



## Pharmacy Awareness Week 2011

Royal Jubilee Hospital  
Victoria General Hospital  
Nanaimo Regional General Hospital

### Bring Your Pharmacy Team into the Picture

VIHA Pharmacy Residents 2010–11

**Kyle Grieve, B.Sc. (Pharm)**

**Lyle Powell, B.Sc. (Pharm)**

**Dr. Sean P Spina, PharmD**

Coordinator of Clinical Pharmacy Services

Royal Jubilee Hospital

Pharmacy Admin, EB215

1952 Bay Street

Victoria, BC

Office: 250-370-819

Email: [sean.spina@viha.ca](mailto:sean.spina@viha.ca)



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CSHP-BC Branch  
Attn: Pharmacy Awareness Week Award  
Suite 200-1765 West 8<sup>th</sup> Avenue  
Vancouver, B.C.  
V6J 1V8

To Whom It May Concern:

**Re: Pharmacy Awareness Week 2011 Award Submission**

On behalf of the Vancouver Island Health Authority (VIHA) Pharmacy Department we are writing to apply for the Pharmacy Awareness Week (PAW) award. VIHA's theme for PAW this year was, "Bring Your Pharmacy Team into the Picture". Our goals were to:

1. Educate VIHA staff and the general public on the current role of hospital pharmacists, pharmacy assistants and the complexity of pharmacy services
2. Involve and co-ordinate pharmacy staff from multiple sites in our health authority to promote pharmacy as a united team
3. Engage members of all health professions in practical presentations on therapeutic topics

Pharmacy awareness week has grown beyond individual efforts to become an Island wide event within our health authority. In this application, we have outlined the steps that made PAW 2011 a success in VIHA.

This is our third year participating in PAW at VIHA. We wanted to build on previous successes and further promote the roles of hospital pharmacists and assistants. We started planning for this week in August 2010 and had weekly meetings to organize PAW. We expanded our PAW efforts this year to offer our 3 largest sites the opportunity to promote pharmacy at their work place. We also included staff across the Island by doing a lecture series that was video-conferenced to four VIHA sites and teleconferenced to all others.

To advertise PAW, we worked with VIHA Communications Department to put out a news release. A VIHA PAW advertisement could be accessed on the Pharmacy Home Page or the VIHA intranet homepage when staff clicked on the PAW button. Flyers were distributed at the PAW booths at the three main site and an advertisement was included in the March 2011 edition of Currents, the VIHA newsletter.

Posters presented at the booths highlighted the diverse roles of local pharmacy staff at each location. We capitalized on the pending accreditation of our health authority to emphasize the role that pharmacy staff play in ensuring our hospitals meet the

necessary Required Organizational Practices. Finally we used our booths to advocate for patient safety and highlight what pharmacy is doing to improve patient care through initiatives like medication reconciliation and “Do Not Use” dangerous abbreviations and advertise lunchtime talks.

We involved pharmacists and assistants by having staff volunteer at the PAW booths which were set up from 1100-1300h each day for patients, VIHA employees and general public to visit. At the booth visitors could answer a pharmacy quiz on safe medication orders and have their name entered in a draw to win door prizes. We also had pharmacy awareness week pens, clinical pharmacy service notepads and magnets to give away. Informational brochures outlining clinical pharmacy services and flyers for our lunchtime talks were also handed out.

During PAW week we had a lecture series which consisted of two lunchtime talks presented by pharmacists. The lectures discussed the possible risks of calcium supplementation and the role of procalcitonin monitoring in adjusting antibiotic duration. The attendance this year was the highest yet for PAW at VIHA both in the number of sites participating and the number of staff in attendance. Pharmacists, pharmacy assistants, nurses, dietitians, physiotherapists, occupational therapists, physicians, and pharmacy and medical residents and students were all well represented at the presentations.

PAW 2011 was a success at all three sites, with staff, patients and the public visiting the booth to learn more about pharmacy. The lunchtime lectures were also well supported with four VIHA sites attending through video-conference technology and others dialing in by teleconference. VIHA PAW 2011 highlighted the diversity of the pharmacy team, the breadth of the pharmacy services we provide to our colleagues and patients and the complexity of delivering patient-centered pharmaceutical care.

Thank you for reviewing our submission for the CSHP PAW 2011 Award.

Best Regards,



Kyle Grieve, B.Sc (Pharm)



Lyle Powell, B.Sc (Pharm)



Sean Spina, Pharm.D