2013-2014 Planning Guide

Thank you to the Operation Diabetes supporter: Rite Aid.
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• Rite Aid

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Dear Operation Diabetes Coordinator:

The American Pharmacists Association Academy of Student Pharmacists (APhA-ASP) is excited to again present Operation Diabetes, a national patient care project designed to increase the awareness of diabetes and its associated complications through blood glucose screenings and patient education. The 2013-2014 Operation Diabetes campaign has been made possible through an educational grant from Rite Aid.

Within the 2011-2012 campaign, student pharmacists screened more than 58,000 patients and educate over 4.1 million. Through diabetes screenings and patient education, student pharmacists served their communities while advocating for the expanding role of pharmacists in diabetes care and chronic disease management. As the most accessible health care professionals, no one is better positioned to serve the community as a trusted source of diabetes education.

According to the American Diabetes Association, over 25 million Americans have diabetes and an estimated 79 million have pre-diabetes. However, studies have shown that early detection and treatment can aid in preventing secondary complications such as cardiovascular disease, vision loss, amputations, and renal failure. Through the Operation Diabetes campaign, student pharmacists have the opportunity to raise awareness in their communities and help patients avoid the long-term effects of undiagnosed diabetes.

The enclosed resource guide contains information on effectively planning and implementing Operation Diabetes events at your chapter. We strongly encourage you to take advantage of this valuable resource and the opportunity to impact the health of patients in your community. At the conclusion of this guide, you will also find a reporting form to document your chapter’s activities for submission to APhA. Recognition will be given to all chapters that participate in the Operation Diabetes campaign. Those chapters with the most innovative and successful projects will also receive regional and national awards at the 2014 APhA Annual Meeting & Exposition in Orlando, FL. Reports must be submitted no later than July 15, 2013, to be considered for an award.

Finally, I would like to express my appreciation to Rite Aid for the ongoing support of Operation Diabetes and for recognizing student pharmacists for their role in raising diabetes awareness and improving the health of patients in their community. I challenge every APhA-ASP Chapter to take full advantage of this program and to collaborate with pharmacists and other health care professionals in their area for this year’s Operation Diabetes campaign. Together, we can continue the successful tradition of Operation Diabetes and provide outstanding care to the community. Thank you in advance for your dedication to this campaign, and I look forward to another successful year of Operation Diabetes!

Sincerely,

Brandi Hamilton, Student Pharmacist
2013-2014 APhA-ASP National President
University of Arkansas for Medical Sciences
25.8 million people in the United States have diabetes while 79 million people have pre-diabetes.\textsuperscript{1}

Diabetes is a serious condition that can cause many long-term health complications. Fortunately, it can be controlled with the proper management.

Dear Operation Diabetes coordinator:

Rite Aid is dedicated to helping patients with diabetes lead healthier, happier lives. Rite Aid not only fills prescription needs for our patients, our pharmacists provide diabetes care. Our pharmacists can assist patients and pharmacy students to learn more about blood glucose monitoring, insulin, medications, foot care, meal planning, oral care, physical activity and nutrition. In addition, our stores have a complete selection of supplies and over-the-counter products to help manage diabetes.

Millions of people do not know they have diabetes or pre-diabetes. Your assistance as future pharmacists in conducting screening days and education programs, such as Operation Diabetes, is essential. Rite Aid pharmacists, along with being the most accessible healthcare professionals, are specially trained in diabetes care and counseling. Pharmacists participate in on-going training programs to help patients with questions and concerns on blood glucose monitoring, diabetes management and medications. In addition, hundreds of select pharmacists have completed intense training to become Diabetes Specialists.

We encourage you to work with our Managers of Clinical Services to facilitate your involvement with the Rite Aid Pharmacist Diabetes Specialist in your area to conduct screening and educational programs through Operation Diabetes. As the sponsoring organization for Operation Diabetes we encourage you to do your event at a Rite Aid Pharmacy. We also invite you to participate in any of our Rite Aid Diabetes Days that may be scheduled in your area.

A list of our Rite Aid Contacts can be found online at www.pharmacist.com/students. Rite Aid Corporation has over 4600 stores, in 31 states and the District of Columbia. We highly encourage every APhA-ASP Chapter to contact a pharmacist in your area and begin planning your great program. A list of our Managers of Clinical Services is included in the Rite Aid Pharmacists section of the Operation Diabetes Planning Guide.

Rite Aid is committed to improving diabetes care and advancing the profession of pharmacy. We are excited to continue working with APhA-ASP as the sponsor of the Operation Diabetes campaign. We look forward to working with you on this program.

Sincerely,

Rick Mohall, Pharm.D
Director Clinical Services

Sarah B. Matunis, R.Ph.
Corporate Clinical Coordinator
Pharmacy Health Services

\textsuperscript{1} American Diabetes Association
INTRODUCTION

APhA-ASP Operation Diabetes
**The Need for Diabetes Education and Screening**

Diabetes is a chronic health condition that affects 25.8 million people in the United States, or nearly 8.3% of the entire U.S. population. This statistic alone is staggering, and becomes even more alarming when one recognizes that 7 million of those individuals are currently undiagnosed.

While elevated blood glucose (1 of the key indicators of diabetes) may not seem consequential, the complications that can result from persistent elevations in blood glucose cause a significant amount of morbidity and mortality. For instance*:

- Patients with diabetes are 2 to 4 times more likely to have heart disease and/or suffer a stroke than someone who does not have diabetes.
- Diabetes is the leading cause of kidney failure, accounting for about 44% of new cases of kidney disease each year and the majority of all renal transplants that occur.
- More than 60% of non-traumatic lower limb amputations are caused by diabetes.
- Diabetes is the leading cause of new cases of blindness in people ages 20-74.
- Diabetes creates or contributes to many other health problems as well, including gastro paresis, impotence, impaired immune response, dental caries, depression, and more.
- 60-70% of people with diabetes have mild to severe forms of nervous system damage.
- Diabetes is the seventh leading cause of death in the U.S.

Diabetes education is instrumental in reducing the complications and decreasing the associated costs. Numerous studies have shown the impact pharmacy can have on diabetes outcomes. Pharmacists in all practice settings are in a key position to start providing care to individuals who have or are at risk of developing diabetes. Pharmacy programs for patients with diabetes involve activities ranging from identifying and referring at-risk patients to supporting the American Diabetes Association (ADA) recognized multi-disciplinary diabetes care programs. The ADA also recognizes pharmacies as health care settings and pharmacists as clinicians able to provide education and patient care services to patients with diabetes.


**Goals of Operation Diabetes**

Operation Diabetes seeks to help pharmacists and student pharmacists identify individuals in the community with previously undiagnosed diabetes and those who are at risk for developing the disease. In addition the program seeks to increase overall awareness of diabetes and the role pharmacists play in prevention and managing the effects of diabetes. Conducting blood glucose screenings and educating the public on the risk factors for diabetes, the importance of medication compliance, and tight control on blood glucose student pharmacists can help individuals across the nation improve their quality of life.

As student pharmacists and future health care providers, you demonstrate how the profession of pharmacy serves as an excellent resource in preventing the morbidity and mortality associated with diabetes. You have the opportunity to take your knowledge outside of the classroom and make a difference for the community. It could be as simple as writing a letter to the editor of a local paper highlighting the impact of diabetes education by pharmacists. It could be as large as conducting blood
glucose screenings and foot exams at a major health fair. It all starts with one idea, one chapter, and one community.

Background on Operation Diabetes

Operation Diabetes was launched as an official APhA-ASP National Patient Care project in 2001. Since that time, over 220,000 individuals have been screened for abnormal blood glucose levels. Results from the 2011-2012 Campaign:

- Number of chapters participating → 81
- Number of patients screened → 58,969
- Number of patients referred to their primary care provider → 2,581
- Number of patients who received health and wellness services → 82,790
- Number of patients educated through public relations initiatives → 4,121,989

Operation Diabetes Awards

APhA-ASP recognizes each chapter that implements an Operation Diabetes program in their community. In addition, one Chapter from each of the 8 APhA-ASP regions and 1 national winner are recognized during the APhA-ASP Regional Meetings and the APhA Annual Meeting & Exposition at the APhA-ASP Opening General Session, in Student Pharmacist magazine, and on the APhA website. For more information on the Operation Diabetes reporting process, please refer to the “Reporting Guidelines” section.

Highlights from the 2012 Award Recipients

National Winner: University of Florida College of Pharmacy

By targeting a wide patient population consisting of pediatric, adolescent, adult, and geriatric patients, in a variety of events held across the state, their influence was undisputable. To enhance the quality of care for an underserved patient population, this chapter secured a grant to fund A1C machines to assist with patient screenings and education. Through collaboration with national organizations, local charities, and other pharmacy schools within the state, this chapter was able to reach an impressive seven thousand four hundred patients with diabetes health and wellness services!

Region 1 Winner: Northeastern University Bouvé College of Health Sciences School of Pharmacy

Students at Northeastern focused on educating a local, underserved community by implementing two major projects. The first project focused on providing education on the link between diabetes and nutrition. Over multiple weeks student pharmacists met with patients to assess their knowledge and perception of food choices, gave a presentation on the topics of healthy eating, the farmers’ market, and nutrition, and even accompanied patients to the local farmer’s market to reinforce these lessons. The second program provided education on healthy lifestyles and diabetes screenings during a multiday health fair at the local Community Health Center.
Region 2 Winner: West Virginia University School of Pharmacy

WVU had clear goals for their campaign: educate the youth in their state, collaborate with other health care professionals, and advocate for the profession and role of the pharmacist. To accomplish their goals, the chapter created a game for a kids’ health fair and girl scouts event that demonstrated how insulin and sugar work in the body. They participated with health professional students to provide wellness education at the stat fair. Finally at the state capital for the annual Pharmacy Day, they provided screenings and advocated for current issues in pharmacy practice. The chapter was able to screen senators and delegates which demonstrated the importance of the pharmacy profession as well as increase the effectiveness of advocacy for the Pharmacy Practice Act.

Region 3 Winner: UNC Eshelman School of Pharmacy University of North Carolina at Chapel Hill

The chapter wanted to ensure their chapter members were well prepared for educational events. They started by hosting a jeopardy diabetes review. This event encouraged academic success as well as excited members to become involved throughout the year. For National Diabetes Day, student pharmacists wore blue to promote awareness and the chapter conducted a roundtable called “Living with Diabetes”. This eye-opening experience allowed students to better empathize with patients and understand the importance of prevention. Finally, students work collaboratively to build an afterschool program focused on creating lifelong health. The program included interactive games, discussions, and question sessions. Each program began and ended with a survey to gauge the impact. It was rolled out to middle school students and the girl scouts with great success.

Region 4 Winner: University of Illinois at Chicago College of Pharmacy

Events included screenings at the American Diabetes Expo, involvement with ADA diabetes camps, and a diabetes day clinic. Students also wanted to become more involved with Diabetes Cooking Classes. They worked with 2 nutritionists to find recipes, learn how to count the carbohydrate content of various foods, and calculate daily intake. During the classes, volunteers and patients actively put together their own meals with the available foods. The chapter also developed creative and interactive education techniques. To debunk common misconceptions about sugar content and learn how to read nutrition labels, patients were presented with several common snacks and challenged to place the snacks in order of carbohydrate content. The chapter also created a diabetes bingo game to help patients understand general diabetes concepts. Finally, they developed PSA videos in 4 different languages and uploaded them to YouTube for easy viewing.
Region 5 Winner: South Dakota State University College of Pharmacy

Successfully preparing volunteers to improve the quality of their patient care events was a focus for these student pharmacists. They created a training module which included videos, PowerPoint, and quizzes. Volunteers utilized their skills to provide services in numerous rural communities during county fairs. They also worked with the campus wellness center to screen patients during Wellness Wednesday.

Region 6 Winner: University of Arkansas for Medical Sciences College of Pharmacy

This chapter had huge impact through their media campaign which included radio and televisions interviews. They also embraced technology and created a Diabetes Risk Survey App to help individuals determine their diabetes risk. The App contains questions about age, weight, blood glucose, family history of diabetes and exercise. After taking the survey, a numerical Diabetes Risk Score is provided along with information about which factor(s) increased the score. Patients are then provided with specific lifestyle changes required to lower their score.

Region 7 Winner: Oregon State University College of Pharmacy

Student pharmacists embraced the mission to serve the underserved. During events such as cover the uninsured, compassion clinic, and homeless connect they were able to provide screenings and education to a population without many health care options. The chapter also recognized the importance of educating on disease prevention. To focus on this topic, they created the “Pharmacists for Healthy Living” committee which incorporated lifestyle and nutrition information at health fairs.

Region 8 Winner: University of the Pacific Thomas J. Long School of Pharmacy and Health Sciences

The APhA-ASP chapter incorporated advocacy into patient care events. They wanted to help the public understand the integral role pharmacists play on the health care team. At each event student volunteers educated patients on the evolving role of the pharmacist. Their second goal was to increase outreach through multilingual, multicultural, and multigenerational means. They met this goal by holding special events for the geriatric and pediatric populations, recruiting the multilingual student volunteers, and participating in more events that targeted minority groups.
How to Use this Guide

This planning guide will help assist you with the implementation, management, and marketing of a diabetes screening campaign in your community. The material includes:

- Basic clinical practice information
- Step-by-step approach on how to run the campaign
- Suggested promotional material
- Additional resources
- Instructions for reporting

When it comes to your APhA-ASP Operation Diabetes campaign, be creative, have fun, and most importantly, help your community to fight diabetes.