

VES COLLEGE OF PHARMACY

Hashu Advani Memorial Complex, Behind Collector Colony, Chembur (E), Mumbai - 400 074

1. Health Awareness & Community Outreach

2. Objectives of the Practice

The Public Health Office (PHO) committee was formed to provide a platform for students of pharmacy who have knowledge and skills related to health issues.

The objectives are:

- Generating empathy in students regarding healthcare issues in society
- Making the general population more aware about health care problems
- Application of professional knowledge/theoretical principles in real life situations for the students and developing soft skills
- Reinforcing ethical principles among the students and help them understand variability in cultural and social behavioural patterns
- Developing an outlook of giving back to the society among the students, through the professional knowledge gained

3. The Context:

The vision of VES College of Pharmacy is to create professionally competent pharmacy professionals who will positively impact healthcare in society. In our country, providing healthcare to all sections of people is still a challenge due to shortage of healthcare professionals and infrastructure, high cost in the private sector and overburdened public hospitals. The profession of pharmacy mainly aims to serve the society in aspects of health care. The primary role of a pharmacist is dispensing medicines and counselling people to ensure optimum drug therapy hence Pharmacists and pharmacy students can play an important role in filling this gap by carrying out various healthcare related community awareness campaigns/activities.

With this context PUBLIC HEALTH OFFICE (PHO) was established at VES COP to provide opportunities and platforms to get involved in community service. Team has a teacher coordinator and student members who jointly identify areas of service and plan and execute service.

4. The Practice:

Public Health Office (PHO) is a student body that is guided by a teacher who acts as coordinator and guide for community activities. The teacher-coordinator is appointed by the Principal. The student members are selected through a formal process. Applications are invited from interested students. The application includes personal details and a brief CV of the student. An interview is conducted by the coordinator and current student members to determine whether or not the applicant will be suitable for being a core member of the team. The core team usually consists of 8-10 students. One of the students is appointed as Head of the committee. The activities are supervised by the teacher co-ordinator.

The community service activities are planned and executed by the team. The planning is done considering that the activities should have high impact and result in desired outcome. To achieve this, following aspects are considered:

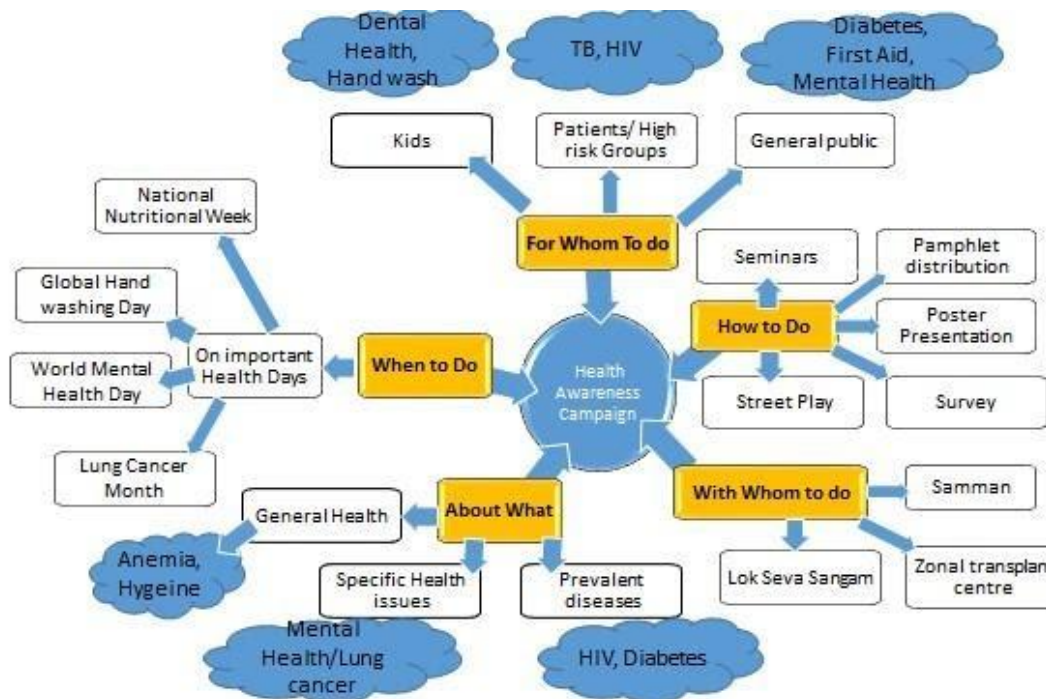


Figure 7.2.1 (a): Various aspects of Health care campaigns

- Choose the correct target population/audience and mode of conduction
- Divide the campaigns into categories such as Awareness campaigns, Blood Donation Drives and campaigns/activities considering specific target group, critical health issues and general health awareness among general public
- Collaborations if any
- Timeline of event

5. Evidence of Success:

Numerous activities have been carried out over the past 5 years. Few of the notable campaigns are listed below.

Sr. No.	Name of the Activities	Objective	Audience Selection/targeted	Impact
1	Blood donation campaigns	Blood donation campaigns	Different parts of Mumbai - Western, central and Harbour	Thousands of units of blood have been collected through these donation drives.
2	You don't need to be positive to think positive (23/12/16)	HIV/AIDS awareness Campaign	Truck Drivers	50+ truck drivers were addressed, Distribution of free condoms

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3	Epilepsy – Let’s seize the day (27/09/17)	Epilepsy Awareness Campaign	Polytechnic students	More than 100+ students were given awareness about Epilepsy
4	Your health is in your hand (7/10/16)	Global Hand washing Day	Primary School Children	100+ Children between Age group of 6-15 years were counselled about the importance of hygiene and hand washing
5	The gift of life after Death (29/8/16, 30/8/16, 31/8/16)	Organ Donation awareness and pledging	General Public	100+ attendees were given awareness about organ donation. Many among them gave pledge to donate.
6	Rural Camp – Nutrition (17/12/2018)	Awareness Campaign on Nutrition	Rural population	The importance of having a balanced diet was emphasized. The volunteers presented the target population with various healthy alternatives
7	Antibiotic Awareness (18/11/2019)	Awareness Skit / Play	General Public	A drama was conducted at a railway station to highlight awareness about antibiotic consumption and resistance.

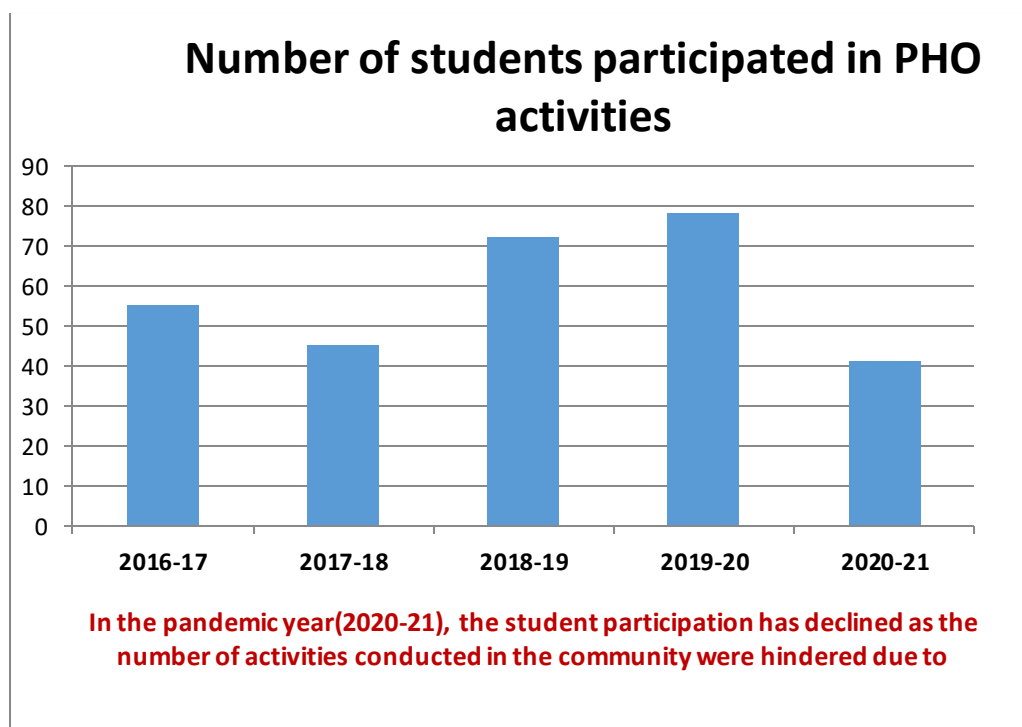


Figure 7.2.1 (b): Number of students participated in PHO activities

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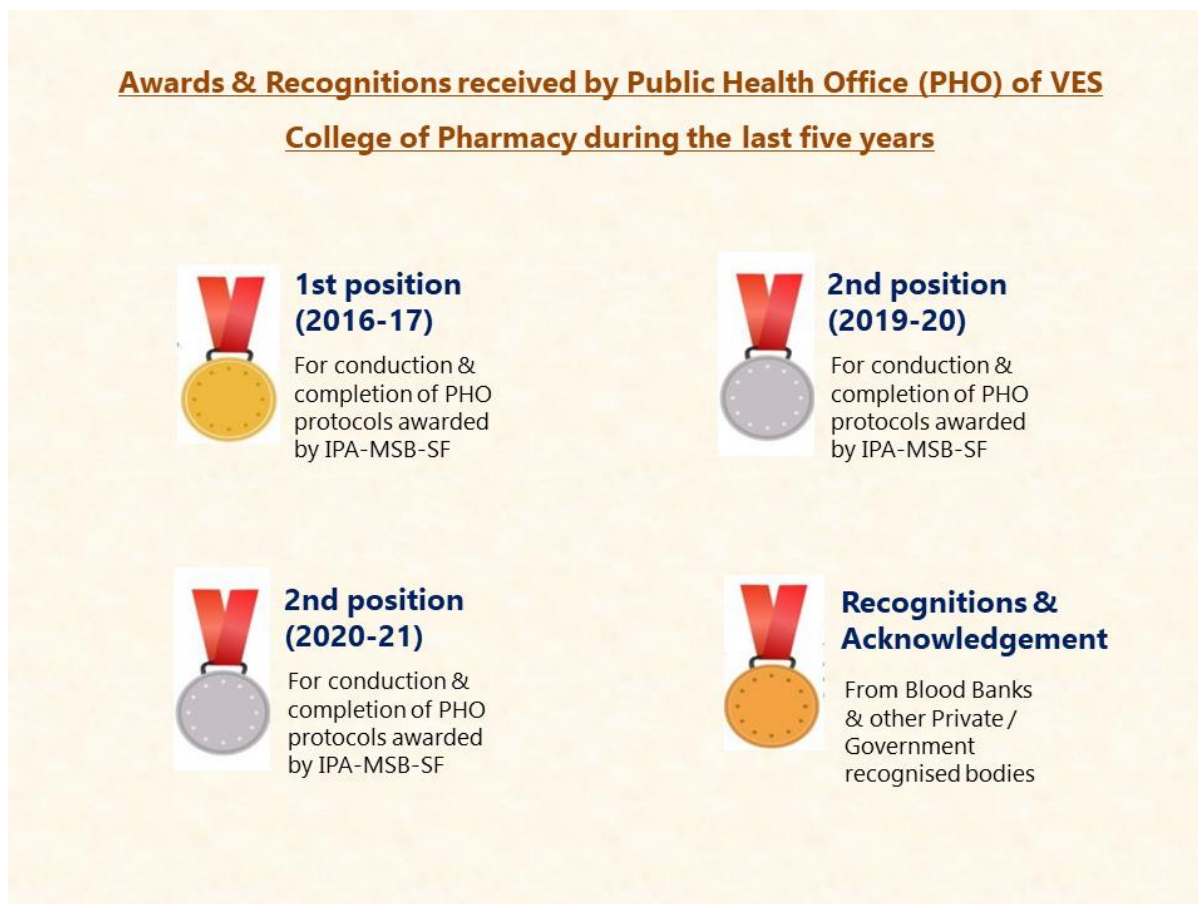


Figure 7.2.1 (c): Awards / recognitions received by the Public Health Office (PHO)

In response to their diligent efforts towards society the PHO of our college has bagged the Gold and Silver medal on separate occasions over the years for “Best Public Health Office” among all the pharmacy colleges in Mumbai, an award conferred & presented by the Indian Pharmaceutical Association-Maharashtra State Branch – Student Forum (IPA-MSB-SF). The journey of the PHO committee was the topic of a presentation entitled “Healing Mind, Caring Hearts” which won 2nd Prize in “Best Educational Quality Enhancement Team (BEQET) President Award – 2017, award given by the National Centre for Quality Management (NCQM), Mumbai. The PHO committee was also felicitated by Disha Foundation & JJ Hospital Blood Bank. Students were also awarded the 'Certificate of Champions' by 'The Movement' foundation for volunteering and organising the Walk for Freedom 2019-20.

Vivekanand Education Society (VES) is also a PRME signatory under the United Nations endeavour towards sustainability. All the socially relevant activities carried out by the PHO are linked to the various Sustainable Development Goals (SDGs) and a report of these activities is annually uploaded on the United Nations – PRME website.

6. Problems Encountered and Resources required

- Accessibility to the community: Certain activities are carried out in the remote areas of the society and accessibility to these areas is a challenge.

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- Response of the community: Students overcome the challenges and reach these communities to conduct their campaigns but not all the population in that area is receptive to such activities.
- General public response: Blood donation drives have been conducted widely throughout the city over the past 5 years. Such drives are immeasurably reliant on the awareness & the willingness of the local population for achieving success.
- Language barriers: All the community awareness campaigns conducted by our students are carried out in local languages and all possible language options are attempted to ensure maximum efficacy of such activities.

Resources required:

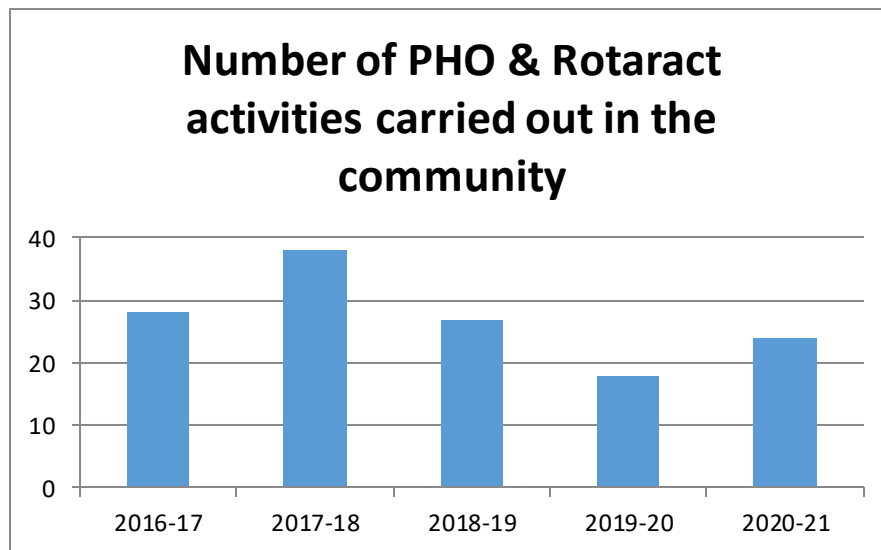
Banners, Posters and Travelling

7. Notes

In alignment with its vision VESCOLP has also constituted a ROTARACT club to provide a platform for our students who have knowledge and skills related to health issues and thus can be utilized for providing positive contributions to the society. The Rotaract Club carries out various activities with the vision to spread health awareness among the society. It also helps to create socially responsible students with the diversified nature of the activities like educating the underprivileged, social commentary through skits, songs, plays in relevant sections of the society. In 2019, the Rotaract Club steered an event called 'Bappa Morya 2.0' where the students were out helping the local police on the city roads in maintaining discipline & safety during Ganpati Visarjan. Over the years, the Rotaract Club has received several awards and accolades through the Academy for Awarding Rotaract Achievements (AARAS)

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Awards & Recognitions received for extension activities from government /government recognised bodies during the last five years

