

Pennsylvania Pharmacists Association

Student Public Awareness Award

This Award is presented annually to the Pennsylvania School of Pharmacy that has made outstanding strides in community outreach, media outreach, and communications tactics to enhance patient care and public health and strengthen PPA and Pharmacy in Pennsylvania.

In order to be considered for this award, the school's chapter or group must complete and return the application no later than June 1 of each year.

Award Criteria and Points Awarded

1. Implementation of the Katy's Kids Program

- A. School will receive five (5) points for each Katy's Kids Program that is presented in the community. A summary of the event including, date, time, location, name of presenters and a photo of the event must be sent with the application form to the PPA office. *A maximum of 25 points will be awarded for this section.*

2. Implementation of the Generation Rx Program

- A. School will receive five (5) points for each Generation Rx Program that is presented in the community. A summary of the event including, date, time, location, name of presenters and a photo of the event must be sent with the application form to the PPA office. *A maximum of 25 points will be awarded for this section.*

3. Participation in Community Health Fairs and Events

- A. School will receive five (5) points for each time the chapter or group hosts a table at a health fair, campus wellness event, or community event. A summary of the event including, date, time, location, name of participants and a photo of the event must be sent with the application form to the PPA office. *A maximum of 25 points will be awarded for this section.*

4. Media Outreach

- A. School will receive ten (10) points for each time the chapter or student group has been covered by the campus media, local media, or national media. A copy of the article, or links to the coverage are both acceptable. *A maximum of 30 points will be awarded for this section.*

5. Social Media

- A. School will receive five (5) points each time they post something related to a PPA event at their school of pharmacy on PPA's Facebook Fan Page. They will receive one (1) additional point for every ten "likes" on that post (this will be verified by PPA).

- B. School will receive twenty-five (25) points if they create a video to promote PPA and post the video on YouTube.

A maximum of 40 points will be awarded for these sections.

5. PPA Publications

- A. School will receive five (5) points each time they submit a Student Rotation article for the *Student Voice*. Contact the PPA Membership Coordinator for specific details regarding these articles.

- B. School will receive five (5) points each time they submit a Campus Checkup article for *The Pennsylvania Pharmacist* magazine. Contact the PPA Communications Coordinator for specific details regarding these articles. (2 articles max)

A maximum of 25 points will be awarded for these sections.

Bonus points: PPA will consider extraordinary or other creative endeavors to enhance public relations and awareness efforts on your campus. A maximum of ten (10) points may be earned based on the description and results of this activity.

This award will be presented to the school with the most total points. PPA will verify the point value. The award will be formally announced during the Annual Leadership and Awards Dinner at the PPA Annual Conference. A cash prize of \$200 will be presented along with a plaque.