Nearly three out of four Americans don’t take their medications as directed, resulting in serious health consequences, especially for people with chronic diseases. Many factors contribute to non-adherence, but the effect is always the same—patients are putting their health and their future at risk.

Script Your Future is a national campaign by the National Consumers League to raise awareness about the importance of medication adherence as a vital first step toward better health outcomes. In partnership with more than 130 public and private stakeholder organizations, the campaign provides tools to help patients and health care professionals better communicate about ways to improve medication adherence.

Student pharmacists and other health professions students can help. Script Your Future knows that it takes the active involvement of the entire health care team to improve adherence. Pharmacists and student pharmacists are among those who can help patients with chronic conditions understand the safe and effective use of prescribed medication, along with medical students, other health professions students, and community members. All have a unique role to play in improving medication adherence.

The Medication Adherence Team Challenge 2012-2013 will be held during February 2013, to engage student pharmacists and other health professions students in the Script Your Future campaign and raise awareness about this critical health issue. The Challenge is sponsored by the American Association of Colleges of Pharmacy (AACP), National Association of Chain Drug Stores (NACDS) Foundation, American Medical Association (AMA), and the National Consumers League (NCL).

How to Participate in the Adherence Challenge

- Informational conference calls will be held on October 3 and 9, 2012 to discuss the Challenge and answer any questions.
• Deans of schools and colleges of pharmacy interested in participating in the Challenge must submit a Letter of Intent to the address below, postmarked or emailed by November 1, 2012.
• To be considered for an award, Deans must submit a formal application after the Challenge, postmarked or emailed by March 15, 2013. Applications must include:
  o Report (five pages or less) describing the school/college’s activities to raise awareness of medication adherence, with the following information:
    ▪ Description of the program intervention(s) conducted by students during the Challenge (if partnering with existing community initiatives, describe the added value of the student activities)
    ▪ Interprofessional Team composition and focus
    ▪ Population(s) targeted
    ▪ Measured outcomes of the activities
    ▪ Media outcomes, such as number of letters-to-the-editor, op-eds, etc.
    ▪ List of community presentations given, including potential audience reached
  o Support materials, such as copies of press coverage of activities, pictures from events, letters of recommendation from individuals or groups impacted by activities, etc.
• Send letters of intent and completed applications to:
  Whitney Zatzkin  
  Script Your Future Advocacy Challenge c/o AACP  
  1727 King Street, Floor 2  
  Alexandria, VA 22314  
  OR email to: Whitney Zatzkin at wzatzkin@aacp.org

About the Challenge
• The Challenge is open to all American Association of Colleges of Pharmacy (AACP) member schools and colleges of pharmacy.
• Schools and colleges are invited to join the Challenge by implementing creative solutions in their communities to raise awareness and improve understanding about medication adherence.
• Interprofessional Teams are required (a minimum of one additional health profession must be partnered with the School of Pharmacy).
• Activities should be conducted during the month of February 2013, and focus on medication adherence among patients affected by three chronic conditions — diabetes, respiratory disease, and cardiovascular disease.
• Schools and colleges are encouraged to partner with pharmacy practice settings, community organizations, as well as representatives from other health professions to implement their activities.
• At the end of the Challenge, at least five schools or colleges will be recognized nationally for their efforts to improve medication adherence (more details below).
• Script Your Future will provide printed campaign materials as needed for students to use in their activities.
Selection and Awards

- A team of reviewers, including representatives from the American Association of Colleges of Pharmacy (AACP), National Association of Chain Drug Stores (NACDS) Foundation, American Medical Association (AMA), and the National Consumers League, will judge each application based on creativity, use of Script Your Future campaign materials, the team approach, and outcome measures related to the activities implemented during the Challenge.
- Recognizing that Script Your Future conducts campaign activities in six targeted cities, and schools within those communities may receive additional campaign support, there will be at least two Challenge winners awarded – one from among the target communities, and one from all other applicants.

The Script Your Future schools in target communities are:
  - College of Notre Dame of Maryland School of Pharmacy
  - University of Maryland School of Pharmacy
  - Samford University McWhorter School of Pharmacy
  - University of Cincinnati James L. Winkle College of Pharmacy
  - University of Rhode Island School of Pharmacy
  - University of North Carolina Eshelman School of Pharmacy
  - California Northstate College of Pharmacy

Finalists will be notified April 2013 and formal award presentations will be made in Spring-Summer 2013. The winning schools or colleges will each receive:
  - Stipend to be applied to future patient engagement activities
  - Commemorative plaque/painting
  - Profile on the Script Your Future website
  - Recognition by AACP, the NACDS Foundation, AMA, and NCL through a press release

Questions?
To learn more or join the informational conference calls on October 3 and 9, contact Whitney Zatzkin at wzatzkin@aacp.org or (703) 739-2330 ext. 1023.
For more information about Script Your Future, visit www.scriptyourfuture.org or follow @IWillTakeMyMeds

September 2012