







Pharmacy and Pharmaceutical Science taking place in Seoul, Republic of Korea. PharmaSuisse, the Swiss pharmacy association responsible for the “No to colorectal cancer” campaign, shared the award with the Korean Pharmaceutical Association (KPA) for a campaign on safe drug use. FIP’s other professional association award, for best Pharmacy Practice Improvement Programme, went to the Royal Dutch Pharmacists Association (KNMP) for its campaign “The first time”, which raised awareness about the value of the counselling provided by community pharmacists to patients prescribed a new medicine.

The Swiss campaign saw almost half of the country’s pharmacists signing up to offer the screening service in collaboration with doctors, screening specifically people between 50 and 75 years of age who had not had a colonoscopy within the past 10 years. The campaign was supported by widespread media coverage and a website accessible to the public with a dedicated section for pharmacists. Based on a questionnaire, pharmacists evaluated a person’s risk factors for colorectal cancer, which provided the criteria for direct referral to a doctor or for a stool test. Those who took a stool test received their results from the pharmacist. Those with positive results were referred and those with negative results were given lifestyle advice and registered for another screening in two years’ time. As a result of the six-week campaign, it is estimated that 58 cases of cancer and 368 cases of advanced adenoma were detected. Moreover, more than 600 pharmacies implemented the service on a daily basis and are ready to provide the second screening. PharmaSuisse addressed the cost-efficiency of this service as part of its work, showing that the costs of treatments saved completely compensated the cost of screening. “It is a great honour for pharmaSuisse to be the recipient of this award. It is a strong recognition of our huge investment to implement new services in pharmacy. It is important that pharmacists are recognised as key partners also in the topic of prevention,” said Ms Martine Ruggli, head of department, interprofessional collaboration, pharmaSuisse.

The Korean campaign had the aim of promoting public health through providing education on the responsible use of medicines and was established in response to rising medicines-related problems in the country. As part of the campaign, pharmacists have been trained to become educators, targeting a wide range of people, including socially vulnerable groups, such as those with low incomes, in a number of different surroundings, including children’s fairs and rural areas, and through varied channels, for example, a guidebook, a website and a competition. Different areas of drug safety were addressed, including illegal drugs and the responsible use of medicines, and more than a million people have been reached. “The campaign has made a great contribution to the establishment of the public-centred pharmacist roles. The ultimate goal is to expand the pharmacist’s role so that people can recognise the pharmacist as an advocate of

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Case studies from the following countries can be found in the publication: Argentina, Australia, Brazil, Chile, China, Costa Rica, Ghana, Great Britain, Japan, Kenya, Malaysia, Namibia, Paraguay, Portugal, Singapore, South Africa, Uganda, UAE, USA, Zambia and Zimbabwe. The document, intended as a tool for FIP member organisations to support the adoption of the PWDGs, contains evidence-based expert recommendations, such as on strategies for advancing the workforce agenda. It also highlights that global engagement is needed to make research, development and evaluation strategies the critical next step in workforce development. In particular, it promotes more routine use of technology-driven education and discusses better ways of evaluating this.

“This publication is a starting point for a global discussion on how to achieve progress on workforce development goals through evidence, evaluation and progressive policy planning. FIP encourages global leaders in professional education research, in addition to leadership bodies and universities, to contribute to the process of identifying a global agenda for workforce development,” said Professor Ian Bates, FIP Education development team director.

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**Notes for editors**

**Links** “Research, development and evaluation strategies for pharmaceutical education and workforce: A global report” will be available from [www.fip.org/publications](http://www.fip.org/publications) on 12 September.

Click on the titles below to access related strategic documents from FIP Education:

- Pharmaceutical Workforce Development Goals <http://bit.ly/2fccD8c>
- “Transforming pharmacy and pharmaceutical sciences education in the context of workforce development” <http://bit.ly/2oTzsWu>
- Statements on Pharmacy and Pharmaceutical Sciences Education (“Nanjing Statements”) <http://bit.ly/2qtROFR>
- Global Vision for Education and Workforce <http://bit.ly/2fe0hwV>

**Interviews** Professor Bates is available for interview on request.



**New FIP global survey shows clear contribution of pharmacy to health beyond dispensing**

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*Embargoed until 15:30 KST 14 September 2017*

Seoul, 14 September 2017 — A number of advanced community pharmacy services are offered in more than 50% of countries and territories, which cover over three-quarters of the world's population, according to a new publication launched today by the International Pharmaceutical Federation (FIP) at the World Congress of Pharmacy and Pharmaceutical Sciences. The document, "Pharmacy at a glance: 2015-2017", is a publicly accessible summary of the latest detailed survey that FIP conducts every two years. The full results are available to its member organisations.

The survey, of 79 countries and territories, found medicines use review services to be available in 68%, disease management programmes (e.g., for diabetes, hypertension or asthma) available in at least 47%, and the measuring of clinical parameters (blood pressure, blood sugar, body mass index) in 62%. However, the report's author Mr Gonçalo Sousa Pinto says only 12% of these services were found to be covered by health insurance (public or private), meaning that their costs are largely borne by the pharmacy or the patient, or both.

The study is an authoritative source of information on the state of the pharmacy profession at the global level, giving an overview of topics ranging from the distribution of pharmacists in different sectors and how non-prescription medicines may be supplied, to models of generic medicines dispensing/substitution and the availability of medicines online. The report summary, which presents the data in 10 infographics, also includes a section on hospital pharmacy regulation and professional services.

"This report provides a snapshot of how the profession is practised, regulated and remunerated, what the global pharmacy workforce is, and how medicines are distributed to patients worldwide.

It identifies emerging challenges and opportunities, and empowers FIP member organisations to advocate for improved health outcomes through pharmacists," Mr Sousa Pinto said.

He added: "This study provides evidence of the multiple contributions of pharmacists to the efficiency and sustainability of health care systems and to improving health. It stands as proof of the commitment of pharmacists as a vital and engaged health care profession."

## **Notes**

**Link:** The document "Pharmacy at a glance: 2015–2017" will be available from [www.fip.org/publications](http://www.fip.org/publications) on 14 September.

