

Health Promotion and Maintenance III

Learning Objectives for Marketing of Pharmacy Health Promotion Programs/Activities

1. Contrast commercial marketing with social marketing.
2. Describe the role and challenges of social marketing in promoting health.
3. Evaluate a health promotion problem using the following marketing terms: primary and secondary customers, the product, the competition, potential market segmentation variables, elements of the marketing mix of a program, relationship marketing, and a SWOT (strengths, weaknesses, opportunities, and threats) analysis of the market environment.
4. Use a marketing mind-set in approaching health promotion and maintenance.
5. Apply a marketing plan for a health promotion program.

Learning Objectives for Assessing Risk in the Over-the-Counter Drug User

1. Assess the prevalence of minor illnesses and the over the-counter (OTC) drugs used to treat them.
2. Estimate the general behavior patterns assumed by patients (and parents) in response to minor illness.
3. Describe the complexities of how patients assess their own illnesses.
4. Argue that, although prescribed drugs garner the main share of attention, OTC agents still require professional vigilance.
5. Develop a self-care practice focused on select areas of intervention and based on defined areas of concern.
6. Justify an opinion on areas in which improvement could take place with regard to pharmacist involvement during OTC product selection.
7. Examine several approaches for assessing risk in the patient planning to use OTC drugs for a minor illness and adopt an OTC drug counseling model best suited to individual needs.

Learning Objectives for Emergency Preparedness

1. Distinguish the hazard potential and consequences of natural, technologic, and terrorist threats and how they affect one's workplace, family, and community.
2. Classify the role of the pharmacist in the phases of disasters that occur in health system, community, and response team settings.
3. Justify surge capacity to enhance health system and community preparedness.
4. Compose the key characteristics, contents, and quantities of pharmaceutical and medical supplies in stockpiles and caches for emergency planning.
5. Distinguish the type, scope, and collaboration potential of disaster response teams and the role and tasks of pharmacists on those teams.
6. Apply lessons learned from terrorist, bioterrorist, communicable diseases, and natural disasters to improve emergency preparedness plans.