

# Minnesota Pharmacists Foundation

*Dear fellow pharmacy supporter,*

The Minnesota Pharmacists Foundation would like to update you on our progress throughout the past year. Our accomplishments are the result of generous contributions of time, talent, and financial support from pharmacists and others who support the mission of the foundation to support activities that enhance public health through excellence in the profession of pharmacy. Highlights of the year are provided elsewhere in the pages of this newsletter and illustrate ways that pharmacists and our supporters are giving back to students, patients, and the community at large through foundation activities.

Much of our effort this year has been in support of the new public awareness campaign to warn patients of the dangers of illicit on-line pharmacies and counterfeit drugs. The official kickoff of the AwareRx project was held on September 27th, including the launch of the new website, [www.awarerox.org](http://www.awarerox.org). The foundation has partnered with D.A.R.E in this effort and has also received endorsements from other organizations in this effort as well. Please check out the website and spread the word. Advertising campaigns are still to come.

We continued to sponsor the Herbie Cup, provided scholarships and CE registration assistance to students and held the annual wine tasting event on September 27. In addition, we are planning a beer tasting in conjunction with the MPhA Midwinter Conference in January. We are also planning outreach efforts to other organizations to inform them that the foundation is a pharmacy organization for *all* pharmacists and pharmacy supporters, and invite them to join with us.

We want to extend an invitation to you to partner with us in activities that will further our efforts. With health care reform at the top of everyone's agenda, we need to extend our involvement at many levels. The key objectives identified by the foundation include enhancing the value of pharmacists, demonstrating the value of patient-centered care and promoting pharmacists' professional services. The board of trustees welcomes your participation. We invite you to participate with us in making the stated goals of your foundation a reality – this year and for years to come. There are many ways that you can contribute to building and sustaining the Foundation's mission:

*"To raise and administer funds in support of activities that enhance the public health through excellence in the profession of pharmacy."*

The foundation is authorized by the Internal Revenue Service to receive tax-deductible gifts and endowments to support these activities. Please mail your tax-deductible gift in the enclosed reply envelope. Your contri-



*"We get closer to achieving our goals every day with your support"*

butions may be given as a memorial or in honor of a family member, friend, or colleague. Gifts in any amount are appreciated.

The mission of the foundation is also carried out through the contribution of both time and talent. There are several opportunities for pharmacists to get involved with the work of the foundation. I encourage you to look at the volunteer opportunities that are listed on the back page and consider engaging in these important projects.

Thanks you for your support in building and sustaining the foundation's mission.

Sincerely,

*Marilyn R. Eelkema*

Marilyn Eelkema, President  
Minnesota Pharmacists Foundation

# 2008 Foundation Highlights

## 2008 LAUNCHES AWARxE CAMPAIGN

Last year, the foundation announced they would be embarking on a new project to help educate and alert the public on the dangers of abusing and misusing medications. During 2008, major strides toward that goal were made and the foundation is pleased to report to you on the highlights of our successes.

### BRAND DEVELOPMENT

Throughout 2008, the foundation worked with a marketing firm to develop and brand the campaign in a way that would both provide information on medication abuse and misuse, and express a call to action for consumers to learn more about their medications. The culmination of those efforts resulted in the "AWARxE" brand and corresponding tagline: "Get Informed." The identity package included possible print advertisements and billboard graphics relaying statistics to entice consumers to learn more by visiting an AWARxE website (later launched on September 27, 2008).



### CONTENT DEVELOPMENT

The steering committee for the campaign advised and worked to develop the content for the campaign that is available now at [www.awarxe.org](http://www.awarxe.org). Under the "Get Informed" section on the site, visitors can obtain information on recent news related to medica-

tion abuse and misuse, trends on medication abuse, tips on how to use medications safely, how to properly dispose of medications, and how to protect themselves from illicit pharmacies and counterfeit drugs. The site also promotes the value of the pharmacist and provides information on how patients can engage their pharmacist to help them get the most from their medications. Resources are also available for both addiction help and prescription assistance programs.

The site provides a mechanism for people to exchange personal stories through its forum and blog functions, and allows people to sign up to volunteer and donate to the AWARxE Campaign.

### NATIONAL AND LOCAL PARTNERSHIPS

In order to make the campaign as effective as possible in Minnesota, and ultimately across the country, we have worked hard in the area of partner development. To date, we have enlisted the support of two national organizations: the American Pharmacists Association (APhA) and the National Alliance of State Pharmacy Associations (NASPA). We are in the process of developing a proposal to license AWARxE trademark holders in each of the states that would provide them access to all of the resources developed for the campaign, including the use the AWARxE trademark in local projects consistent with the mission of the campaign. In 2009, we will work toward bringing on additional national partners and solidifying our relationships with state partners.

The AWARxE Campaign has seen much success in developing local partners who will help us to advance the goals of the campaign here in Minnesota. Included among our local community partners are: the Justin V. Pearson Memorial Fund, Minnesota D.A.R.E., the Minnesota Board of Pharmacy, the Minnesota Pharmacy Practice Based Research Network, the Minnesota Pharmacists Association, and the Minnesota Sheriff's Association. We continue to pursue local community partnerships and look forward to announcing them as they are developed.

### MINNESOTA D.A.R.E./AWARxE PARTNERSHIP & VOLUNTEER DEVELOPMENT

The Minnesota Pharmacists Foundation is proud of our activity at the local level – in particular the project developed with Minnesota D.A.R.E. to bring the AWARxE campaign to Minnesota communities and deliver information at the grassroots level. One of the key aspects of the program will be to connect local pharmacists and physicians with D.A.R.E. officers and other law enforcement officials to provide education in schools and communities. The components of the D.A.R.E./AWARxE program were developed by an ad-hoc task force that included members of the AWARxE Steering Committee, Minnesota D.A.R.E., the Minnesota Bureau of Criminal Apprehension, the Minnesota National Guard Counterdrug Unit, and pharmacist and physician volunteers.

Following the announcement of the AWARxE campaign last spring and two opportunities to exhibit at pharmacy organization events, more than 100 pharmacists and student pharmacists signed on as volunteers for the AWARxE campaign. On September 27, in conjunction with the launch of the

FORMED IN MAY 2003 TO ENHANCE PATIENT CARE PRACTICES AND THE DEVELOPMENT OF LEADERSHIP OPPORTUNITIES FOR MINNESOTA PHARMACISTS.

THE FOUNDATION PROMOTES AND COMMUNICATES LEADING-EDGE PRACTICE INNOVATIONS THAT CONSISTENTLY DEMONSTRATE IMPROVED PATIENT OUTCOMES.

AWARxÉ website, Minnesota D.A.R.E. and AWARxÉ held their first training event for law enforcement, pharmacists and physicians. The event prepared twenty-six officers, pharmacists and student pharmacists to begin providing community presentations on medication abuse. In 2009, we will continue to provide training to the remaining volunteers and assist in the coordination of community events.

#### SUPPORT THE AWARxÉ CAMPAIGN

The most challenging aspect of launching a campaign like AWARxÉ is raising the necessary funds. In order to move the campaign to the next level, complete development and begin launching advertising, we need your help. This campaign is a tremendous vehicle for demonstrating the value of the pharmacist, and we welcome your participation in its success through both volunteerism and financial contributions.

### FOUNDATION AWARDS FIRST WHITTEMORE SCHOLARSHIP

MPhA's Mid-Winter Conference included the presentation of four scholarships by the Minnesota Pharmacy Foundation. Marilyn Eelkema presented the scholarships to the following student recipients: Ryan Pederson, Jennifer Hazelton, Jared Anderson, and Susie Jiing who received the first Herb and Addie Whittemore Scholarship.



2008 Herbie Cup winners Trev Hartung, Wayde West, Mark Anderson, and Randy Cole.

### HERBIE CUP

The Minnesota Pharmacists Foundation hosted its' second Herbie Cup Invitational, an annual golf tournament originally created by the Minnesota Pharmacists Association and named in honor of MPhA past-president and pharmacy leader, Herb Whittemore. Held September 9, at the Links at Northfork in Ramsey, MN, the foundation would like to thank all who attended and helped raise money for the Herb and Addie Whittemore Scholarship Fund.

### ANNUAL WINE TASTING DINNER

The fall *Wine Tasting Fundraiser Gourmet Dinner* was again successful in supporting the ongoing operations of the foundation and generating funds for future projects consistent with its mission. The five-course gourmet meal with featured wine selections was held in conjunction with the Minnesota Pharmacists Association's Fall Symposium on September 27. The wine for the event was donated by Upsher Smith Laboratories.



### 2009 MIDWINTER BEER TASTING - SAVE THE DATE!

Join us for this NEW event held January 24, 2009 during the MPhA Mid-Winter Conference! Held at The Depot in Minneapolis, the casual Beer Tasting Dinner will feature exotic beers specially paired with the dinner selections. If you are a beer lover, you wont want to miss this event! Watch the website for more information or return your RSVP today with your time or financial contribution (*back page*). This event will fill up fast, so don't delay!



### Mission

TO SUPPORT ACTIVITIES THAT ENHANCE THE PUBLIC HEALTH THROUGH EXCELLENCE IN THE PROFESSION OF PHARMACY.

### Goals

CREATE A STRONG FUTURE FOR PHARMACY BY INVESTING IN ITS PHARMACISTS OF TOMORROW.

AWARD ANNUAL SCHOLARSHIPS TO PHARMACY STUDENTS ATTENDING THE UNIVERSITY OF MINNESOTA CAMPUSES IN DULUTH AND MINNEAPOLIS.

SUPPORT LEADERSHIP TRAINING TO POTENTIAL MINNESOTA PHARMACIST LEADERS.

#### BOARD OF TRUSTEES

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#### SPONSORED WEBSITES

[www.awarx.org](http://www.awarx.org)  
[www.minnesotamethwatch.com](http://www.minnesotamethwatch.com)  
[www.mpha.org/Foundation](http://www.mpha.org/Foundation)

*Support the Foundation in its goals by donating today.*