

# Advocacy Guide for Pharmacy Practice and Education

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- George MacKinnon III, PhD, MS, FASHP, FNAP (Medical College of Wisconsin School of Pharmacy Founding Dean) - Taskforce Chair
- Ahmed Abdelmageed, PharmD (University of Saint Joseph Dean, School of Pharmacy and Physician Assistant Studies)
- Naser Alsharif, PhD, PharmD, MS (Lebanese American University Dean School of Pharmacy)
- Dawn Havrda, PharmD, BCPS, FCCP (The University of Tennessee Associate Dean, Academic Affairs College of Pharmacy)
- Philip Hritcko, PharmD (University of Connecticut Dean and Clinical Professor of Pharmacy Practice)
- Nanci Murphy, PharmD (University of Washington Retired Associate Dean, Director of Student Leadership Programs, and Collaborative Practice Specialist)
- Gail Orum, PharmD, BCGP (Keck Graduate Institute, Associate Dean of Academic Affairs College of Pharmacy)
- Cherokee Layson-Wolf, PharmD, BCACP, FAPhA (University of Maryland Associate Dean for Student Affairs School of Pharmacy)
- Kelly Cornelius, MS (Medical College of Wisconsin School of Pharmacy) - Facilitator

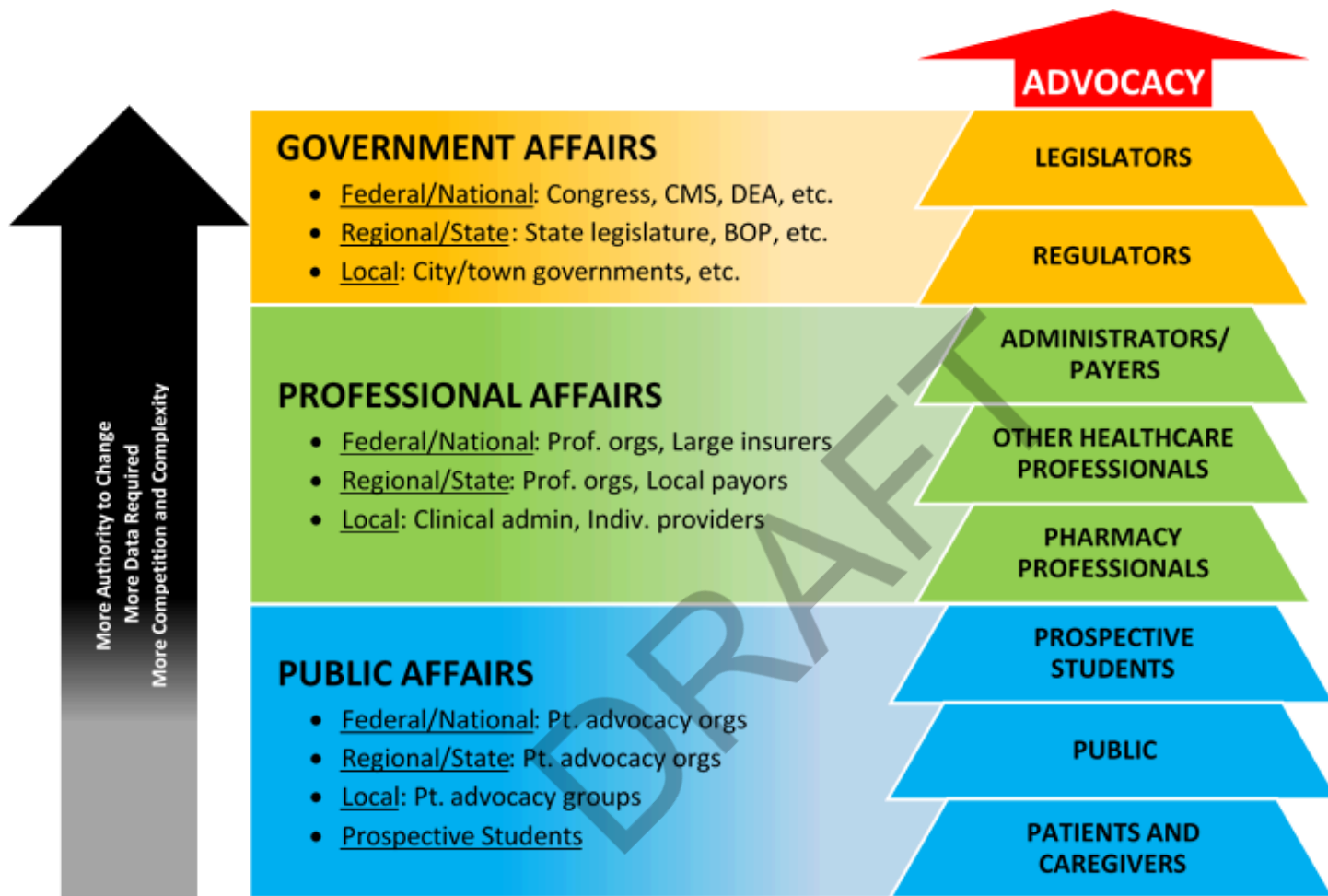
## Purpose:

- Offers examples of strategies, resources, and tools that can be used to facilitate advocacy planning by Advocacy Champions and academy members
- Provides examples of specific strategies and resources for government affairs, professional affairs and public affairs advocacy organized by federal, state and local audiences
- Promotes intraprofessional, interprofessional, and community collaboration and partnerships

Through links to various resources (e.g., customizable templates, how-to guides, successful practices), this guide is intended to support Advocacy Champions and academy members as they develop key and consistent messages that effectively communicate the profession's value and accelerate the advancement of practice. The guide, and corresponding figure, is organized by type of advocacy (government affairs, professional affairs, and public affairs) and then further broken down by audience (federal, state, local) for ease of use.

## Prepared by the 2023-24 Strategic Engagement Standing Committee:

- Laura Palombi, PharmD, MPH, MAT (University of Minnesota College of Pharmacy) - Chair
- Richard Silvia, Pharm.D., MA, FCCP, BCCP (Massachusetts College of Pharmacy and Health Sciences) - Co-chair
- Sara Dugan, Pharm.D., BCPP, BCPS (Northeast Ohio Medical University)
- Md Omar Faruk Khan, BPharm, MPharm, MBA, PhD (University of Charleston School of Pharmacy)
- Brian Kawahara, Pharm.D., M.M., FASHP, FCSHP (Chapman University)
- Katherine O'Neal, Pharm.D., MBA, BCACP, CDCES, BC-ADM, AE-C, CLS, FADCES (The University of Oklahoma Health Sciences Center)
- Evan Robinson, RPh, PhD, FNAP, (Creighton University)
- Linda Tyler, PharmD (University of Utah)
- Elizabeth Unni, PhD, MBA, BPharm (Touro College of Pharmacy, New York)



Adapted from the American Association of Psychiatric Pharmacists: <https://aapp.org/advocacy/framework>

## Introduction to the Advocacy Pyramid

The Strategic Engagement Committee (SEC) developed the Advocacy Pyramid above, which was adapted with permission from a previously developed model from the American Association of Psychiatric Pharmacists (AAPP). While many aspects of the AAPP model were carried over to the SEC model, several additional aspects were incorporated as well.

The pyramid is split into 3 general sections based upon the audience type: Public, Professional, and Government Affairs. Each of these is then further divided into 3 levels of advocacy: federal/national, regional/state, and local. These are arranged according to the overall level of relative influence and evidence needed to affect change within that group. Legislators and regulators will generally have more influence but require more information to advocate effectively compared to various professional groups, who will then have more influence and require more information than public level groups. Similarly, federal-level groups likely have more influence than state or local groups, but also require more evidence to make an effective impact through advocacy. One additional group specifically mentioned in the SEC pyramid that was not incorporated into the AAPP model was prospective pharmacy students. As AACP needs to consider this group in our advocacy mission efforts, this group was incorporated within the Public Affairs section.

Depending upon an individual or institutions' specific advocacy goals, each of these sections and levels should be considered as to the specific focus, message, and information provided to help advance the advocacy mission.

### 1. Government Affairs Stakeholder: Legislators

Goal Statement: Establish relationships with elected officials; discuss legislative issues that impact healthcare, especially the pharmacy profession and education; promote pharmacy related efforts

| Audience  | Resources  | Activities and Outcomes  |
|---|--|--|
| <p><b>Federal/National</b></p> <ul style="list-style-type: none"> <li>● US House of Representatives</li> <li>● US Senate</li> </ul> | <p><a href="#">Find your Congressional Representatives</a></p> <p><a href="#">APhA Advocacy Center Legislator Look Up</a></p> <p><a href="#">Future of Pharmacy Care Coalition: Federal Legislation Tracking</a></p> | <p>Advocate for federal legislation impacting healthcare and/or pharmacy</p> <p>Communicate with legislators regarding pharmacy related topics</p> <p>Provide expert testimony</p> |
| <p><b>State</b></p>   | <p><a href="#">National Community Pharmacy Association: State Legislative</a></p>  | <p>Advocate for state legislation impacting healthcare and/or pharmacy</p>   |

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| <ul style="list-style-type: none"> <li>• State elected representatives/legislators</li> <li>• State Governors</li> </ul> | <p><a href="#">Tracker</a></p> <p><a href="#">ACT Pharmacy Collaborative: 50 Stories from 50 States</a></p> <p>State Legislative Websites</p> <p>State Pharmacy Organizations Political Action sites</p> | <p>Communicate with legislators regarding pharmacy related topics</p> <p>Provide expert testimony</p>  |
| <p><b>Local</b></p> <ul style="list-style-type: none"> <li>• Municipal officials (city/town government)</li> </ul>       | <p>Local municipality sites</p> <p>Institutional offices (i.e. Outreach, Advancement, Government Affairs, Public Relations/Communications, etc.)</p>   | <p>Advocate for local healthcare initiatives relevant to pharmacy</p> <p>Communicate with local officials regarding pharmacy related topics</p> <p>Provide educational outreach and programming for officials (and public) related to healthcare</p> |

**2. Government Affairs Stakeholder: Regulators**

Goal Statement: Establish relationships with regulatory agencies; discuss regulatory issues, and policies that impact healthcare especially the pharmacy profession and education; promote pharmacy practice and education related regulations

| Audience  | Resources   | Activities and Outcomes   |
|---|---|---|
| <p><b>Federal/National</b></p> <ul style="list-style-type: none"> <li>• Accrediting Agencies (i.e. Accreditation Council for Pharmacy Education, Joint</li> </ul> | <p>Agency Websites</p> <p><a href="#">American Pharmacist Association Advocacy Issues</a></p> | <p>Advocate for federal regulations impacting healthcare and/or pharmacy</p> <p>Communicate with regulators regarding pharmacy related topics</p> |

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| <p>Commission, etc.)</p> <ul style="list-style-type: none"> <li>• Agency for Healthcare Research and Quality (AHRQ)</li> <li>• Centers for Disease Control and Prevention (CDC)</li> <li>• Centers for Medicare &amp; Medicaid Services (CMS)</li> <li>• Department of Health and Human Services (HHS)</li> <li>• Drug Enforcement Administration (DEA)</li> <li>• US Department of Education</li> <li>• US Food and Drug Administration (FDA)</li> </ul> | <p><a href="#">American Society of Consultant Pharmacists Advocacy Issues</a></p> <p><a href="#">American Society of Health System Pharmacists: Key Issues</a></p> <p><a href="#">Pharmacy Quality Alliance: Pharmacist Provided Care Action Guide</a></p> | <p>Provide expert feedback regarding proposed regulatory changes</p>   |
| <p><b>State/Regional</b></p> <ul style="list-style-type: none"> <li>• State Board of Pharmacy</li> <li>• State Department of Education</li> <li>• Regional Educational Accreditors</li> </ul>   | <p>State Board of Pharmacy sites</p> <p>State Department of Education sites</p> <p>State Pharmacy Organizations</p> <p>Regional Accreditation Sites</p>  | <p>Advocate for state regulations impacting healthcare and/or pharmacy</p> <p>Communicate with regulators regarding pharmacy related topics</p> <p>Provide expert feedback regarding proposed regulatory changes</p> |
| <p><b>Local</b></p>   | <p><a href="#">American Public Health Association</a></p>  | <p>Advocate for local healthcare initiatives relevant to pharmacy</p>  |

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| <ul style="list-style-type: none"> <li>• Municipal health departments</li> </ul> | <p>Institutional offices (i.e. Outreach, Advancement, Government Affairs, Public Relations/Communications, etc.)</p> <p>Local Municipality sites</p> | <p>Communicate with local health regulators regarding pharmacy related topics</p> <p>Participate in educational outreach and programming for health regulators and the public related to healthcare topics</p> |
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### 3. Professional Affairs Stakeholder: Payors/Administrators

Goal: Engage in discussions with key stakeholders to advocate for pharmacy services, recognition, and reimbursement

| Audience  | Resources   | Activities and Outcomes  |
|---|---|--|
| <p><b>Federal</b></p> <ul style="list-style-type: none"> <li>• Medicare</li> <li>• Medicaid</li> <li>• PBMs (Express Scripts, CVS Caremark, Optum RX)</li> <li>• CMS</li> </ul> | <p>Federal Register CMS</p> <p>Organizational and board websites/newsletters/community groups</p> | <p>Specific to the PBM's, engage in discussions with other influencers to attempt to get movement to reimbursement models</p> <p>Write letters</p> <p>Disseminate evidence supporting pharmacy services, recognition and reimbursement</p> |
| <p><b>State</b></p> <ul style="list-style-type: none"> <li>• Medicaid</li> <li>• State or regional insurers</li> <li>• Board of Pharmacy</li> </ul>                             |   | <p>Engage in discussions to educate as to benefit of pharmacist services to decrease plan costs</p>  |
| <p><b>Local</b></p> <ul style="list-style-type: none"> <li>• Self insured municipalities</li> <li>• C-suite</li> </ul>  |   |  |

4. **Professional Affairs Stakeholder: Professionals** (healthcare and non-healthcare)

Goal: Engage and collaborate with various stakeholders, both healthcare and non-healthcare, to advocate for change and advance the practice of pharmacy.

| Audience   | Resources   | Activities and Outcomes  |
|--|---|--|
| <p><b>International</b></p> <ul style="list-style-type: none"> <li>FIP (<a href="https://www.fip.org/">https://www.fip.org/</a>)</li> </ul>  | <p><a href="#">FIP Development Goals</a></p>  | <p>Advocate for new federal bills and create new laws pertaining to pharmacy and healthcare</p>  |
| <p><b>Federal/National</b></p> <ul style="list-style-type: none"> <li>APhA (<a href="#">American Pharmacists Association</a>)</li> <li>ASHP (<a href="#">American Society of Health Systems Pharmacists</a>)</li> <li>ACCP (<a href="#">American College of Clinical Pharmacy</a>)</li> <li>NACDS (<a href="#">National Association of Chain Drug Stores</a>)</li> <li>NCPA (<a href="#">National Community Pharmacy Association</a>)</li> <li>NABP (<a href="#">National Association of Boards of Pharmacy</a>)</li> <li>American Medical Assn.</li> <li>American Nursing Assn.</li> <li>American Pharmacy Law Assn.</li> <li>JCPP</li> <li>National Academy of Medicine</li> </ul> | <p><a href="#">AACP Practice Transformation Center</a></p> <p><a href="#">APhA Community Pharmacy Workplace Summit Report</a></p> <p><a href="#">AACP Co-Curriculum Toolkit</a></p> <p>Organizational newsletters</p> | <p>Educate lawmakers on health issues impacting patients</p> <p>Advocate for pharmacist wellness and workload</p> <p>Educate pharmacists and technicians</p> |



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| <b>State</b> <ul style="list-style-type: none"> <li>• State professional organizations and boards</li> <li>• Relevant non-health profession boards</li> <li>• State/Regional Deans Meetings</li> </ul>  | <p>NASPA (National Alliance of State Pharmacy Associations) <a href="#">Resources</a></p> <p>NABP (National Association of Boards of Pharmacy) <a href="#">Resource</a> to Connect with your local Board of Pharmacy</p> |   |
| <b>Local</b> <ul style="list-style-type: none"> <li>• Local professional organizations</li> <li>• Local administrators (district supervisors, hospital pharmacy directors, etc.)</li> <li>• Individual pharmacists and technicians</li> <li>• Institution's liaison</li> <li>• Local public health</li> <li>• local grassroots organizations</li> <li>• Economic development</li> <li>• Donors</li> </ul> | <p><a href="#">Online resources</a> that disseminate the benefits of engagement in pharmacy organizations</p>  | <p>Harness the skills, resources and talents of local pharmacists in initiatives that advance pharmacy practice, improve pharmacy professional wellbeing, and improve patient care</p> <p>Educate pharmacists and technicians</p> |

**5. Public Affairs Stakeholder: Patients and Caregivers**

Goal: Ensure excellence in patient care; ensure support and education of caregivers; improved health equity and recognition of social determinants of health; investment in research, design, manufacture of drugs, devices and diagnostics; serve as a trusted intermediary and educator for the public; serve as a financial intermediary and oversee healthcare spending

| Audience  | Resources                             | Activities and Outcomes  |
|---|---------------------------------------|--|
| <b>Federal</b> <ul style="list-style-type: none"> <li>• Healthcare insurance companies</li> </ul> | <p><a href="#">Healthy People</a></p> | <p>Educate the stakeholders about the social determinants of health and role of pharmacists in ensuring the SDOH and</p> |

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| <ul style="list-style-type: none"> <li>Healthcare &amp; Pharmaceutical Industries</li> </ul>   | <a href="https://www.ashp.org/pharmacy-practice/resource-centers/community-pharmacy/policy-and-advocacy?loginreturnUrl=SSOCheckOnly">https://www.ashp.org/pharmacy-practice/resource-centers/community-pharmacy/policy-and-advocacy?loginreturnUrl=SSOCheckOnly</a> | <p>reduce healthcare costs</p> <p>Take initiatives to achieve the goals of Healthy People 2030</p>   |
| <p><b>State</b></p> <ul style="list-style-type: none"> <li>Employers, Hospitals, Clinics, Chain pharmacies</li> </ul>  |   | <p>Providing support in advocacy, education and resources to patients and caregivers at the state level, and in partnership with employers, hospitals, clinics and chain pharmacies</p> <p>Advocating for patient and caregiver rights in collaboration with statewide entities</p> <p>Health and wellness services to the community</p> |
| <p><b>Local</b></p> <ul style="list-style-type: none"> <li>Healthcare Systems</li> <li>Social work agencies</li> <li>Department of Education</li> <li>Local community including churches and other places of worship</li> <li>Patient Advocates</li> </ul> |   | <p>Providing support in advocacy, education and resources to patients and caregivers locally</p> <p>Partnering with healthcare systems and other local entities on initiatives that improve patient care and improve health outcomes</p>   |

**6. Public Affairs Stakeholder: Public**

Goals: Engage and collaborate with stakeholders that serve the public and promote public health; oversee health promotion, disease prevention, and emergency preparedness; invest in the research and design and manufacture of drugs, devices, and diagnostics; engage with the public at large on public health issues and strategies; to serve as a trusted intermediary with the public; to train healthcare providers for their practice such as physicians, nurses, pharmacists, and other allied health professions; to engage with local entities on initiatives that improve population health and individual health outcomes

| Audience   | Resources  | Activities and Outcomes  |
|--|--|--|
| <p><b>International</b></p> <ul style="list-style-type: none"> <li>● World Health Organization (<a href="https://www.who.int/">https://www.who.int/</a>)</li> <li>● UNICEF (<a href="https://www.unicef.org/">https://www.unicef.org/</a>)</li> <li>● Pan American Health Organization (<a href="#">PAHO</a>)</li> </ul> | <p>WHO <a href="#">Advocacy Guide</a> for HIV/AIDS Prevention</p> <p>WHO <a href="#">Advocacy Guide</a> for Access to Emergency Care</p> <p>Pan American Health Organization <a href="#">Practical Guide to Successful Advocacy</a></p>                  | <p>Disseminating engagement and advocacy efforts shared between international partners through presentations, media and journal articles</p>   |
| <p><b>Federal</b></p> <ul style="list-style-type: none"> <li>● Legislators and policy makers, decision-makers, public health/government agencies/research organizations</li> <li>● United States Public Health Services (USPHS) (<a href="https://www.usphs.gov/">https://www.usphs.gov/</a>)</li> </ul>                 | <p><a href="https://www.ashp.org/advocacy-and-issues/provider-status/pharmacy-and-medically-underserved-areas-enhancement-act">https://www.ashp.org/advocacy-and-issues/provider-status/pharmacy-and-medically-underserved-areas-enhancement-act</a></p> | <p>Developing key talking points, e.g., one pagers, elevator speeches, giving expert testimony</p> <p>Sample templates for preparing letters, scripts, planning checklists, arranging for site visits and virtual meetings</p> |

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| <ul style="list-style-type: none"> <li>• Center for Disease Control and Prevention (CDC)</li> <li>• National Institute of Health (<a href="https://www.nih.gov/">https://www.nih.gov/</a>)</li> <li>• Food &amp; Drug Administration (FDA)</li> <li>• PCORI (<a href="https://www.pcori.org/">https://www.pcori.org/</a>)</li> <li>• PQA (<a href="https://www.pqaalliance.org/">https://www.pqaalliance.org/</a>)</li> <li>• SAMHSA (<a href="https://www.samhsa.gov/find-help/national-helpline">https://www.samhsa.gov/find-help/national-helpline</a>)</li> <li>• Health Resources and Services Administration (<a href="#">HRSA</a> )</li> <li>• Healthcare &amp; Pharmaceutical Industries</li> <li>• Non-profit organizations/Non-government organizations(NGOs)</li> <li>• Media</li> </ul> | <p style="font-size: 48px; opacity: 0.3; transform: rotate(-45deg);">DRAFT</p> | <p>Identifying and tracking current legislative issues using a searchable database both state- and nation-wide</p> <p>Serve and advocate for communities</p> |
| <p><b>State</b></p> <ul style="list-style-type: none"> <li>• Legislators and policy makers,</li> </ul>  | <p>State specific resources</p>  |  |

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| <p>decision-makers, public health/government agencies</p> <ul style="list-style-type: none"> <li>• Department of Health (DOH)</li> <li>• Higher Education Institutions</li> </ul>                                       |  |  |
| <p><b>Local</b></p> <ul style="list-style-type: none"> <li>• Other health professionals, public health/government agencies, professional organizations</li> <li>• Local churches and other places of worship</li> </ul> | <p><a href="#">Guide to conducting community forums to address the opioid crisis</a></p> <p><a href="#">Guide to conducting community forums on vaccine hesitancy</a></p>  | <p>Provide public education and serve as a connector to engage the local community on topics of critical relevance, with a goal of improving community health and patient health outcomes</p> <p>Organize community forums as a way to bring together community stakeholders and the public on issues of critical importance</p> |
| <p><b>Prospective Students</b></p> <ul style="list-style-type: none"> <li>• Feeder schools, high schools, middle schools, four year colleges,</li> </ul>  | <p>American Association of Colleges of Pharmacy: Pharm4Me<br/> <a href="https://www.aacp.org/sites/default/files/2020-10/Pharm4Me2020Brochure.pdf">https://www.aacp.org/sites/default/files/2020-10/Pharm4Me2020Brochure.pdf</a></p> <p>American Pharmacist Association: APhA Career Pathways<br/> <a href="https://www.pharmacist.com/Career/Career-Pathways">https://www.pharmacist.com/Career/Career-Pathways</a></p> | <p>Engagement in career fairs, mentoring, pre-pharmacy clubs, marketing and promotion efforts, Pharm4Me, APhA Career Pathways</p>  |

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