

FIP YPG Campaign Report

Celebration of World Drug Day 2020

Theme: "Better knowledge for better care" **Date**: 26 June 2020



This report is prepared by:

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1 Introduction

The International Day Against Drug Abuse and Illicit Trafficking, also referred to as World Drug Day was established by the United Nations General Assembly in 1987, this day serves as an expression of its determination to strengthen action and cooperation to achieve the goal of an international society free of drug abuse.

The Pharmacist is a true-crime Netflix TV Series documentary about a Louisiana pharmacist who after losing his son in a drug-related shooting, embarked on a dogged pursuit to bring his son's killers to justice and expose the rampant corruption behind the opioid addiction crisis in the US. It was released on 5th February 2020 with little fanfare but has so far garnered positive reviews.

Given "The Pharmacist" documentary is non-fiction, FIP YPG saw this documentary as an opportunity to promote the roles that pharmacists play in curbing drug abuse and preventing addiction as we celebrate the International Day Against Drug Abuse and Illicit Trafficking. The campaign was composed of an article, Twitter video discussion, and ClickToTweets with the hashtags #FactsForSolidarity and #FIPYPGonThePharmacist.

2 Campaign objectives

- a. To educate pharmacists and pharmacy students on the role of pharmacists in drug abuse;
- b. To share young pharmacists and scientists' global perspectives on opioid use disorders and addiction;
- c. To educate the public about the harm of drug abuse and the role pharmacists can play in overcoming addiction.

3 Campaign activities

3.1 Article about a virtual roundtable discussion on "The Pharmacist" Netflix Documentary

An <u>article</u> in the form of a virtual roundtable discussion on The Pharmacist documentary was developed by the FIP YPG Publications team. The team responded to questions on their perception of the documentary, the current state of opioid misuse in their countries, and how pharmacists play a vital role in the management of addiction and opioid use disorder. Look forward to your opinions in our <u>medium</u>.



Virtual Roundtable: FIP YPG on The Pharmacist

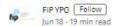






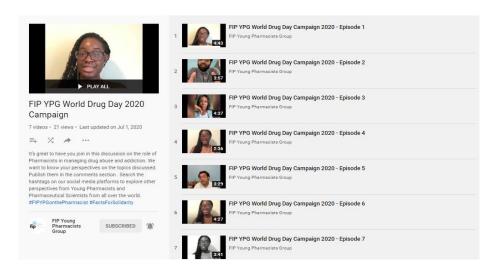
Image Source: TIME

By: 2020 FIP Publications Team

3.2 Twitter discussion (with videos) on "The Pharmacist" Netflix Documentary

3.2.1 Videos

The article was the guiding document for the creation of the videos. The team members recorded individual clips of their responses to the roundtable discussion to be edited, compiled, and shared by the Media team on YPG social media. The videos are available on Youtube here.





There were about **1,400 video views**¹ within 24 hours of the Twitter campaign and a total of 1623 views after four days. We would like to thank you for your contributions in our campaign!

3.2.2 Twitter discussion

The Twitter discussion commenced at 11 am GMT and went on for about 1 hour 30 minutes. Each episode had a twitter thread where each perspective was uploaded separately from the FIP YPG Twitter account. Uploads were done live on the campaign day. A total of 19,872 impressions² were recorded with 52 tweets for the whole campaign. Catch up with the Twitter thread here.

See our impressions² and engagement³ below:

FIP YPG @FIPYPG	Impressions	2,026
As a young pharmacist today, how do you feel about your own education and training about opioids and addiction?	Media views	318
#FIPYPGonthePharmacist #FactsForSolidarity #WorldDrugDay pic.twitter.com/lqUcYNZUHr	Total engagements	221
	Detail expands	89
	Media engagements	76
	Likes	21
	Profile clicks	17
	Replies	8
	Retweets	7
	Hashtag clicks	2

Link clicks

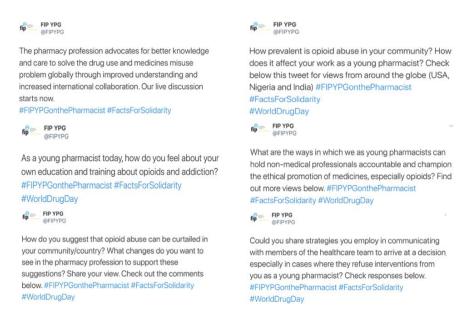
¹ A video view is when a video is watched in 50% view for 2 secs or more, or when someone clicks to expand/unmute the video.

² Impression is the number of times a tweet or hashtag appears to users on either people's timeline or search results.

³ Engagement is the total number of times a tweet is interacted with. Interactions include retweets, replies, follows, likes and clicks on links, cards, hashtags, embedded media, username, profile photo or tweet expansion



See our top tweet below:



See our engagement from the public below:

11:52 AM · 26/06/2020 · Twitter for Android



We would like to thank you for your contributions in our campaign!



3.2.3 ClickToTweet Tweets

ClickToTweet links enabled people to tweet a customized message by clicking a link. A ClickToTweet link was included in our mailchimp promotion email for the campaign, so members can tweet and show support for the campaign. The link was clicked 30 times (see our report below). We would like to thank you for your contributions in our ClickToTweet!

ID ≑	Tweet	-	Clicks 🏺	Created 🔻
bf68_	The pharmacy profession advocates for better knowledge and care to solve the drug use and medicines misuse problem globally through improved understanding and increased international collaboration #FactsForSolidarity #FIPYPGonThePharmacist		30	06/26/2020

4 Conclusion

Opioid abuse and addiction remain a global threat to the public and the pharmacy profession has an important role to play in helping victims and protecting the public. This campaign was successful in increasing awareness of drug abuse, addiction and pharmacists and pharmaceutical scientists' roles in tackling these threats.

The effort of the planning team and all who supported the campaign through its execution is well appreciated. It is our anticipation to reach a wider audience with these key campaigns to continuously project the impact of the pharmacy profession to the general public.

We would like to thank you for your contributions in our campaign! Join us in our subsequent campaigns as we enlighten the general public and promote pharmacists' and pharmaceutical scientists' roles in public health!



5 Meet the Planning Team



Omotayo Olaoye Professional Development Team (Public Health Campaigns)



Leah OsaePublications Coordinator



Joel Kojo Abaka Anaman Media Coordinator



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6 Meet the Extended Team



Chidinma OmerejiPublications Team



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