New Outreach Project Focusing On Herbal and Dietary Supplement Awareness Launched at College of Pharmacy

Recently, a public health campaign entitled “Herbal/dietary supplement awareness (H/DSA)” was launched by a group of third-year pharmacy students after completing the Complementary and Alternative Medicine (CAM) elective course taught by Dr. Chris Owens at the College of Pharmacy. The CAM elective acquaints students with many common alternative approaches to healthcare including the use of herbal and dietary supplements. As usage of these products continues to grow, it was realized that there is an unmet need to provide awareness education for medical practitioners as well as the public to promote the safe and appropriate use of herbs and dietary supplements and to increase the conversations that should be taking place between patients and healthcare professionals regarding these products.

The mission of H/DSA is to improve herbal and dietary supplement awareness within the general community by providing counseling for the safe and appropriate use, educating the public concern-

(Cont.)

By: Dr. Chris Owens, Dr. Michelle Steed, and Student Pharmacist Tiffanie Toone

More and more, people are using herbal products and dietary supplements to treat self-diagnosed medical conditions. In 2011, sales of herbals and other dietary supplements in the United States reached a total estimated figure of nearly $5.3 billion. It is reported that at least one in five adults is using an herbal or mega-vitamin product in conjunction with prescription medication. While use of these products may be appropriate, it nevertheless poses risks for herb-drug interactions and adverse effects. According to the Natural Medicines Comprehensive Database, all of the top 20 selling herbal drug products are associated with the potential for drug interactions.
The ISU College of Pharmacy H/DSA organization is looking forward to reviewing the data from the survey results to help identify topics of future focus for healthcare practitioners as well as for awareness campaign initiatives. H/DSA is planning on presenting their research survey results at several major forums over the next year: ISU’s DHS Annual Research Day, ISHP’s Annual Fall Meeting in Sun Valley, Idaho, American Society of Health-System’s Pharmacists Midyear Clinical Meeting in Orlando, Fla., and American Pharmacist’s Association Annual Meeting in Orlando, Fla.

The H/DSA organization also participated in two major community activities so far this year, including ISU’s CommUniversity event as well as the ISU Health Fair. They proudly displayed their H/DSA poster and participated in distributing educational information to the public from their pamphlet entitled “The Herbal Facts.” All participating student pharmacists were given opportunities to address peoples’ questions regarding herbal/dietary supplement usage that included: appropriate product selection and dosage information, finding a certified product, as well as reinforcing the importance of letting patients’ healthcare providers know about the dietary supple-

dried surveys within a few months! Many student pharmacists dedicated hours of their time in distributing the H/DSA survey. It was the students’ hard work and team oriented proactive approach that contributed to the success of the survey.

After receiving ISU Institutional Review Board approval, H/DSA was granted permission to distribute their survey at several major distribution outlet centers within the Pocatello area that included: Ridley’s Family Markets, Shopko, Fred Meyer’s, Gold’s Gym, ISU Reed’s Gym and Health Fitness Gym Incorporated. In order to complete the large task of survey distribution, H/DSA recruited fellow ISU College of Pharmacy students in reaching out to the community to distribute as many surveys as possible. Thanks to a major group effort, the students were able to obtain over five hundred dollars’ worth of products to be distributed.

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After preparing and submitting a grant application to the Idaho Pharmacy Research Education Foundation in conjunction with Idaho Society Health-Systems Pharmacists, H/DSA was awarded a grant in the Spring of 2013 which was used in assisting and supporting pharmacy students in the development and establishment of this new organization. These funds provided the means for H/DSA innovators to create educational posters and distribute pamphlets as well as to fund research measures within this area. Faculty members, Dr. Chris Owens and Dr. Michelle Steed, collaborated with one of the H/DSA pharmacy student founders, Tiffanie Toone, in producing an herbal/dietary supplement research survey intended for distribution throughout Idaho in order to determine the extent of the public’s understanding and use of individual herbal/dietary supplement products as well as in comparison with over-the-counter and prescription medications.

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2013 Golf Tournaments and Picnics
William M. Eames Practice Management Scholarship Winners

Team of P3 students Laurence, Jacobs, Ortega and Chapman, received the William M. Eames Practice Management Scholarship for their business plan presented in Casperson’s pharmacy business management class. Their plan focused on putting a pharmacy inside Basic American Foods which Casperson says “would be a natural extension” of their current on-site clinic. According to Casperson, their plan was one that presented the most possibility of being accomplished.

In order to promote pharmacists as business leaders, College alumnus Mr. Bill Eames has provided the financial incentive through the William M. Eames Practice Management College of Pharmacy Scholarship Fund. The competition is held every year and the winning team’s plan will be submitted to the National Community Pharmacists Association in 2014.

Take Time to Join Us:

College of Pharmacy Homecoming 2013

Friday, Oct. 4
11:00 am - Noon - Annual Chu Lectureship
4:30 pm - Ribbon cutting & tour of newly renovated learning center
4:30 - 7 pm Open House & Free Flu Shots
5:00 pm Retirement Reception for Dr. Barbara Adamcik
6:00 pm President’s Alumni Recognition Dinner

Saturday, Oct 5
10:00 am - Homecoming Parade
11:30 am - 1:30 pm - Tailgate Party
2:00 pm Football Game v. U of No. Dakota
7:00 pm ISU Civic Symphony

For information on any of these events contact
Julie Hillebrant at 208-282-3393 or julie@pharmacy.isu.edu