

# A Report on the FIP YPG Campaign for World Pharmacists Day 2020



## World Pharmacists Day : 25th September 2020



**Date:** 25th September 2020  
**Theme:** Transforming Global Health

# 1. Introduction

The pharmaceutical workforce plays an important role in transforming global health. In January 2020, the World Health Organisation (WHO) listed 13 urgent global health challenges for the new decade<sup>1</sup>. We have a significant role to play in overcoming these challenges including but not limited to expanding access to medicines, antimicrobial resistance, infectious disease control, preparing for epidemics, investing in the health workforce, harnessing new technologies, clean water and sanitation among others.

During the World Pharmacists' Day this year, the Young Pharmacists Group of the International Pharmaceutical Federation (FIP YPG) held a public health campaign in line with FIP's mission is to support global health by enabling the advancement of pharmaceutical practice, sciences and education<sup>2</sup>. The campaign focused on providing insight on the **roles of young pharmacists and pharmaceutical scientists in global health** and how young pharmacists and pharmaceutical scientists can contribute to the achievement of Sustainable Development Goals and Universal Health Coverage. The campaign comprised of click to tweet links and videos from FIP YPG, regional and national YPG Associations with the hashtags **#YPGforGlobalHealth** and **#WPD2020**.

## FIP YPG's goals for the campaign

1. Educate young pharmacists and pharmaceutical scientists on their roles in global health and how their involvement in these roles can transform healthcare globally.
2. Enlighten the general public on the roles of young pharmacists and pharmaceutical scientists in transforming global health.

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<sup>1</sup> World Health Organisation (2020). Urgent health challenges for the next decade. Available at: <https://www.who.int/news-room/photo-story/photo-story-detail/urgent-health-challenges-for-the-next-decade>.

<sup>2</sup> International Pharmaceutical Federation. What we Do; Vision and Mission. Available at: <https://www.fip.org/vision-mission>

## 2. Campaign activities

### 2.1. Videos

Videos were posted from the FIP YPG committee and national and regional YPGs to highlight the role of pharmacists and pharmaceutical scientists in transforming global health, as well as opportunities and roles which young pharmacy professionals can contribute.

Find the link to the combined video [here](#)



A collection of screenshots of videos provided by FIP YPG and YPG Associations.

### 2.2. Click to tweet links

Click to tweet links were posted to provide an easy and efficient way for young pharmacists and pharmaceutical scientists to promote and advocate for their roles in transforming global health to the general public by tweeting uniform and predetermined content through their twitter accounts.

**Ayodeji Matuluko** @Ayodej... · 25 Sep  
Hospital pharmacists transform global health by ensuring safe and effective medicines use in clinical settings through their roles in geriatric and paediatric care, AMR, pharmacovigilance among other vital areas.  
[#YPGforGlobalHealth](#) [#WPD2020](#)

**Sherly Meilanti** @SherlyM... · 25 Sep  
Academic pharmacists transform global health through continuous student training to advance practice and science to meet present and future global health needs in communities around the world.  
[#YPGforGlobalHealth](#) [#WPD2020](#)

**WILL** @\_wlsn\_ · 25 Sep  
Social and administrative pharmacists transform global health by advocating for evidence-based decision-making in all areas related to pharmacy and health policy that promote the achievement of UHC.  
[#YPGforGlobalHealth](#) [#WPD2020](#)

**Olaoye Omotayo** @Olaoye... · 25 Sep  
Pharmaceutical scientists transform global health by their unique role in research and development, regulatory science and quality among other areas to develop new medicines and ensure the quality and safety of medicines.  
[#YPGforGlobalHealth](#) [#WPD2020](#)

**Moricia Opoku** @Miss\_Asa... · 25 Sep  
Community pharmacists transform global health as frontline healthcare professionals by the delivery of medicines, health services and information to improve medicines use, combat NCDs and advance patient care.  
[#YPGforGlobalHealth](#) [#WPD2020](#)

**ntani suh** @ntani\_30312 · 25 Sep  
Pharmaceutical scientists transform global health by their unique role in research and development, regulatory science and quality among other areas to develop new medicines and ensure the quality and safety of medicines.  
[#YPGforGlobalHealth](#) [#WPD2020](#)

**Dr** @dr\_angel\_a · 25 Sep  
Industrial pharmacists transform global health through the design and development of essential medicines and vaccines as well as supply chain management to promote global access to medicines and vaccines.  
[#YPGforGlobalHealth](#) [#WPD2020](#)

**MR. PHARMACIST 1** @Ph... · 25 Sep  
Military and emergency pharmacists transform global health by working with governments and humanitarian organisations in emergency management and disaster relief to provide sustainable healthcare solutions.  
[#YPGforGlobalHealth](#) [#WPD2020](#)

Collection of click to tweet links of FIP YPG members who participated in the campaign

## 3. Engagement

### 3.1. Projected Engagement

Our expectations from our campaign were 200,000 impressions and 500 engagements with posts on twitter and 2000 video views across all our social media platforms, i.e. Facebook, LinkedIn, Instagram and YouTube (pharmacists, pharmaceutical scientists and public engagement). Some social media metrics were used to assess our engagement, which are defined in the table below:

### 3.2. Overall Engagement

**Table 1. Metrics and frequency for posts using the hashtag #YPGforGlobalHealth.**

No	Metric	Description	Frequency
1	Posts	Number of posts made using the hashtag #YPGforGlobalHealth	615
2	Engagement	The number of times tweets were interacted with. Interactions include retweets, replies, follows, likes and clicks on links, cards, hashtags, embedded media, username, profile photo or tweet expansion.	2,927
3	Impressions	The number of times a tweet or hashtag appears to users on either people's timeline or search results.	937,077
4	Users	Number of individuals/accounts that used the hashtag #YPGforGlobalHealth	329
5	Reach	The total number of individuals/accounts reached posts with the hashtag #YPGforGlobalHealth	314,510

- 937,077 impressions = **469%** of the target achieved.
- 1699 engagements = **585%** of the target achieved.

**Table 2. Frequency of Click to tweet links**

No	Click to tweet link	Frequency
1	Academic pharmacists transform global health through continuous student training to advance practice and science to meet present and future global health needs in communities around the world.	134

2	Community pharmacists transform global health as frontline healthcare professionals by the delivery of medicines, health services and information to improve medicines use, combat NCDs and advance patient care.	167
3	Hospital pharmacists transform global health by ensuring safe and effective medicines use in clinical settings through their roles in geriatric and paediatric care, AMR, pharmacovigilance among other vital areas.	88
4	Industrial pharmacists transform global health through the design and development of essential medicines and vaccines as well as supply chain management to promote global access to medicines and vaccines.	49
5	Social and administrative pharmacists transform global health by advocating for evidence-based decision-making in all areas related to pharmacy and health policy that promote the achievement of UHC.	45
6	Military and emergency pharmacists transform global health by working with governments and humanitarian organisations in emergency management and disaster relief to provide sustainable healthcare solutions.	63
7	Pharmaceutical scientists transform global health by their unique role in research and development, regulatory science and quality among other areas to develop new medicines and ensure the quality and safety of medicines.	58

### 3.3. Video Analytics

- 558 minutes' watch time of all our videos on twitter.
- 144 minutes and 834 total views on the FIP YPG official video.
- 16 views on YouTube for the combined video.

A comprehensive report the data on Engagement and video analytics can be viewed [here](#)

## 4. Reflections and recommendations

### 4.1. Steering committee and Planning team

- More collaborations should be explored with other Young Pharmacy Groups and youth-oriented health care organisations as this improved the reach and effectiveness of the campaign.

## 5. Conclusion

Pharmacists are a vital component of the global healthcare workforce and are key players in transforming global health. Our increased involvement in global health will accelerate the achievement of Universal Health Coverage and Sustainable Development Goals. With this as a focus, the campaign goals were achieved with most targets exceeded, and recommendations documented for subsequent campaigns.

Join us in our subsequent campaigns as we enlighten the general public and promote pharmacists roles in global health!

## Meet the team



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Professional Development Team



**Karima Bennara**  
Professional Development Team



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Media Coordinator



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Chairperson of Public Relations



**Sherly Meilanti**  
President