity to learn about the program and the various clinics before volunteering. By gaining knowledge from health professionals and experienced members beforehand, students were able to show more professionalism at the clinic. As future pharmacists, we recognize the importance of developing relationships with other health professionals and we were excited to participate in these events with other health care students.

Our chapter exemplified professionalism in various events and activities during the past year that encouraged members to be involved in the community. Activities such as MEDiC, Operation Diabetes screenings, Operation Immunization clinics, Poison Prevention daycare presentations and the **Go Red for Women Day Blood Pressure Screening** gave chapter members the opportunity to enhance professional skills. Members were able to practice what they have learned in the classroom while helping members of the community.

This year chapter members participated in the **Head and Neck Cancer Awareness Health Fair at the Comprehensive Cancer Center**. School of Pharmacy students spoke to patients about medication safety and provided a handout containing tips for appropriate medication use and questions that patients can ask their pharmacist. Students were also able to demonstrate their professional skills at the **Allied Wellness Center Asthma Dinner and Educational Program**. Chapter members discussed the causes and triggers of asthma and demonstrated proper peak flow meter techniques.

The chapter's goal to promote political activism was accomplished through several activities including participation in the **Pharmacy Society of Wisconsin Legislative Day** at the State Capitol and a campaign to promote student participation in the fall elections.

This past year there were many opportunities for members to develop their professional skills by participating in state and national events. Members participated in two clinical skills competitions: the **APhA-ASP Patient Counseling** and **ASHP Annual Clinical Skills Competitions**. Chapter members also participated in the Pharmacy Society of Wisconsin Annual Meeting, the APhA-ASP Region IV MRM (which Wisconsin co-hosted) and the APhA Annual Meeting. Our chapter takes pride in being invited by the state association to participate in their Educational Conference and Executive Board Meetings.

The chapter has shown growth in professionalism by adding various activities this year including the etiquette dinner, two additional MEDiC sites and added educational

programs, such as medication safety and a **Folic Acid Awareness Campaign**. The **Pharmacy Industry Expo**, in its 32<sup>nd</sup> year, also added new programs to encourage greater student participation. Pharmaceutical representatives provided short disease management presentations in between class periods that allowed students to drop in and a non-traditional career fair was held in conjunction with the Expo to highlight specialized career opportunities for pharmacists.

Our chapter showed a commitment to professionalism in activities throughout the year. Chapter members studied leaders within our profession and in turn set an example for new members and classmates. This year's chapter members showed a commitment and dedication to each and every event that far exceeded previous years. Members were truly empowered to invest in their futures. Overall, our student pharmacist members, other health profession students and the community benefited from our display of professionalism.

## University of Wisconsin – Madison School of Pharmacy Professionalism Report – Chapter Activities

### **Activity: WSPS Speed Read**

Dates of Activity: Ongoing throughout the school year; sent out on the first and third week of each month

Location: sent via e-mail to all DPH students, WSPS advisors, PSW executive staff, and any other interested persons

Promotional Materials: E-mail

Number of WSPS Members Present: all WSPS executive board members

Description of Activity: The Speed Read is a biweekly newsletter to highlight the main events that are happening within WSPS. It provides links to websites and also e-mail addresses for the contact people. There is also a direct link to the WSPS website for any interested reader. The President-Elect compiles all of the information and sends out this e-mail.

Number of Persons Affected: 500

### **Activity: DPH-1 CPR Certification**

Date of Activity: August 28-30, 2006

Location of Activity: School of Pharmacy

Promotional Materials: E-mail

Number of WSPS Members Present: 2

Number of Faculty or Practitioners Present: 1

Description of Activity: The WSPS chapter provided American Heart Association Healthcare Provider CPR certification for all incoming first-year students.

Number of Persons Affected: 115 students

### **Event/Activity: WSPS Welcome Back Picnic**

Date(s) of Activity: September 6, 2006

Location: School of Pharmacy

Promotional Materials: Prescripts, In-Class Announcements, E-mail

Number of WSPS Members Present: 15

Number of Faculty or Practitioners Present: 2

Description of Activity: New and returning School of Pharmacy students had the opportunity to learn all about the activities that WSPS has to offer. In order to promote participation, students were encouraged to visit each committee's booth and learn about that committee's activities. This was a wonderful social event to encourage membership in WSPS and build relationships between student pharmacists.

Number of Persons Affected: 130

**Activity: MEDiC**

Date of Activity: Ongoing throughout the year. Occurs every Tuesday, Wednesday and Saturday.

Location of Activity: Salvation Army Homeless Shelter Clinic, Madison, Southside Medical Clinic, Madison, Grace/Porchlight Men's Homeless Shelter, Madison and ARC House Chronic Care Clinic, Madison

Promotional Materials: E-mail, General Meeting Announcements

Number of WSPS Members Present: 33

Number of Faculty or Practitioners Present: 1-2 physicians

Description of Activity: Student pharmacists work in teams with nursing and medical students to provide care for patients at the clinics. Student pharmacist involvement with patients varies based on experience, year in school, and comfort level. In general, students gather patient histories, may observe the exam, make drug therapy recommendations, write monitoring notes and may offer follow-up advice to the patient. If a medication is dispensed, the student pharmacist counsels the patient. Students also help set up and clean up the clinic.

**Event: Pharmacy Society of Wisconsin Annual Meeting**

Date(s) of Activity: September 14-16, 2006

Location: Milwaukee, WI

Promotional Materials: E-mail, General Meeting Announcement

Number of WSPS Members Present: 56

Number of Faculty or Practitioners Present: 2

Description of Activity: Our state association, Pharmacy Society of Wisconsin held its annual meeting and educational conference in Madison. Student pharmacists were able to attend educational sessions, legislative sessions, pharmaceutical exhibition, an awards dinner and various other opportunities for interactions with leaders in the profession of pharmacy.

**Activity: Recognition of National Pharmacy Month**

Date of Activity: October 2006

Location of Activity: School of Pharmacy

Promotional Materials: General Meeting Announcement, Speed Read, Newsletter

Number of WSPS Members Present: 6

Description of Activity: National Pharmacy Month was promoted with a trivia contest. Pharmacy trivia questions were sent out weekly to the entire school to create awareness and excitement for American Pharmacists Month. A public service announcement was created to inform the community about the role of pharmacists and

was aired on a local radio station. Chapter members also baked cookies for the faculty to show our appreciation for their efforts and contributions to the profession.

Number of Persons Affected: 325 participants in the trivia contest and 30 faculty members

**Event: American Diabetes Association Walk**

Date(s) of Activity: October 8, 2006

Location: Madison, WI

Promotional Materials: Prescripts, E-mail, General Meeting Announcement

Number of WSPS Members Present: 6

Description of Activity: An annual ADA sponsored walk to raise money for the diabetes cause. Our team collectively raised over \$600 for the American Diabetes Association. The walk was fun and provided a great opportunity to get to know other students that were also interested in diabetes.

**Activity: Operation Immunization Booth**

Date of Activity: October 14, 28 and November 4, 2006

Location of Activity: Farmer's Market Madison, WI

Promotional Materials: E-mail, General Meeting Announcement, Speed Read

Number of WSPS Members Present: 4

Description of Activity: Pharmacy students distributed information regarding influenza to patients including frequently asked questions and immunization locations.

Number of Persons Affected: ~50

**Event/Activity: ASHP Clinical Skills Competition**

Date(s) of Activity: October 18, 2006

Location: School of Pharmacy

Promotional Materials: Prescripts, Posters, Bulletin Board, E-mail

Number of WSPS Members Participating: 32

Number of Faculty or Practitioners Present: 1

Description of Activity: This annual competition sponsored by ASHP was an opportunity for 14 teams of 2 student pharmacists to compete for the opportunity to advance to the national competition at the ASHP Midyear Clinical Meeting. Participating student pharmacists were able practice their pharmacotherapy and formal presentation skills.

Number of Persons Affected: 52

**Event/Activity: Operation Immunization Institute of Aging Presentation**

Date(s) of Activity: October 18, 2006

Location: Monona Terrace Convention Center

Number of WSPS Members Present: 1

Number of Faculty or Practitioners Present: 1

Description of Activity: A booth with several posters and many handouts highlighting the importance of immunizations for seniors and which immunizations that seniors should receive.

Number of Persons Affected: ~150

**Event: APhA-ASP Mid-Year Regional Meeting**

Date(s) of Activity: October 20-22, 2006

Location: Chicago, IL

Promotional Materials: E-mail, General Meeting Announcement

Number of WSPS Members Present: 20

Number of Faculty or Practitioners Present: 1

Description of Activity: Active participation by student pharmacists in the programming of the MRM. Saturday evening meeting/discussion by UW students on proposed policies in preparation for Sunday's voting.

**Event: Trick or Treat for OTCs**

Date(s) of Activity: October 24-26, 2006

Location: School of Pharmacy and Health Science Learning Center

Promotional Materials: Posters, Bulletin Board, In-Class Announcements, E-mail, Flyers

Number of WSPS Members Present: 60

Description of Activity: WSPS members collected over the counter medications in exchange for candy during the week before Halloween. All of the donated medications were given to the MEDiC clinics.

Number of Persons Affected: 120

**Event: Operation Asthma, Operation Diabetes, Operation Immunization, Folic Acid Awareness and Medication Safety Booth**

Date(s) of Activity: November 17, 2006

Location: Waunakee Health Fair

Promotional Materials: General Meeting Announcement, Speed Read

Number of WSPS Members Present: 13

Number of Faculty or Practitioners Present: 1

Description of Activity: WSPS members screened patients for diabetes risk. Members also spoke with community members about the importance of vaccinations, folic acid and the importance of practicing medication safety and questions that patients can ask their pharmacist.

Number of Persons Affected: 78

**Event/Activity: APhA Patient Counseling Competition**

Date(s) of Activity: November 20, 2006 & December 14, 2006

Location: School of Pharmacy

Promotional Materials: E-mail, General Meeting Announcement, Speed Read, Newsletter

Number of WSPS Members Participating: 21

Number of Faculty or Practitioners Present: 5

Description of Activity: Student pharmacists consult a standardized patient and are evaluated on their ability to maintain control of the consult while empathizing with the patient. The top ten finalists advance to the final round. The winner of this round represents the UW-Madison School of Pharmacy at the national competition.

**Event/Activity: Global AIDS Awareness Week**

Date(s) of Activity: November 27- December 1, 2006

Location: University of Wisconsin Health Sciences Learning Center

Promotional Materials: Posters, Bulletin Board, In-Class Announcements, E-mail

Number of WSPS Members Present: 75

Number of Faculty or Practitioners Present: 2

Description of Activity: This event was coordinated by student pharmacists in conjunction with nursing, medical and physician assistant students to raise awareness of HIV and AIDS. Events included Red Ribbon Night, various speakers, movie screenings and several fundraisers.

Number of Persons Affected: ~2000

**Event/Activity: ASHP Annual Meeting**

Date(s) of Activity: December 3-7, 2006

Location: Anaheim, CA

Promotional Materials: E-mail, General Meeting Announcement, Speed Read, Newsletter

Number of WSPS Members Present: 31

Number of Faculty or Practitioners Present: 27

Description of Activity: Student pharmacists attended educational programming, the residency showcase and networked with students and pharmacists from around the nation.

**Event: Christmas for Kids program**

Date(s) of Activity: December 2006

Location: School of Pharmacy

Promotional Materials: In-Class Announcements, E-mail, General Meeting Announcement

Number of WSPS Members Present: 96

Number of Faculty or Practitioners Present: 38

Description of Activity: Through the Salvation Army, the WSPS chapter adopted a family of four. Money was raised through a penny war between classes and faculty/staff. Enough money was raised to adopt another child. WSPS members assisted in shopping and wrapping the gifts.

Number of Persons Directly Affected: 5

**Event: Folic Acid Awareness Campaign**

Date(s) of Activity: December 2006 – January 2007

Location: Local pharmacies

Promotional Materials: E-mail, General Meeting Announcement, Speed Read

Number of WSPS Members Present: 22

Description of Activity: Pharmacy students took 40 folic acid information packets to local pharmacies. The packets contained information about the importance of folic acid for women of child bearing age, a poster for the pharmacy, stickers to place on COC prescriptions and buttons for the pharmacist to wear to advertise the folic acid campaign.

Number of Persons Affected: ~200

**Event/Activity: Salvation Army MEDIC Clinic- Michelle Tracy Clinic**

Date(s) of Activity: January 16, 2007

Location: Michelle Tracy Salvation Army MEDIC Clinic in Madison, WI

Promotional Materials: E-mail

Number of WSPS Members Present: 4

Description of Activity: This clinic focuses on preventative medicine and patient education. Each month covers a different topic. The focus in January was medications and students answered questions patients had about their medication regimens.

Number of Persons Affected: 27

**Event/Activity: Operation Diabetes Screening**

Date(s) of Activity: February 3, 2007

Location: Cross Plains Pharmacy

Promotional Materials: Poster, E-mail, Bag Stuffers, Newspaper Articles, Pharmacy Website

Number of WSPS Members Present: 10

Number of Faculty or Practitioners Present: 1

Description of Activity: WSPS members tested blood glucose & blood pressure and assessed diabetes risk for patients. Students also counseled on risk factors, signs and symptoms of diabetes, and lifestyle modifications.

**Event/Activity: WSPS Etiquette Dinner – Steps for Success: An Evening for Enhancing your Professionalism**

Date(s) of Activity: February 6, 2007

Location: Lowell Center

Promotional Materials: Prescripts, In-Class Announcements, E-mail

Number of WSPS Members Present: 70

Number of Faculty or Practitioners Present: 2

Description of Activity: School of Pharmacy students attended a formal reception and dinner to learn about proper dining etiquette, including dress, eating techniques and conversation.

Number of Persons Affected: 84

**Event: Go Red for Women Day Blood Pressure Screening**

Date(s) of Activity: February 14, 2007

Location: Hilldale Mall

Promotional Materials: Posters, E-mail, General Meeting Announcement, Speed Read, Hilldale Promotions and Press Releases

Number of WSPS Members Present: 10

Number of Faculty or Practitioners Present: 3

Description of Activity: In support of the American Heart Association's Go Red for Women Day, student pharmacists conducted a blood pressure screening. Patients were given an assessment of their current blood pressure medications and had their blood pressure and heart rate taken. Students also talked with patients about lifestyle modifications for blood pressure control, including diet and exercise. Even Bucky Badger (the University of Wisconsin mascot) made an appearance!

Number of Persons Affected: 90

**Event: Poison Prevention Presentations**

Dates: February 19, 28, March 2, 5, 6, 8, 9, 12, 13, 14, 16, 17, 23, 30, April 13, 2007

Location: Various daycares and schools in the Madison area

Promotional Materials: E-mail, General Meeting Announcement, Speed Read, Welcome Back Picnic sign-up

Number of WSPS Members Present: 21

Number of Faculty or Practitioners Present: 1

Description of Activity: Students performed a puppet show and played interactive games with children to help teach them about the dangers of poisons. The children were also given information packets to take home and share with their families.

Number of Persons Affected: ~500 children

**Event/Activity: Operation Diabetes Triple Screening**

Date(s) of Activity: March 3, 2007

Location: Wal-Mart Pharmacy, Cub Foods Pharmacy East, Cub Foods Pharmacy West in Madison, WI

Promotional Materials: Posters, E-mail, Bag Stuffers, In-Store Announcements

Number of WSPS Members Present: 12

Number of Faculty or Practitioners Present: 2

Description of Activity: Operation Diabetes combined forces with MAPP to hold this triple screening. Three screenings were held simultaneously at three different locations across Madison. At the screening, patient's risk for diabetes was assessed using risk factors and a blood glucose measurement.

Number of Persons Affected: 76

**Event/Activity: PSW Legislative Day & Health Fair**

Date of Activity: March 15, 2007

Location: Capitol Rotunda in Madison, WI

Number of WSPS Members Present: 120

Number of Faculty or Practitioners Present: 150

Description of Activity: Day long informational event with guest speakers from the state and federal level. Mid-day appointments were made with state legislators to discuss Medicare, Medicaid and other health care-related bills. Student pharmacist-sponsored Health Fair in Capitol rotunda of legislators and staff. All legislators from Wisconsin were invited to attend as well as all attendees at legislative day.

Number of Persons Affected: 250 participants

**Event/Activity: APhA Annual Meeting**

Date of Activity: March 16-19, 2007

Location: Atlanta, GA

Promotional Materials: E-mail, General Meeting Announcement, Speed Read, Newsletter

Number of WSPS Members Present: 30

Number of Faculty or Practitioners Present: 10

Description of Activity: Active participation by UW students in APhA-ASP and other educational programming. Students were involved in educational sessions, House of Delegates meetings and social events such as the Wisconsin Reception and the Deans Dinner.

**Event: Operation Asthma Booth at Native American Health Symposium**

Date(s) of Activity: March 23, 2007

Location: School of Pharmacy

Promotional Materials: E-mail

Number of WSPS Members Present: 2

Description of Activity: Pharmacy students showed how asthma affects patients with lung models and photos. They also used peak flow meters to show children how lung function is measured and used demo inhalers to show how asthma is treated.

Number of Persons Affected: 150

**Event: Allied Wellness Center Asthma Dinner and Educational Program**

Date(s) of Activity: March 28, 2007

Location: Allied Wellness Center

Promotional Materials: Posters, E-mail, General Meeting Announcement

Number of WSPS Members Present: 3

Description of Activity: Pharmacy students participated with medical students to discuss the causes, triggers, symptoms and relief of asthma.

Number of Persons Affected: 10

**Event/Activity: 32<sup>nd</sup> Annual Pharmacy Industry Expo**

Date of Activity: April 13, 2007

Location: School of Pharmacy

Promotional Materials: Posters, Bulletin Board, E-mail to all health professions

Number of WSPS Members Present: 150

Number of Faculty or Practitioners Present: 20

Description of Activity: Representatives from pharmaceutical manufacturers were on hand to discuss the latest medications, careers in sales, research, and development.

Number of Persons Affected: 200 participants

**Event: Head and Neck Cancer Awareness Health Fair**

Date(s) of Activity: April 18-19, 2007

Location: Comprehensive Cancer Center Atrium

Promotional Materials: E-mail, General Meeting Announcement

Number of WSPS Members Present: 2

Description of Activity: Pharmacy students provided a handout for patients that contained questions they can ask their pharmacist and displayed a trifold that contained information on appropriate medication use and tips for taking medications safely. Students also answered questions that patients had about their medications.

Number of Persons Affected: ~100

**Event/Activity: White Coat Ceremony**

Date of Activity: April 24, 2007

Location: Monona Terrace Convention Center

Promotional Materials: E-mail, General Meeting Announcement, In-Class Announcements, PSW meeting announcements and Fast Facts

Number of WSPS Members Present: 90

Number of Faculty or Practitioners Present: 35

Description of Activity: WSPS, in conjunction with PSW, Pharmacy Alumni Association, and the School of Pharmacy Student Senate welcomed first year student pharmacists into the family of pharmacy by presenting each student with a white coat. Professor Dr. Henry Young spoke about future challenges in pharmacy and the students recited the "Oath of a Pharmacist" in front of their peers, friends and family.

Number of Persons Affected: Over 500 attendees including UW faculty, Wisconsin pharmacists, student pharmacists and their family, friends, and supporters.

**Event/Activity: World Health Day**

Date of Activity: April 30, 2007

Location: School of Pharmacy

Promotional Materials: Prescripts, Bulletin Board, In-Class Announcements, E-mail

Number of WSPS Members Present: 20

Number of Faculty or Practitioners Present: 1

Description of Activity: An infectious disease presentation was given to pharmacy students to help increase awareness of infectious disease and immunizations on a local and global scale.

Number of Persons Affected: ~500

**Event/Activity: Asthma Night**

Date of Activity: May 1, 2007

Location: Boys and Girls Club in Madison, WI

Promotional Materials: E-mail, General Meeting Announcement, Speed Read

Number of WSPS Members Present: 6

Number of Faculty or Practitioners Present: 2

Description of Activity: Pharmacy students demonstrated inhalers, spacers and peak flow meters and played a bingo-type game related to asthma to teach children about asthma.

Number of Persons Affected: 125

**Event/Activity: SHOES for Uganda**

Date of Activity: May 1-4, 2007

Location: School of Pharmacy

Promotional Materials: Prescripts, Posters, Bulletin Board, In-Class Announcements, E-mail

Number of WSPS Members Present: 75

Number of Faculty or Practitioners Present: 4

Description of Activity: The healthcare professional schools and University of Wisconsin pharmacists were asked to donate shoes, clothing and school supplies. These items will be taken to A Need for All Children Orphanage in Kampala, Uganda when several health professional students travel there this summer.

Number of Persons Affected: ~600