

# CAPSIL

CANADIAN ASSOCIATION OF PHARMACY STUDENTS AND INTERNS LETTERS

SPRING 2014



# Message from the Editor

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Hello fellow pharmacy students!

Let's get excited – summer is around the corner!

Whether you just finished another academic school year or are busy gearing up for the spring term, it's safe to say that CAPSI students are making a difference wherever they go.

As CAPSIL editor, over the last year I have learned to greatly appreciate the next generation of Canadian pharmacists entering practice. This up-and-coming batch of future pharmacy leaders is equipped with an arsenal of tools and skills as they prepare to take on the new frontier of our profession. Whether its minor ailments prescribing, immunizations or the variety of clinical pharmacy services we are able to provide, the quality of healthcare being delivered to our patients is improving drastically and we should be proud!

It has been a true pleasure telling your stories and sharing your photos – your creativity and enthusiasm is remarkable. Please continue to represent pharmacy to the best of your abilities, and to advocate for our profession as you touch the lives of your patients daily through the work that you do.

I would like to take the opportunity to acknowledge our provincial CAPSIL representatives and all the authors who provided me with a balanced assortment of content for this year's issues. I would also like to say a heartfelt thank you to our translation committee – it takes a dedicated team of individuals to put together a newsletter such as this (in English and French); this group should be commended for their hard work and commitment to making each CAPSIL issue possible.

Last but not least, I would like to introduce Amy Lau as our in-coming 2014-2015 CAPSIL editor from the University of Toronto. Amy comes to the CAPSI National team with a strong background in digital publishing; she will be working to help launch our new interactive online CAPSIL newsletter this fall! I have no doubt that Amy will help take the CAPSIL to the next level and contribute as a valuable member of our student organization!

Best of luck in all your future endeavours and a BIG CONGRATULATIONS to all the pharmacy graduates of 2014!

Wishing you a summer filled with sunshine and happy memories,

*Danielle Paes*

CAPSIL Editor 2013-2014  
University of Waterloo





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## CLUB



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Camille Rayes  
Cassandra McEwan  
Catherine Montminy  
Faizath Sonya Yallou  
Karine Pilon  
Patricia Jee  
Stéphanie Lepage  
Stephanie Mallet  
Tayyaba Mawani  
Gloria Chu

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All comments and articles are welcome at [capsil@capsi.ca](mailto:capsil@capsi.ca)





# Words of Inspiration

## *from our National Executive Council*

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The following quotes were provided by your CAPSI student leadership team. Some are classics and some are personal bits of advice, but all are meant to inspire you as you continue your pharmacy journeys!



**Amber-lee Carriere** - President-Elect

**“I get up every morning determined to both change the world and have one hell of a good time. Sometimes this makes planning my day difficult.”**

*- E.B. White*

**Saleema Bhaidani** - Vice President, Communications

**“When I was 5 years old, my mother always told me that happiness was the key to life. When I went to school, they asked me what I wanted to be when I grew up. I wrote down ‘happy’. They told me I didn’t understand the assignment, and I told them they didn’t understand life.”** - *John Lennon*



**Danielle Paes** - CAPSIL Editor

**“Limitations live only in our minds. But if we use our imaginations, our possibilities become limitless”**

*- Jamie Paolinetti*





## **Stephanie Miller** - Vice President, Education

Make the most of the opportunities we are given in pharmacy school whether that be by attending conferences, joining local, national or even international pharmacy student councils, applying for internships with pharmacy organizations, participating in student exchanges or even just volunteering to help with events like Pharmacist Awareness Month. Involving yourself in the professional community as a student opens many professional opportunities for the future.

## **Cassandra McEwan** - Student Exchange Officer

**“It is good to have an end to journey toward, but it is the journey that matters in the end.”**

*- Ursula K. Le Guin*



## **Carly Stoneman** - IPSF Liaison

**“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”** - *Margaret Mead*

## **Jihad Abou Jamous** - Finance Officer

**The way you see people is the way you treat them, and the way you treat them is what they become.**

*- Johann Wolfgang von Goethe*



## **Joshua Sharpe** - Executive Secretary

**Put your own health first because you can't be anything for anybody else unless you take care of yourself.**

## Incoming 2014 - 2015 CAPSI National Executive Council Members



President-Elect: Kavetha Selva

President: Amber-Lee Carriere

Past-President: Jason Johnston

VP Communications: Stephen Huynh

VP Education: Alysha Prata

VP Finance: Ellen Boyd

Secretary: Janice Coleman

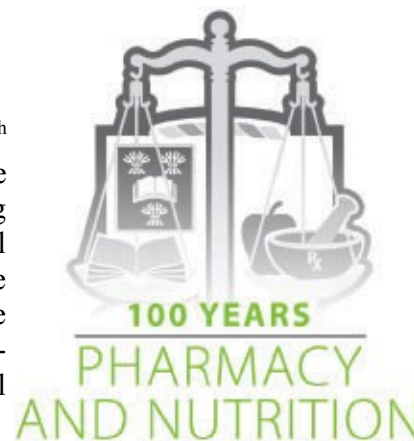
CAPSIL Editor: Amy Lau

SEO: Carly Stoneman

IPSF: Cassandra Woit

## University of Saskatchewan - College of Pharmacy and Nutrition Centennial

The College of Pharmacy and Nutrition was honoured to celebrate its 100<sup>th</sup> anniversary in 2013-2014. The College began as the School of Pharmacy in the College of Arts and Science in 1913, with the first class of students beginning the program in January 1914 and graduating in May 1914. In 1923, the school became the College of Pharmacy and we moved into the new wing of the Thorvaldson Building in 1966. In 1987, the College became the home for the Division of Nutrition and Dietetics, and on July 1, 1994, the College of Pharmacy and Nutrition was established. Since its humble beginnings, the school has graduated over 4,500 pharmacy and nutrition alumni.



In 2013-2014, the College has celebrated its 100<sup>th</sup> anniversary in a big way. The official launch was on September 20, 2013 on the steps of Thorvaldson Building with a banner unveiling. We then cheered on the U of S Huskie football team at a tailgate party at Griffiths Stadium. We admitted our 100<sup>th</sup> incoming pharmacy class on November 3 at the annual White Coat Ceremony. We continued the celebrations on November 29, 2013 when we celebrated the college's official birthday with a party in the E-Wing Atrium of the new Health Sciences Building. On March 22, 2014, cheered on Brennan Bosch, third year pharmacy student and captain of the U of S Huskie men's hockey team, and his teammates at the national championship in Saskatoon and held an after-party where we chose our centennial beer with Paddockwood Brewery.

The centennial year will conclude in June 2014, with the PAS/CPhA/AFPC conference from May 30-June 4, convocation of our 100<sup>th</sup> pharmacy class on June 6, and a centennial reunion weekend from June 26-28, 2014. In addition to a number of events throughout the year, the college will be releasing a history of the college book edited by Dr. Bruce Schnell, dean emeritus; we have fundraised for student awards and other important initiatives; and the dean has travelled with the U of S president to various locations in Canada as part of the President's Tour. 2013-2014 has marked an exceptional year in our college and we cannot express how overjoyed we are that our students, faculty, staff, alumni and friends have been able to join us in making this year special.

*Heather Dawson*

Communications and Alumni Relations Officer





## SPRING 2014 UPDATE – CSHP NATIONAL STUDENT DELEGATE

### Jaskiran Otal, University of Waterloo

With the conclusion of this 2013-2014 school year, I'd like to start off by thanking the outgoing CAPSI Council and the outgoing CSHP student delegates at each school. With the exciting changes our profession continues to embrace, student leaders across the country are certainly leading by example to advocate for the profession!

In March, CSHP National Council had our midterm council meetings and I will be putting forth the recommendations discussed to your incoming CSHP school delegates over the summer in preparation for next year! I hope many of you were able to attend local CSHP events this past year, including the CSHP-CAPSI symposium on a variety of topics. As we move forward, I invite you to get in touch with your local CSHP delegates about ways to get involved and to expand your involvement in hospital pharmacy.

#### CSHP Spring 2014 Updates:

##### **Looking for summer student opportunities in hospital pharmacy?**

Visit the Student Corner on the CSHP website: [www.cshp.ca/students](http://www.cshp.ca/students)

Under "Current News", click on "Summer Student Job Opportunities 2014" to view current listings! (It will prompt you to sign into my.cshp.ca)

The Student Corner also contains information on CSHP membership, residency, and more!

##### **Are you from the East Coast? Want to visit the East Coast this summer? Consider attending CSHP's Summer Educational Sessions in St. John's, Newfoundland!**

**What:** CSHP's summer conference

**When:** August 9-12, 2014

**Where:** Delta St. John's Hotel & St. John's Convention Centre

**Why:** An enriching conference entailing education via workshops, networking with practicing pharmacists, social events, celebrating the east coast culture... WHY NOT? The Summer Educational Sessions (SES) are an excellent way to explore hospital pharmacy, relevant topics, and engage in stimulating discussions with pharmacists and pharmacy leaders in hospital, pharmacy, and even community settings. I had the pleasure of attending SES 2013 in Calgary, Alberta and would recommend it to anyone who is able to make it out!

**Want more info?** Feel free to email me at [jaskiran.otal@gmail.com](mailto:jaskiran.otal@gmail.com)

If you aren't yet a CSHP Student Member, I encourage you to visit [www.cshp.ca](http://www.cshp.ca) or contact myself or your local CSHP student delegate for information on member benefits and how to get involved.

**I wish everyone the best of luck on placements and with writing the PEBC exam!**



## My Indonesian SEP experience

**Raphaël Germain-Gauvin**

*University of Laval*

Last summer, I was selected to take part in an hospital internship at Ruman Sakit Advent in Bandung, Indonesia. During my stay, I also had the chance to travel around Java, Bali and Lombok.

Upon my arrival, I met the other students who were taking part in the exchange and we even had a welcome party organized by the students from Bandung Institute of Technology University (ITB). During my time in Bandung, I learned a lot about hospital pharmacy practice and I also had the chance to take part in different activities such as the international night with all the traditional foods from each student (Poland, Serbia, Slovakia and of course Indonesia). I was also able to take part in the graduation party of the local students. What I appreciated the most was that each night, students from ITB had dinner with us and we got to know their culture better.



### Comparison of Hospital Pharmacy Practice between Bandung and Canada :

- OPD (Outpatient Department): In Bandung, patients can return to the hospital in order to receive their medication after being hospitalized, while in Canada, patients go to a community pharmacy after hospitalization.
- IPD (Inpatient Departement): Hospital pharmacy practice in Canada is very similar to the IPD in Bandung. Prescription validation and medication distribution is quite similar. Upon admission of patients, hospital pharmacist's advice is asked about the best choice of treatment. All around the world the pharmacists are getting more duties. In Canada, we can consider ourselves lucky since pharmacy practice has become very clinical. Pharmacists are consulted during patient therapy and suggest the best course of treatment to doctors. Other healthcare professionals also value our decisions.



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- OBGYN (Obstetrics and Gynecology Department): In Bandung, specialized departments such as OBGYN are really interesting. They are located in different sectors of the hospital and pharmacists specialized in each specific field are working there in order to minimize mistakes at work and facilitate communication with the patients.
- JAMKESMAS (Social assistance department who dispenses free drugs to poor people): The poorest populations of Indonesia can benefit from a mandatory health insurance plan that offers universal health coverage for free. It is interesting to know that Indonesians who benefit from this program are not proud of it. They don't like to be seen asking for help. This behavior is slightly different from the Canadian one where there are not a lot of people who can have access to free drugs under a government plan. However, Canadians who benefit from full medication coverage are generally not ashamed of it.
- Gudang (Storage): In Canada, hospital pharmacy is a combination of storage and IPD. Drugs are stored and dispensed to the different units of the hospital from the same place.



In addition to my work time at the hospital, I was able to travel around. I got to spend a weekend in Karimun Java and went snorkeling above coral reefs and swim with hundreds of fishes. I also got to watch the sunrise and the landscape from the Bromo volcano, where we also met a street seller of....digoxin! I visited the Prambanan and Borobudur temples. I enjoyed the big waves, the nice beaches, the Ulun Danu Temple and a sunset in Bali along with Kuta Lombok's amazing views on the sea! And finally, more sunsets, without forgetting the most awesome sunset at the Sands SkyPark Infinity Pool of Marina Bay Sands Hotel in Singapore!

I had an amazing time in Bandung and especially because of the ITB students! It was really nice to be supported by a large number of students along with spending mealtime with them every day. Of course the pharmacy practice is different in Indonesia, however it was a rewarding experience to take part in a different side of the pharmacy practice.



## A Swedish Student Exchange

**Jared Guspodarchuk**

*University of Saskatchewan*



During June 2013, I had the opportunity to travel to Uppsala, Sweden to participate in the International Pharmacy Student Federation's Student Exchange Program. There I worked at Apoteket Uplands Vapen under a practising pharmacist named Rachelle Abdallah. I found my time in Sweden to be a tremendously valuable professional and personal learning experience. Having received my pharmaceutical training in Saskatchewan, Canada, the transition to working in Sweden was a challenge initially but I soon began to accept the differences. I have seen great value in both the Canadian and Swedish systems and have found them to simply have different approaches to the same administration of pharmaceutical care. Due to reasonable legal constraints, I was unable to provide any pharmaceutical advice to patients but this did not prevent me from learning an exceptional amount. I was able to fulfil a technical role while having an opportunity to observe the pharmacists directly. Furthermore, Rachelle provided me with wonderful insight into being a community pharmacy manager. At the end of my placement, I actually visited the Apoteksgruppen corporate office in Stockholm and had a chance to spectate the business occurring there. Thus, I truly had a fascinating and rewarding exchange as I was able to see

*I have seen great value in both the Canadian and Swedish systems and have found them to simply have different approaches to the same administration of pharmaceutical care.*

a lot of diverse sides to the practice of pharmacy. There are many differences between community pharmacy in Canada and Sweden but I found the most striking to be the role of pharmacy technicians. In most Canadian provinces, technicians

do not legally require any formal training (although that is changing rapidly) and their major role is to accept prescriptions and prepare medications behind the pharmacy counter. By law, they are not allowed to deliver any professional advice and function primarily only in dispensing roles. In Sweden, technicians require formal training and are accredited to provide advice to patients about over-the-counter medications. In both systems, technicians are a valuable member of a community pharmacy, although their roles are contrasting.

As mentioned earlier, Canadian pharmacy technicians work primarily behind the counter. This is important to note as Canadian medications come in large stock bottles and must be counted and dispensed in smaller pharmacy vials. This is in contrast to in Sweden and the majority of the world where medications are dispensed in boxes of 30, 60 or 100 tablets. I was very enthusiastic about the lack of counting as I find it to be a cause of significant inefficiency in Canada. In Canada, prescriptions are dropped off, prepared in around a 20 minute time-frame by technicians or interns and delivered to the patient later after the pharmacist's check. In Sweden, all prescription medication interactions are handled by a pharmacist and due to the use of boxes instead of stock bottles, interactions seemed to be more efficient. Having said that, in Canada the bottleneck occurs behind the counter as prescriptions add up, waiting to be prepared and checked. In Sweden, the bottleneck occurs before the patient has even dropped off the medication.

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There were obvious differences between the availability of certain medications. I have noted that several prescription drugs are available in Canada and not in Sweden. The opposite was true as well. In general though, I found that many of the same medications are administered and were often marketed by the very same pharmaceutical companies. Where differences truly stood out was in the availability of over-the-counter medications. Notable medications which are currently over-the-counter in Sweden but not in Canada are omeprazole, oral diclofenac, pet medications, triptans for migraines and nasal corticosteroids. In the province of Saskatchewan, pharmacists have recently acquired the ability to 'prescribe' nasal corticosteroids and various other medications for minor ailments. There was significant controversy around this decision as it was questionable whether pharmacists were capable of making such a clinical decision. One can imagine my surprise when I saw them on the shelf in Sweden.

One particularly interesting aspect of my exchange to Sweden was the recent major change in the nation's pharmacy retail system. Formerly, all community pharmacies in Sweden were essentially a government owned monopoly known as Apoteket AB. In 2009, the national government dissolved the monopoly and allowed private enterprise pharmacy retailers to enter the market. Apoteket AB still exists, however it currently holds a much lower share of the market. There is currently major competition between several companies for domination over the market and I arrived to Sweden in the aftermath of this decision. Generally, as Canadians, we are quite supportive of a free market system and I was intrigued to learn about what the Swedish people felt about the change. I asked



*I feel I have a stronger insight into the practice of pharmacy having made this exchange.*

pharmacists, patients and average Swedes what their general impression of the change was. To my surprise, the overwhelming majority of those I questioned preferred the older monopoly to the new system where they could choose their pharmacy, however many noted that the legislative change did not majorly affect them. Most Swedes cited the notion that the government-owned Apoteket had patient records at any retail location and prescriptions did not need to be transferred. In addition, medication stock records were universal amongst all pharmacies, and a patient could be referred to another Apoteket location if the one they were currently at lacked a specific medication at the time. Experiences such as this one have forced me to analyze the broader picture of Canada's pharmacy retail system.

I found my time in Sweden to be incredibly rewarding. I believe that experiencing my own profession administered in a different nation to be very astonishing in the best way. I feel I have a stronger insight into the practice of pharmacy having made this exchange. Although language was a minor issue when observing the pharmacists' patient counsels, I found that I was still able to learn an extraordinary amount. In addition to my time in the pharmacy, there was tremendous value in the interactions I had with Swedish culture and the Swedish people. During my time in Sweden, I was able to visit Stockholm three times and I found that city to be my favourite in the entire world. I made wonderful friends in Sweden and I feel like my time there was a powerful period for personal growth. It is with pleasure that I would recommend Sweden as a location for international pharmacy students to go for an exchange.



# Student Perspectives

## Let's Talk Business

**Jolene Northey - University of Saskatchewan**

When you think of pharmacy classes, you may not immediately think of management, and you almost certainly do not think of creating a business plan amongst learning about arrhythmias and diarrhea; but at the University of Saskatchewan one innovative professor named Dr. Jason Perepelkin with a background in business has not only gotten his students to make legitimate business plans, he's even started a business plan competition where students get to pitch their ideas to stakeholders, potentially win big prizes, and sometimes even start-up their proposed plans.

*It was an extremely unique learning experience that I do not think I would have had anywhere else in this career path...*

Granted the business plans are an epic undertaking, especially in the material-heavy third year of pharmacy, and it is a group project which means planning your plan is not always smooth sailing, but the business plan project was one of the most rewarding projects I have ever done. It was an extremely unique learning experience that I do not think I would have had anywhere else in this career path, and I think most of the students were fiercely proud of their final project, and rightly so.



### **Business Plan Competition Winners 2014**

(from left to right) – Nicole Senger, Matthew Walliser, Tahirih McAleer, Aleta Martens, and Megan Cromarty

I now feel as though I would be able to create a legitimate business plan if I ever wanted to propose an idea to a future employer, which is a far cry from

what I felt at the beginning of third year. Not only is Dr. Jason Perepelkin's management class unique, it has offered me, as well as many other students, valuable life tips such as marketing yourself, managing a pharmacy, and even how to create a great resume. So fellow pharmers, encourage your colleges to provide you with a similar learning experience. We all have great ideas, sometimes we just need to know what to do with them!

## **CAPSI Representatives from across Canada 2013-2014**



# Student Perspectives



## Pharmacists - Everyday Superheroes

**Emily King**

*MUN School of Pharmacy*

Pharmacist's Awareness Month is a fantastic time to showcase everyday superheroes – pharmacists. This year, donning our Superman inspired attire underneath our traditional white coats, the students of Memorial University had a very busy month filled with presentations, a wildly successful public pill drop and lots of publicity about all of the ways that pharmacists can help patients. Two of the activities that I had the pleasure of being involved with were baking for the residents of the St. John's Ronald McDonald House and planning the cleverly named Pharmacy Phair which took place at the University Centre on our campus.

Baking chocolate chip cookies, muffins and cupcakes at the Ronald McDonald house was a really humbling and fun experience. It gave five of my school-

mates and I the chance to do something nice for the patients and families that live there. The atmosphere in the house is very uplifting and we felt very welcomed as soon as we walked through the door. One of my favourite parts

*I think that it's important for us throughout our schooling to take a minute and remember that it's the patients that we all came to pharmacy school to help...*

about that day was talking to a few of the mothers of children that were receiving treatments at the Health Science Centre in St. John's. While our school has made donations to the Ronald McDonald house in the past, this was the first time students had ever gone in to volunteer. One of the moms actually asked if we got extra credit for coming into the house that day. I think that it's important for us throughout our schooling to take a minute and remember that it's the patients that we all came to pharmacy school to help, and it was this experience at the house that helped me get back in touch with this.

Our Pharmacy Phair also helped us get in touch with students outside of our own faculty. For those of you

that haven't been to MUN, the pharmacy school is located inside of a hospital and is across the road from the main university campus. The Pharmacy Phair was a chance for us to remind the other students that we're still here and what we can do. We enticed them with free popcorn and swag, but we also had booths set up on the Gardasil vaccine and Date Rape Drugs. Getting over to the main campus was awesome because it gave us a chance to answer questions from students such as "what do pharmacists even do?" and reach out to the pre-pharmacy students that are just looking for moral support as the interviews loom in the near future for them. Even if people just came for the free popcorn at least we forced them to think about pharmacy, even if it was just for the brief second as they were passing through.

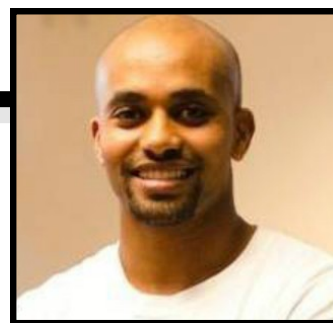
I'm really proud of everything that our school accomplished with month. We definitely got pharmacists and the profession of pharmacy noticed by the community, Memorial University, and mostly importantly, the patients themselves by reminding them that we're here for them.





## Digging Wells in Canada: Why Your Pharmacy Should Have Barbells

**Sam Tsegai** University of British Columbia



It has been shown time and time again that clean water, proper sanitation and good hygiene practices are critical to reducing morbidity and mortality due to infectious diseases in developing countries.<sup>1</sup> It has similarly been shown that diet and exercise are just as important in reducing the morbidity and mortality associated with cardiovascular diseases in developed countries.<sup>2,3,4,5,6</sup> Infectious and cardiovascular diseases both have a significant financial burden on economies, and are leading causes of death; as I see it, we can spend billions of dollars on antibiotics or, for a fraction of the cost and without any side effects or resistance, we can dramatically reduce infection rates by providing clean water and sanitation.<sup>7</sup> Similarly, we can pour billions of our healthcare dollars into treating patients who have developed cardiovascular diseases, or we can help prevent such diseases by proactively encouraging healthier diets and exercise at a younger age. In many ways, I feel that incorporating exercise into the Canadian healthcare system is analogous to digging wells in developing countries; both are less expensive and more effective strategies than waiting for people to get sick and attempting to rectify things with drugs thereafter.

You may be wondering what I mean by 'proactively encouraging', or how diet and exercise fit into the pharmacy model, or if that would even make business sense. I wondered the same thing throughout my first two years of pharmacy school. I really enjoy working out - it is a passion of mine, so much so that I founded the UBC Weightlifting Club,<sup>8,9</sup> but weightlifting and pharmacy appeared to be worlds apart. After two years of feeling that the pharmacy lab coat was too tight and restrictive, I decided to talk to my third year pharmacy lab instructor. I asked him how I could better relate my two worlds and utilize my unique skill set. It was only a brief chat, but it completely changed my outlook. I became convinced that diet and exercise *must* be at the forefront of therapy and that they should be 'dispensed' by me as a pharmacist.

Soon after, I posted on Facebook about opening an integrated medical clinic that featured a free gym! I believe many health care students are thinking along my lines, because I received an overwhelming response, and with that, I created a group, *free JIM* (Joint Integrated Medicine). Since then, I have been able to get the support of a prominent faculty member, who is also a fitness enthusiast.

Although my idea and business plan is in its infancy stage, it is rapidly maturing.

Less than a month after the creation of *free JIM*, I submitted a proposal to UBC's Alma Mater Society to fund a sports festival. I was able to get the support of more than 10 UBC sport/recreational clubs who were interested in holding club contests and demonstrations during a one to two day event in early October of 2014. With the help of AMS, who approved my proposal in late February of 2014, and the newly formed *free JIM*, I'm hoping the event will be the largest multi-sports festival in Vancouver and that it will help enhance student life, motivate students to become more active and join sports clubs. I'm also hoping that it will give *free JIM* exposure and credibility when apply for funding for future projects.

Maybe lifting weights isn't your cup of tea. Maybe it's yoga, or dancing or snowboarding. - whatever it is, as long as it gets your patients moving, I believe it has a place in your pharmacy practice. Just think outside the Shoppers-box!

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# Why Should Advocacy Matter to You?

Advocacy is the art of influencing and, ideally, enacting policy change. Being able to influence and steer public policy lies at the heart of any democratic system. Advocacy can span a range of activities and policies. It could involve seeking changes to laws or regulations at the international, national, provincial or municipal level. It could involve seeking changes within a particular profession, or a particular institution or organization. It could even involve fighting on behalf of individuals (for instance, patients). Whatever particular form advocacy takes, it is one of our fundamental democratic rights as citizens of Canada.

For any highly regulated profession such as pharmacy, advocacy is arguably even more relevant. Due to the number of laws, regulations and professional practices that affect the day-to-day work of pharmacists, as well as the number of prevailing laws and regulations that govern the overall health care system, it is only natural that individuals working within that framework will want to have a say in terms of how that system evolves. Pharmacists can provide a unique grassroots perspective on policy issues, laws and regulations that can influence the overall direction of the Canadian health care system. For pharmacy students, there is an even stronger imperative to advocate for particular positions, given that the policies and regulations that are in place today will have a key role in your future career.

**Unlike pharmacy, advocacy is more art than science. There is no one right way to do it. Successful advocacy usually relies on three key steps:**

1. Clearly defining your objective and vision. What is it exactly you want to change, and why?
2. Identifying a strategy to influence and enact that change. There is a long list of tactics that can be used to influence change: petitions, letter writing campaigns, meetings with select politicians or officials, media conferences, social media campaigns, advertising and so on. Selecting which tactics and tools to use to influence and help further your goal is largely dependent on the issue in question and available resources. Note that these tactics can be pursued as an individual, small group or as part of a larger association.
3. Refining and reevaluating strategy moving forward. Rarely do advocacy initiatives go exactly as planned—advocates usually need to continuously reevaluate strategies and approaches as developments occur. Advocates also need to decide how long to sustain a particular effort.

Although advocacy efforts do not always result in the sought-after change, pharmacy has witnessed some notable successes over the past several years. For example, most provincial pharmacy associations have been successful in convincing provincial governments to expand pharmacists' scope of practice. Nationally, advocacy is one of CPhA's top priorities and we are committed to working together to achieve the Vision for Pharmacy: Optimal drug therapy outcomes for Canadians through patient-centred care. In 2012, CPhA was successful in removing GST from pharmacist-provided service fees, and we convinced governments to enact policies designed to counter drug shortages. These and other changes will proceed only if pharmacists can continue to successfully advocate and have a strong voice with decision makers.

Advocacy is a core democratic right that allows anyone to influence the course of policies and decisions that affect them. Pharmacists, and pharmacy students in particular, are well positioned to be strong advocates for their profession and for the broader health care system. The only sure way to fail in advocacy is to remain silent and do nothing—if there is an issue that matters to you, speak up and speak often!

*Jeff Morrison*

Director of Government Relations and Public Affairs  
Canadian Pharmacists Association



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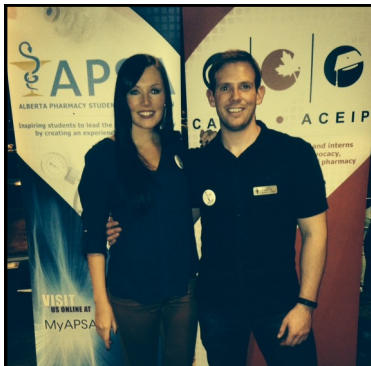


# The Pharmacist is In!

## At the University of Alberta



Pharmacist Awareness Month was officially a success at the University of Alberta! The PAM Committee and our local council were hard at work for months planning various events and activities to take place throughout March.



### Blue and Gold Gala

PAM started off on March 1<sup>st</sup> with our annual Blue and Gold Gala. The punch competition was one of the best we have seen with many of the skits professing a love for pharmacy, Alberta's expanded scope, and the fact that our Faculty is 100 years old!

### Visit from APA

March 3<sup>rd</sup> was an exciting day as we welcomed the American Pharmacist's Association CEO, Tom Menighan, to our university to speak to our students and faculty. Many students had the opportunity to speak with him in small groups and ask questions in regards to international pharmacy, how to amp up our advocacy efforts, and how we can take advantage of the constant change that is happening in Pharmacy at both a national and local level.



### Healthcare Clinics

By moving from Pharmacist Awareness Week to Pharmacist Awareness Month, we had the flexibility to expand and grow our advocacy efforts! We held a student-led Hypertension Clinic off campus targeting the public. We took blood pressures for individuals walking by and provided information on why it is important to monitor your blood pressure and how you can prevent cardiovascular disease. Later in the month we also hosted a Diabetes and Metabolism Clinic. There were students using a machine to do a body composition analysis and then another section where we were testing individual's blood glucose levels and providing information on diabetes prevention. These clinics allowed us to reach out to hundreds of individuals in the public and we even made the evening news!

### Hot Chocolate and Coffee Promo

As it is Pharmacist Awareness Month, we wanted to target Science undergrad students who may be interested in applying for our Faculty. So to do this, we set up in one of the science buildings and handed out hot chocolate with labels on them saying "Did you know your pharmacist can..." and listed various points. We also handed out coffee sleeves that we designed to promote pharmacy.



As a wrap up to PAM, we hosted a Pharmacy Mixer where we had over 100 pharmacists and students gather together for an evening of networking and mingling. It was a huge success and the perfect way to end an excellent month!

# The Pharmacist is In!

## At the University of Waterloo



### The Breakfast Wish Tree at UW

During the month of March, students and faculty were invited to write their wishes for the future of pharmacy on a “leaf” to be hung on a wish tree. There were two recurrent themes pharmacy students wished for. The first one was to be recognized for the services that pharmacists are able to provide. The second wish was for more prescriptive authority. These two wishes not only symbolizes pharmacy students’ desires to increase the public’s awareness of pharmacy services, but also that students are ready to take on a greater responsibility in patient care. After the individuals wrote down their wishes and hung them on the tree, they were invited to take some breakfast items provided by CAPSI.

### Kids and Medicine

One of the biggest initiatives UW CAPSI ran for PAM was the Kids and Medicine Presentations. CPhA designed these presentations for elementary school students in order to help them take medications safely. UW CAPSI was overwhelmed with the response we received from local elementary schools. We were asked to do the presentation for over 280 school-aged students! In order to meet the demand, we had many CAPSI members volunteer to help with the presentations. The volunteers said the kids were very eager to learn and asked very insightful questions. The CAPSI volunteers even learned a thing or two from the kids!



### Community Outreach

In addition to bringing information to elementary students, UW CAPSI also wanted to bring PAM to



the public so we set up a booth in a local shopping mall. The booth contained smoking cessation information, CANRISK diabetes screening, proper hand washing techniques for kids, as well as blood pressure screening. The booth was very popular and people of all ages showed up to learn more about what pharmacists today can offer!

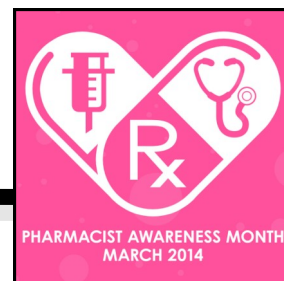
In conclusion, PAM was a very busy and rewarding month for UW CAPSI and all members of the pharmacy school. We are proud of such a successful month and are already planning for next year. We can’t wait to read about what other schools did for PAM as we would love more ideas for 2015!





# The Pharmacist is In!

## At the University of British Columbia



Greetings pharm students of Canada!

As PAM draws to a close, I would like to congratulate everyone on their amazing contributions to pharmacist awareness month. Nothing quite promotes a profession like passion from its own professionals, and there I believe we have all made our profession proud; the love and work poured into this year's PAM campaign was something that reverberated across the country.

UBC's PAM campaign started on March 2<sup>nd</sup> and culminated with a presentation from the CSHP on March 26<sup>th</sup>. The Health Fair campaign, a longstanding staple of PAM, ran from March 2<sup>nd</sup> – 7<sup>th</sup>. One of the highlights each year is an opening ceremony featuring the many talents of our study body. The ceremony gives pharmacists a chance to shine in a new light, and makes the



event fun for students of all faculties. Featured performers this year include Stephen Huynh and Sam Ma (Guitar/Vocals), Vivian Chang and Julie Chang (Vocals), and

Neeru Thandi (Dance) among others. In order to make PAM more interactive, a Twitter campaign with the hashtag #rxisin and fact-of-the-day campaign on Facebook were ran, keeping students engaged throughout the month. There was a fantastic turnout at the healthfair, where students visited booths about rehydration therapy, allergies, healthy lifestyles, nutrition and more. The goal of the fair was to disseminate knowledge, as well as promote how pharmacists can make a difference in patient's care and livelihood, and it managed to do so and more. The week culminated with a closing ceremony of more performers, including faculty members.



PIE (Pharmacy Information Evening) is another annual staple which saw a great turnout of highschool to university students (about 70 people) looking to find out more about how to become pharmacists. Jennifer Chatterton, UBC Pharmacy's Undergraduate Student Advisor, discussed admissions, while we heard from Peter Loewen on the topic of the transition to an E2P PharmD program. We also promoted the opening of our Pharmacist's Clinic, a non-dispensing pharmacy housed on UBC campus. Services offered include blood pressure monitoring, cholesterol and diabetes counseling, injection services and many more. Of course, no PIE night is complete without actual pie, which was devoured readily.

The PAM Speaker series included two addresses, the first from Robson Liu, a UBC alumnus, entitled How to Best Market Yourself in Pharmacy. An engaging speaker, Robson reminded pharmacy students of the importance of networking, and carving a niche out for yourself in the pharmacy world with your unique skill set. CAPSI collaborated with CSHP to put on a joint talk on the different avenues of clinical pharmacy. Pharmacists from the oncology department, among others, shared stories of their career paths and day to day duties.

The campaign was a huge success. Check out the full schedule for more details!

PRESENTED BY THE PHARMACY UNDERGRADUATE SOCIETY AND CAPSI

**PHARMACIST AWARENESS MONTH**  
**MARCH 2014**

[fb.com/ubcpam2014](http://fb.com/ubcpam2014)
[Twitter: @UBC\\_PAM](https://twitter.com/UBC_PAM)

**PAM FAIR**

- March 3-7
- Noon – 2 pm @ the SUB
- Useful information on health, patient care, and pharmacy.

**PAM FAIR TALENT SHOW**

- March 3 and March 7
- Noon – 1 pm @ the SUB
- Singing, and dancing by students in pharmacy!

**SKITS NIGHT**

- March 7
- 7 – 10 pm @ SUB Ballroom
- <http://on.fb.me/NJ87gx>

**HIGH SCHOOL PRESENTATIONS**

- Churchill Secondary
  - March 3 @ 3:15 pm
- John Oliver Secondary
  - March 6 @ 11:40 am
- Learn about the profession of pharmacy and the pharmacy program at UBC.

**PHARMACY INFORMATION EVENING (PIE)**

- March 13
- 6 – 8 pm @ PHAR 1101
- Learn about admission, student life, career paths and more!
- <http://on.fb.me/1kl8sa9>

**CAPSI SYMPOSIUM : HOW TO BEST MARKET YOURSELF**

- March 18
- Time / Location TBA

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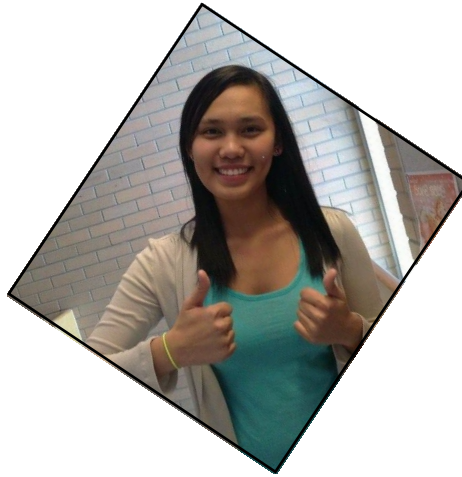
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# A Reflection on PAM

Alyssa Aco  
University of Alberta



PAM. *It's got a nice ring to it.* We were all excited about UAlberta's transition from Pharmacy Awareness Week to a month-long celebration of the profession. I remember being excited to shadow 2<sup>nd</sup> years at the Blood Pressure Clinic and party at the Blue and Gold Ball. My friends and I were initially unsure whether we were able to participate in the PAM events since we were only in First Year. But everyone in the Faculty – 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> years – welcomed and encouraged our participation in every PAM event, reinforcing that special *Pharmily* bond.



As a Pharmacy newbie, I felt I was in Wonderland. There were many opportunities to get involved and events to attend. I got the chance to socialize with students in upper years, which was a great opportunity for student networking. One of my favorite events was the TEVA Leadership Seminar. At the end of the evening, everyone felt empowered to innovate the profession and (as cheesy as it sounds) change the world. Inspired to lead, many of my peers decided to become more involved in the APSA Elections in the following week.

During PAM, we also had a Social Media Challenge, where Pharmacy students were challenged to take the most creative pictures with the PAM buttons. Our class, the Class of 2017, started a Selfie Chain – where one first takes a selfie with the PAM button and then sends it to a friend, who will then take another selfie while holding

up a phone with the first PAM button selfie. It was fun watching our entire class get involved in the Chain. It was a great bonding experience for the Class of 2017 and the final product was a large compilation of Pharmacy student-selfies.

UAlberta also had the pleasure of having Tom Menighan, the CEO of the American Pharmacists' Association, as a guest speaker. I learned valuable lessons about Pharmacy in a worldwide perspective. Of everything I learned that evening, Tom Menighan said seven words that struck me the hardest: You Can Lead From Where You Stand. Many desire status and titles because they believe that is the only way to make a difference. But Tom Menighan's talk made us realize we have so much power and influence over everyone around us. Everyone felt nothing but awestruck sentiments that evening. PAM was not just about us students educating the community about Pharmacy – it was a chance for us to learn too.

PAM was definitely the highlight of the year. Everyone in the Faculty united to celebrate the profession, showing our special *Pharmily* pride to the community, loud and proud. I enjoyed every event I attended and came out of them more knowledgeable than before I came. UAlberta PAM had a great variety of events, ranging from fun Social Media Challenges to inspiring speaker series. There was something for everybody, including scared and wide-eyed First Year Pharmacy students, who, by the end of PAM, didn't feel so scared anymore.



# School Showcase University of Saskatchewan

Pharmacist Awareness Month kicked off on March 3 at the University of Saskatchewan. A ribbon cutting ceremony was held and Dean of Academics, Yvonne Shevchuk was present, along with CAPSI, and representatives of the Dieticians of Canada who were also kicking off Nutrition Month. This was the start to a month of student involvement, interprofessionalism, and striving for education and promotion of our profession. This year brought some of USask's most successful CAPSI events yet!

The first week of March was off to a busy start with booths targeting the student population with topics such as general pharmacist awareness, allergies, cold sores, oral contraceptives and Saskatchewan's newly rolled out Medication Assessment Program (SMAP). Other events included a wine and cheese night with faculty and alumni speakers, hosted by the Saskatchewan Pharmacy and Nutrition Students Society (SPNSS), and an admissions night targeting high school and university undergraduates to join the college.

CAPSI teamed up to promote the Health Sciences Student Association (HSSA) Building Bridges interprofessional forum. Dr. Volker Gerdtz enlightened students on his topic "Vaccines Save Lives". With a lunch afterwards, students were able to engage in interprofessional discussion with their peers.



Forty students received the pleasure of attending a dinner and strategic planning seminar at the Delta Bessborough hosted by TEVA's David Windross and Dianne Bridger. They did a fabulous job of getting everyone to think creatively by using innovative teaching

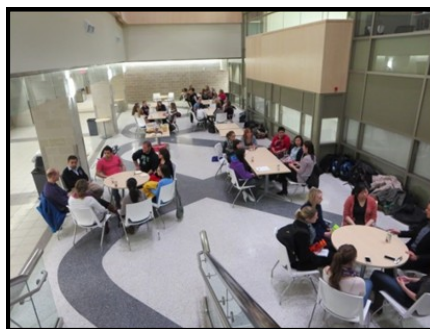


methods to gain student involvement.

Week two of Pharmacist Awareness month brought an array of successful events. Two thirds of the second year pharmacy class participated in Mock OSCE's on various minor ailments. Stu-

dents had the opportunity to be a patient, pharmacist and evaluator and were put into a timed and evaluated situation to simulate the OSCE exams that were taking place the following week.

On March 13<sup>th</sup> CAPSI teamed up with the college of Nutrition to put together a very successful Mentorship night. Both pharmacists and dieticians were in attendance. Set up in a 'speed dating' format, students sat down in groups and spoke with each professional for



10 minutes. Many of the dieticians and pharmacists were USask alumni, including former CAPSI executive member, Dr. Jaris Swidrovich, now clinical coordinator of pharmaceutical services of St. Paul's Hospital.

The Mr. Pharmacy pageant was held on Friday, March 14<sup>th</sup> and proved to be the most successful Mr. Pharmacy in USask history! With standing room only at the venue, over 250 spectators were in attendance. Competitors battled through the swim suit competition, talent, formal wear, skills, and a question and answer period. In the end, third year student Andrew Therrien took the title of Mr. Pharmacy. Third year Erik Epp placed second, and First Year Ben Kingsley placed 3<sup>rd</sup>. USask was proud to raise nearly \$3000 for the Core Neighborhood Youth Coop.



Nearing the end of March, a First Year Pharmafacts competition was held which challenged students in their current subject areas, as a preparation for impending finals. On March 29<sup>th</sup> CAPSI held a sports night. Teams of six played their hearts out at volleyball, soccer and dodgeball and CAPSI swag was given away as prizes. As an outreach to the community throughout the month of March, CAPSI unveiled the CPhA Kids and Medicines Program in Saskatoon schools.

As PAM came to a close, the annual CAPSI symposium on "Marketing Yourself" was held as Dr. Jason Perepelkin enlightened future pharmacists on creating a personal brand, and how to differentiate yourself to employers. The annual CAPSI Local AGM was also held.

The dedication shown this year by U of S students was astounding and demonstrates the impact that we, as students can make upon the community. Students embraced the theme "The Pharmacist is In", and showed pride as they promoted the expanded scope of our profession. We look forward to PAM 2015!

## PAM with KIÉPUL

One of the many committees related to our student council, the KIÉPUL (Kiosques d'information des étudiants en pharmacie de l'Université Laval) took in charge the activities related to PAM this year. This committee is run only by pharmacy students and it allows them to educate the population about different subjects concerning their future profession.

Many sub-committees have been formed along the 15 years of existence of the KIÉPUL, their activities vary from booths held in shopping centers, to presentations in high schools, education of the current pharmacy students through conferences and many more.

This student initiative is also a good way to demonstrate that future pharmacists are already taking their place in society as true leaders of the health-care system. With over 12 sub-committees, they are on their way to make our future profession rise to higher standards. Those sub-committees are: sexual health, pregnancy, nursing and pediatrics, dermatology, asthma and smoking, alcohol, drugs and sports supplements, pharmacist's role, senior's residence, green committee, cardiovascular health, mental health, natural health products and oncology.



## Myth Busting Short Films

The KIÉPUL surely stayed busy in March for Pharmacist Awareness month. The kick-off started with the unveiling of four short films disproving the myths about smoking cessation, a great initiative to persuade smokers to get rid of this habit.

## Out in the Community

On two different week-ends, committees held booths in the Place Fleur de Lys shopping center. They received great feedback and were able to conduct great interventions and answered many questions about people's concerns, interests and interrogations. It was also a great opportunity to educate the public about the upcoming expanding role of the pharmacist with the venue of Bill 41.



## Going Green

In another vein, the green committee conducted a survey among the student population about sustainable development in pharmacy. This initiative was a way to inform students about the many possibilities offered to make our practice more green. An article was written in the student council's paper with the results along with ways to implement those practices in a pharmaceutical context.

## Educational Talks

Different conferences were also held for students at school. The sexual health committee invited a few sexologists who talked about symptoms, treatments and interventions possible with menopause or andropause patients. Last but not least, the pregnancy, nursing and pediatrics committee invited a hospital pharmacist specialized in this topic to talk about the main problems encountered during pregnancy and how the pharmacist can guide and help these future moms. A pediatric OTC testing was also held in order for future pharmacist to get to know better the taste of the medication they are counseling.



# School Showcase

## Memorial University of Newfoundland

### The Career Fair

We started off the year with a very successful career fair. CAPSI members were able to network with many different companies and discuss career opportunities. They also had the chance to learn more about some of the professional associations

### CAPSI Competitions

We had a great turnout for our PIC, OTC and compounding competitions. 6 Students were successful and got funding to help get them to PDW in Vancouver.



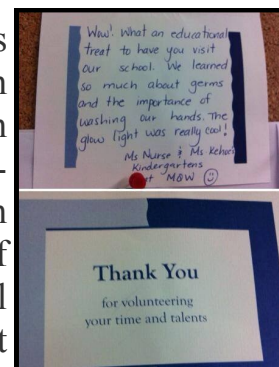
### Professional Development Week (PDW)

We had a great showing from Newfoundland in Vancouver. Students enjoyed getting to meet a lot of other students, hear some great speakers, and enjoy all that Vancouver has to offer.



### Pharmacist Awareness Month

PAM was a great success this year. We presented in elementary, junior high and high schools, compounded lip gloss with brownies, and got a lot of exposure through local media. We certainly put pharmacists and pharmacy students on the map in Newfoundland.



### Mock OSCEs

We are currently planning Mock OSCEs for the class of 2014 to help them prepare for their PEBC examinations. Best of luck to the MUN School of Pharmacy class of 2014, and to all students across the country getting ready to enter the profession!





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Age Group	% of Patients (N=51)	Heart Failure (n of pts)	Diabetes (n of pts)	Warfarin (n of pts)
20-40	3.4%	0	2	2
41-60	17.6%	5	16	9
61-80	38.1%	14	23	26
81-99	40.9%	20	22	30
Total	100%	39	63	67





GRADUATION  
IS JUST THE  
BEGINNING

## CONGRATULATIONS CLASS OF 2014

We wish you all the best as you start your new career, and we look forward to working with you to achieve the Vision for Pharmacy: Optimal drug therapy outcomes for Canadians through patient-centred care.



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