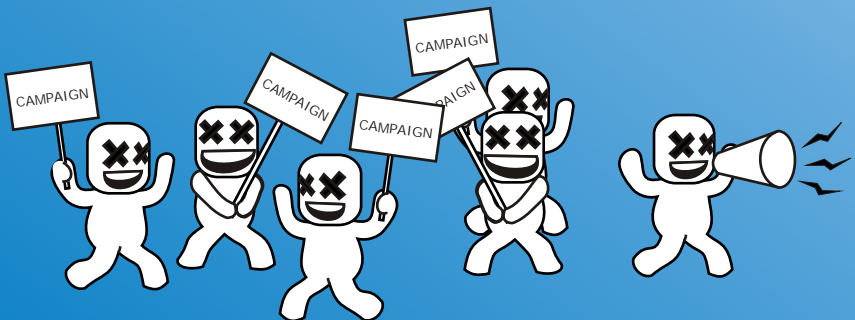




International Pharmaceutical Students' Federation

# Campaign Booklet

## How To Run A Campaign





CAMPAIGN BOOKLET  
How To Run A Campaign



International Pharmaceutical Students' Federation

Campaign Booklet: How To Run A Campaign  
an IPSF publication

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Written in 2007

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IPSF is the leading international advocacy organisation for pharmacy students with the aim to promote improved public health through provision of information, education, networking as well as a range of publications and professional initiatives. Founded in London in 1949, IPSF represents 350000 pharmacy students and recent graduates from 70 countries worldwide today.

## CAMPAIGN

A way to bring about some change. It is not one single action, but a combination of a number of actions, reports and events put together in a sequenced plan.

## IPSF AND CAMPAIGNS

IPSF is the leading international advocacy organisation for pharmacy students, promoting improved public health through the provision of information, education, networking and a range of publications and professional initiatives.

Supporting our members in the preparation and implementation of campaigns is one way in which IPSF fulfills this objective.

IPSF has two main types of campaigns: the Pharmacy Profession Awareness Campaign (PPAC) and Public Health campaigns such as Tobacco Alert and AIDS Awareness. As pharmacy students and pharmacists, we are in the position to inform the public and change misconceptions surrounding our profession and any health related topics.

This booklet is a generic guide that has been designed to cover all aspects that need to be taken into account to plan and implement a successful campaign on any subject



## WHERE TO START

**First thing to do:** Create your goals & objectives!

**Goals** → a general ideology of what you want to achieve on a large scale. Your project contributes to the goals.

**Objectives** → should be practical, realistic and measurable. Your project will complete the objectives.

After you have your goals and objectives, find out more about the issue: define the problem, what has been done and what needs to be done

**Choose:**

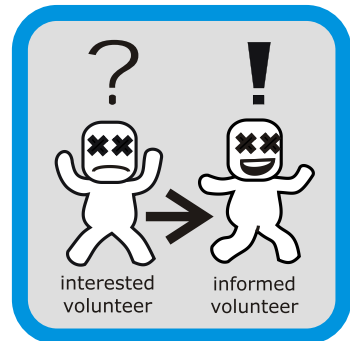
- Topic
- Audience/Target group
- Location
- Date/Time
- Method
- Campaign material

**Cooperate with people who:**

- Are motivated and committed
- Share your passion and interests

**Consider:**

- Timeline for preparation
- Disaster preparedness
- Sources of funding
- Advertising
- Reflections



## TOPIC

Identify a need:

- What people would be interested in
  - in the news
  - gathered from surveys/questionnaires
  - issues of increasing interest
- Relevant to the community/country/profession
- What YOU want to convey

## AUDIENCE

- Health care professionals
  - fellow pharmacy students
  - pharmacists
  - other health care professionals and students
- General audience
  - children
  - young people
  - parents
  - seniors
- ANYONE** you want to influence/inform

## LOCATION

- Schools
- Shopping malls or market places
- Community centres
- Pharmacies
- Pubs and clubs
- Social events
- ANYWHERE logistically feasible



## TIME / DATE

- ➔ Convenient time for the audience and of course, the campaign organisers
- ➔ Coinciding with international dates  
For example: World AIDS Day: December 1st










## METHOD

- 👍 Brown Bag events: members of the community are asked to bring all of their prescription and non prescription medicines to pharmacy students to be evaluated for drug interactions and counselling
- 👍 Lecture series: speakers from their area of expertise
- 👍 Pharmacy camp
- 👍 Presentations/exhibits/posters
- 👍 Radio waves
- 👍 Touring different target locations
- 👍 Questionnaires/surveys
- 👍 Health screenings: test for blood glucose levels, blood pressure, bone density, etc
- 👍 Interactive activity
  - For example during an AIDS awareness campaign, the audience received a vial of water, except for one who received sodium hydroxide. After participants shared their vial contents with each other, phenolphthalein was added and solutions that turned pink meant that the vial was infected. This was an example to demonstrate how easily HIV can be spread.

## 👍 BE CREATIVE AND INNOVATIVE



## CAMPAIGN MATERIALS AND RESOURCES

-  Pharmacy lectures/notes/references
-  Professional journals
-  World Health Organization (WHO) reports and campaign materials
-  Brochures, pamphlets and information from WHO non governmental organisations (NGOs)
-  Reliable websites
-  T-shirts with campaign slogan/logo; can be given out as well  
Promotional material for audience, for example, pins, bookmarks, badges, ribbons
-  Samples, for example, pain medication, condoms

## TIMELINE FOR PREPARATION

Four to six months before	<ul style="list-style-type: none"> <li>• decide on a concept (see page 2)</li> <li>• distribute work to be done</li> <li>• make a budget plan and start fundraising or obtaining financial support</li> <li>• recruit a campaign team consider joint campaigns with organizations</li> <li>• book speakers, particularly if they are prominent in their fields</li> <li>• book date/time and location/venue, to make sure there are no conflicts with other events</li> <li>• start collecting campaign materials</li> </ul>
One to two months before	<ul style="list-style-type: none"> <li>• meeting with campaign team to evaluate preparations for the campaign &amp; motivate them. Keep in regular contact with your team</li> <li>• if needed, recruit additional volunteers, buy additional supplies, etc</li> <li>• begin advertising event</li> </ul>
One to two weeks before	<ul style="list-style-type: none"> <li>• continue advertising event</li> <li>• one last meeting with the team to make sure everything is on track</li> <li>• continue technical preparations such as checking the location and campaign materials</li> <li>• confirm speakers (if there are any)</li> </ul>
The day/week of the campaign	<ul style="list-style-type: none"> <li>• prepare the location with materials</li> <li>• final briefing with all volunteers</li> <li>• evaluation after campaign is done</li> <li>• have fun!</li> </ul>
After the day	make a report and send it to IPSF!

Remember : Time can not be saved  
 Time can not be exchanged  
 Time can not be bought  
 Time can not be sold  
**TIME can only be USED**



## DISASTER PREPAREDNESS

It is better to start planning a campaign early and make slow but steady progress. You may realise something won't work after all, but by starting to plan early you will still have time to make changes and achieve a very successful campaign.

Consider:

- 👍 Making a Plan A AND Plan B
- 👍 Being willing to change ideas if it becomes apparent that your first is not going to work
- 👍 Remain flexible and creative, for example, have a place of shelter in mind for your campaign stall if you are planning an outside event and it is raining on the day.
- 👍 Consider how to communicate any changes in the plan to your audience

## SOURCES OF FUNDING

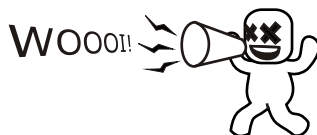
- 👍 Pharmacy clubs/organisations
- 👍 Other health care organisations
- 👍 Pharmacy faculty/school
- 👍 Pharmaceutical companies
- 👍 Drugstore/chains
- 👍 Governmental organisations/departments
- 👍 Fundraisers organized by YOU



Do not forget to maintain your relationship with your sponsor and other partners by inviting them to the campaign and giving a report about how the campaign went. This will help you get funding from them again in the future.

## ADVERTISING

- ↘ Posters with details of the campaign: title, theme, date, location, short description about the campaign, speakers (if any), organiser's name and contact details
- ↘ Classroom announcements
- ↘ Ads in the school/local/pharmacy newsletter
- ↘ Radio waves
- ↘ Websites
- ↘ E-mail lists
- ↘ **WORD OF MOUTH!**



## REFLECTIONS

- 👍 Team evaluation/debriefing: sharing highlights of the campaign, difficulties that were encountered and improvements that can be made for future campaigns
- 👍 Feedback forms from participants/audience
- 👍 Videotape the campaign
- 👍 Send report to IPSF → sharing with others through the IPSF News Bulletin or Newsletter and to inform IPSF contacts, such as the World Health Organization, of our achievements.
- 👍 Send campaign and financial reports to any sponsors and partners

## EXAMPLE OF A ONE DAY CAMPAIGN

Published originally in: IPSF News Bulletin Issue 35, December 2005

By: Yen Fang Lim, Singapore

### Anti-Smoking Campaign

*By the National University of Singapore Pharmaceutical Society (NUSPS)*

The National University of Singapore Pharmaceutical Society (NUSPS) recently held a one-day anti-smoking campaign on our campus. Our government actively supports anti-smoking campaigns and this has also always been a key focus of NUSPS. Therefore, we are very glad to collaborate with our national Health Promotion Board (HPB) to embark on new anti-smoking efforts.

Recently, we supported the HPB on their current web-based campaign and we also held a promotion on campus. This web-based campaign provides lots of innovative advice on how to quit smoking and is a great place for smokers to refer to fun ways of quitting smoking alone or with friends of friends! The website also has plenty of interesting sections including calculating how a smoker's life expectancy can be extended if he quits his current smoking regimen and a blog of a real smoker who tries to quit smoking.

For the campus campaign, a booth was set up alongside one of the busiest walkways in NUS and catchy anti-smoking posters were put up together with an impressive "Cigarette punch bag"! The punch bag drew lots of attention from passers-by and a significant number of people expressed interest in what we were doing and approached us for more details. Volunteers wearing black tops imprinted with "Nice Lungs" in white helped to distribute tissue packs that had "Best after food" printed on them to signify the alternative to habitual smoking after eating. Quit packs were also given out to passers-by who expressed more interest in the campaign. The packs contained a range of innovative items including magnets with encouraging phrases such as "Persevere., Brighter smile", lozenges and much more.

Through this event, we have increased awareness of the importance of anti-smoking on campus as well as providing an opportunity for our volunteers to demonstrate counseling skills. Moreover, the booth was a good avenue for reaching out to smokers who require help to quit but are lost as to how to start.

Along the way, we did face some interesting issues, like people rejecting our collaterals because they are non-smokers. We had to explain to them that, besides reaching out to smokers, we hoped that non-smokers could play a part in encouraging their friends who do smoke to quit by referring too them to either us or the website.



*NUSPS volunteers with the Cigarette Punch Bag at their campaign booth in the university which attracted many interested people.*



*NUSPS volunteers with some of the items in the Quit Pack they distributed. The packs had things like tissue and magnets which had a variety of anti-smoking messages.*



*NUSPS volunteers shows their exhibition at the booth.*



*One of the NUSPS volunteers approaching passers-by and giving out the quit packs.*

## EXAMPLE OF A WEEK-LONG CAMPAIGN

### Pharmacist Awareness Week (PAW) 2007 in Vancouver, Canada

By: PAW 2007 Committee, University of British Columbia (UBC), Canada

Monday March 5th - Friday March 9th, 2007

#### *Pharmacy Fair from 12-1pm*

- Booths with brand new poster boards were set up in the Student Union Building (SUB) on campus.
- At each booth, 2 pharmacy students were present. They had the opportunity to interact with passers-by regarding a specific topic. Each booth provided pamphlets, posters, and/or samples.
- The following booths were present during PAW 2007: admissions, pain management, stress, pharmacists versus technicians, contraception, smoking cessation, cold and flu, allergies, depression, asthma, heart diseases, arthritis, eye diseases, diabetes, menopause, compounding and pharmacy club booths
- The first ever Mock Dispensary was set up to show the steps in prescription processing. This interactive display engaged participants in dispensing activities that exemplify the responsibilities of a pharmacist.
- The mascot, Katy the Kangaroo, was present throughout the week to attract students to the fair.
- Bookmarks were made and distributed by pharmacy students as a new approach in promoting the profession of pharmacy this year.

#### *Community Education Outreach Program-RatioPharm*

##### *Wash-up Operation*

- RatioPharm Wash-up Operation presentations focused on the importance and techniques of proper hand washing.
- These presentations were given to elementary school students throughout the week.

##### *Community Education Outreach Program-Secondary School Outreach*

- Presentations were given to secondary school students throughout the week to educate students on different pharmacy opportunities and career options.
- Students were also encouraged to attend the Pharmacy Information Evening for more information.

## Tuesday March 6th, 2007

### *Opening Ceremony from 12-1pm*

- Opening ceremony was held just outside of the SUB began with musical performances by pharmacy students, followed by a motivational speech from Dr. James McCormack, a UBC Pharmacy faculty member, and Dr. Robert Sindelar, the Dean of Pharmaceutical Sciences.
- The ceremony concluded with a formal ribbon cutting ceremony as a symbol of the start of our Pharmacist Awareness Week.

### *Pharmacy Information Evening from 6-7pm*

- This was an information session on campus provided to prospective students that were interested in applying to pharmacy.
- The evening featured presentations from the Faculty of Pharmaceutical Sciences' Director of Student Affairs, a hospital pharmacist, a community pharmacist, and various student leaders in the faculty.

### *Community Center Outreach Program*

- A Pharmacy Fair-like display was set up from 10-12pm up at the Roundhouse Community Center.
- It was a more interactive display that is geared towards seniors rather than UBC students.

## Thursday March 8th, 2007

### *Community Center Outreach Program*

- A Pharmacy Fair-like display was set up from 11-1pm up at the Kerrisdale Community Center.
- It is a more interactive display that is geared towards seniors rather than UBC students.

### *Manufacturer's Night*

- An opportunity for [only] pharmacy students to explore different career avenues of pharmacy and learn about different pharmaceutical companies in our field.

Friday March 9th, 2007

*Pharmacy Showcase/Closing Ceremony 12-1pm*

- ➔ Due to poor weather conditions, this event was cancelled.
- ➔ This closing ceremony was supposed to feature musical performances from talented pharmacy students within the faculty.

*Skits Night 2007 from 7-10pm (Pharmacy Students Only)*

- ➔ An annual social event that involves student and faculty members, where they showcase their acting, singing and dancing talents.

Organized by: 2 co-chairs, 14 committee coordinators and 150 student volunteers

[www.capsiubc.com](http://www.capsiubc.com)









