

**PHARMACY WEEK ACTIVITIES – MEDICLINIC GEORGE - PALM VIEW PHARMACY:
1 – 8 SEPTEMBER 2014:**

Report on activities compiled by Margaret von Zeil Pharmacy Manager Mediclinic George & Geneva

The staff of Palm View Pharmacy, Mediclinic George took the USE ANTIBIOTICS WISELY theme seriously with a variety of interactions and events during Pharmacy Week.

STATIC DISPLAY: HOSPITAL FOYER

A display board and table were placed in the hospital foyer early on Monday morning, with a themed message for Pharmacy Week.

The first day's message centred incorporated Spring being 1 September with central message being hand washing and preventing infection spread:

“Lente is hier, kieme is meer – wat kan ek doen? Was hande & hou skoon”

“Was jou hande gereeld om infeksie te voorkom

Bedek jou neus & mond as jy hoë of nie

Hou jou hande weg van jou oë, neus en mond”

2 September again focussed on preventing infection with a “CLEANER – LEANER- MEANER” message about hand washing (Cleaner), only using antibiotics when truly indicated (Leaner use) and ensuring that when antibiotics are used, the correct agent is selected for site and causative organism, sensitivities are done and appropriate route & course is used to ensure effective eradication (Meaner)

3 September focussed on the benefits of IMMUNISATION ie EPI program, in preventing serious bacterial infection – for example the introduction of the conjugated pneumococcal vaccine in preventing serious pneumococcal disease. Effective “herd” immunisation will reduce the need for antibiotic use, as the infections are less likely to manifest.

4 September focussed on antibacterial resistance, preventing spread of infection and the risk we face with increasing resistance. Some slides from the Antibiotic Usage presentation were displayed to focus on this message.

5 September – reinforced all messages of Pharmacy Week: Need to prevent spread of infection through hygiene (hand washing) and immunisation, how to “use antibiotics wisely” and prevent spread of antibiotic resistance.

Pamphlets were put out for the public to take on a daily basis, competition entry forms, sweet packets with the “not all bugs need drugs” message and other small “giveaways” to draw attention to the display.

USE ANTIBIOTICS WISELY STAFF EDUCATION PRESENTATIONS

A presentation was provided by Andriette van Jaarsveld, Mediclinic's Clinical Pharmacist for use during pharmacy week.

Liezel Latsky, staff pharmacist at Palm View Pharmacy, translated the presentation into Afrikaans, as most staff members at Mediclinic George are Afrikaans home language, and Riaan Burger gave the presentation twice daily to staff on 1 & 2 September to “kick off” Pharmacy Week.

Over 40 staff members attended the presentations.

All were treated to some give-aways, being “ Not everyBugs needs a Drug” packets of appropriate sweets (see photo) to reinforce the message for Pharmacy Week.

The attendance register for each session was dusted with “Glitter Bug” dust which was revealed on all the participants hands, by switching off the lights at the end of the session, and using the UV light to show up where the “Glitter Bug” dust had been transferred to all participants hands.

This clearly illustrated the risk of transferring infection and how important correct and regular hand washing is in preventing spread of infection.

GENERAL INFORMATION ABOUT PHARMACY WEEK & USING ANTIBIOTICS WISELY:

The Palm View Pharmacy displayed the Pharmacy Week poster and supporting documentation at the entrance area for all clients and staff to see.

A general memo was emailed to all staff at Mediclinic George, informing them about Pharmacy Week.

PHARMACY WEEK COMPETITION ENTRY

Riaan Burger, staff pharmacist, encouraged all staff who attended the presentations to complete a Pharmacy Week Competition entry form.

Entry forms were also available on the display area table for members of the public visiting the hospital to complete.

Over 40 entries were completed and entered into a local, hospital based “Lucky Draw” for 1 main prize of a “goodie hamper” and 2 runner up prizes. All completed entries were submitted to the PSSA Pharmacy Week competition also.

The support received from some of the Pharmaceutical Industry was welcomed and supported us drawing interest to the campaign during the week.

See attached photo collage of the Pharmacy Week events held at Mediclinic George