



International
Pharmaceutical
Federation

Young Pharmacists Group

FIP YPG Campaign Report

Celebration of World Drug Day 2020

Theme: “Better knowledge for better care”

Date: 26 June 2020

International Day Against Drug Abuse and Illicit Trafficking

**Live Twitter Engagement on the Role of Pharmacists
in Managing Drug Abuse and Addiction**

Friday, 26th June 2020 11AM GMT

Our Panel

From Left to Right: Barbrakaryne Nchinda Fobi, PharmD, MPH, CPPS, FISMP (United States) • Saurabh Mamtani, PharmD (India) • Etashe Okpola, B.Pharm (Nigeria) • Chidinma Omereji, B.Pharm (Nigeria) • Leah Osae, PharmD (United States)

#FIPYPGonthePharmacist

M @FIPYPG

This report is prepared by:
Chandinma Omereji, FIP YPG Publication Team member
Joel Anaman, FIP YPG Media Coordinator

1 Introduction

[The International Day Against Drug Abuse and Illicit Trafficking](#), also referred to as World Drug Day was established by the United Nations General Assembly in 1987, this day serves as an expression of its determination to strengthen action and cooperation to achieve the goal of an international society free of drug abuse.

[The Pharmacist](#) is a true-crime Netflix TV Series documentary about a Louisiana pharmacist who after losing his son in a drug-related shooting, embarked on a dogged pursuit to bring his son's killers to justice and expose the rampant corruption behind the opioid addiction crisis in the US. It was released on 5th February 2020 with little fanfare but has so far garnered positive reviews.

Given “[The Pharmacist](#)” documentary is non-fiction, FIP YPG saw this documentary as an opportunity to promote the roles that pharmacists play in curbing drug abuse and preventing addiction as we celebrate the International Day Against Drug Abuse and Illicit Trafficking. The campaign was composed of an article, Twitter video discussion, and ClickToTweets with the hashtags **#FactsForSolidarity** and **#FIPYPGonThePharmacist**.

2 Campaign objectives

- a. To educate pharmacists and pharmacy students on the role of pharmacists in drug abuse;
- b. To share young pharmacists and scientists’ global perspectives on opioid use disorders and addiction;
- c. To educate the public about the harm of drug abuse and the role pharmacists can play in overcoming addiction.

3 Campaign activities

3.1 [Article about a virtual roundtable discussion on “The Pharmacist” Netflix Documentary](#)

An [article](#) in the form of a virtual roundtable discussion on The Pharmacist documentary was developed by the FIP YPG Publications team. The team responded to questions on their perception of the documentary, the current state of opioid misuse in their countries, and how pharmacists play a vital role in the management of addiction and opioid use disorder. Look forward to your opinions in our [medium](#).

Virtual Roundtable: FIP YPG on The Pharmacist


 FIP YPG Follow
Jun 18 - 19 min read



Image Source: [TIME](#)

By: 2020 FIP Publications Team








3.2 Twitter discussion (with videos) on “The Pharmacist” Netflix Documentary

3.2.1 Videos

The article was the guiding document for the creation of the videos. The team members recorded individual clips of their responses to the roundtable discussion to be edited, compiled, and shared by the Media team on YPG social media. The videos are available on Youtube [here](#).

FIP YPG World Drug Day Campaign 2020
7 videos • 21 views • Last updated on Jul 1, 2020

It's great to have you join in this discussion on the role of Pharmacists in managing drug abuse and addiction. We want to know your perspectives on the topics discussed. Publish them in the comments section. Search the hashtags on our social media platforms to explore other perspectives from Young Pharmacists and Pharmaceutical Scientists from all over the world.
#FIPYPGonThePharmacist #FactsForSolidarity

- 1  FIP YPG World Drug Day Campaign 2020 - Episode 1
FIP Young Pharmacists Group 4:43
- 2  FIP YPG World Drug Day Campaign 2020 - Episode 2
FIP Young Pharmacists Group 3:57
- 3  FIP YPG World Drug Day Campaign 2020 - Episode 3
FIP Young Pharmacists Group 4:37
- 4  FIP YPG World Drug Day Campaign 2020 - Episode 4
FIP Young Pharmacists Group 2:36
- 5  FIP YPG World Drug Day Campaign 2020 - Episode 5
FIP Young Pharmacists Group 3:29
- 6  FIP YPG World Drug Day Campaign 2020 - Episode 6
FIP Young Pharmacists Group 4:27
- 7  FIP YPG World Drug Day Campaign 2020 - Episode 7
FIP Young Pharmacists Group 3:41

There were about **1,400 video views**¹ within 24 hours of the Twitter campaign and a total of 1623 views after four days. We would like to thank you for your contributions in our campaign!

3.2.2 [Twitter discussion](#)

The Twitter discussion commenced at 11 am GMT and went on for about 1 hour 30 minutes. Each episode had a twitter thread where each perspective was uploaded separately from the FIP YPG Twitter account. Uploads were done live on the campaign day. A total of **19,872 impressions**² were recorded with 52 tweets for the whole campaign. Catch up with the Twitter thread [here](#).

See our impressions² and engagement³ below:

<p>FIP YPG @FIPYPG As a young pharmacist today, how do you feel about your own education and training about opioids and addiction? #FIPYPGonthePharmacist #FactsForSolidarity #WorldDrugDay pic.twitter.com/lqUcYnZUhr</p>	Impressions	2,026
	Media views	318
	Total engagements	221
	Detail expands	89
	Media engagements	76
	Likes	21
	Profile clicks	17
	Replies	8
	Retweets	7
	Hashtag clicks	2
Link clicks	1	

¹ A **video view** is when a video is watched in 50% view for 2 secs or more, or when someone clicks to expand/unmute the video.

² **Impression** is the number of times a tweet or hashtag appears to users on either people's timeline or search results.

³ **Engagement** is the total number of times a tweet is interacted with. Interactions include retweets, replies, follows, likes and clicks on links, cards, hashtags, embedded media, username, profile photo or tweet expansion

See our top tweet below:



The pharmacy profession advocates for better knowledge and care to solve the drug use and medicines misuse problem globally through improved understanding and increased international collaboration. Our live discussion starts now.
#FIPYPGonthePharmacist #FactsForSolidarity



As a young pharmacist today, how do you feel about your own education and training about opioids and addiction?
#FIPYPGonthePharmacist #FactsForSolidarity #WorldDrugDay



How do you suggest that opioid abuse can be curtailed in your community/country? What changes do you want to see in the pharmacy profession to support these suggestions? Share your view. Check out the comments below.
#FIPYPGonthePharmacist #FactsForSolidarity #WorldDrugDay



How prevalent is opioid abuse in your community? How does it affect your work as a young pharmacist? Check below this tweet for views from around the globe (USA, Nigeria and India)
#FIPYPGonthePharmacist #FactsForSolidarity #WorldDrugDay



What are the ways in which we as young pharmacists can hold non-medical professionals accountable and champion the ethical promotion of medicines, especially opioids? Find out more views below.
#FIPYPGonthePharmacist #FactsForSolidarity #WorldDrugDay



Could you share strategies you employ in communicating with members of the healthcare team to arrive at a decision, especially in cases where they refuse interventions from you as a young pharmacist? Check responses below.
#FIPYPGonthePharmacist #FactsForSolidarity #WorldDrugDay

See our engagement from the public below:



Sherly Meilianti @Sherly... · 26/06/2020
Replying to @SherlyMeilianti

As the role is advancing, it is important to also adapt the curriculum to ensure that future pharmacy workforce is equipped properly with the skills and knowledge, specifically for opioids and addiction.
#FIPYPGonthePharmacist #FactsForSolidarity #WorldDrugDay @FIP_AcPs @FIPYPG



Global Health Advocate @funmbiokoya

Replying to @FIPYPG

The number one thing Nigeria needs to do is to ensure proper drug distribution from manufacturers to consumers such that unauthorized personnel do not handle ethical drugs.
#FIPYPGonthePharmacist #FactsForSolidarity #WorldDrugDay



@shakiraazeezofficial @shakiraazeezgh

Lets fight drug abuse and drug trafficking today. Tomorrow may be too late.
#FactsForSolidarity #WDD #WorldDrugDay #healthpoints #healthmatters #pharmshakira #fipygonthepharmacist



Nicole Savant @SavantNicole

Replying to @FIPYPG

Young pharmacists have an obligation to challenge the claims of any non-medical professional about medicines, but especially with opioids. Fully understanding the risks associated will only help to improve the health of our patients.
#FIPYPGonthePharmacist

11:52 AM · 26/06/2020 · Twitter for Android



Farhan Yusuf @faryus88

Replying to @SavantNicole and @FIPYPG

In #Tanzania back when I graduated from University we had not studied much about Drug Abuse or Addictions. A methadone clinic had just opened and some of us rotated through it as interns. Not sure what the situation is like now.
@FridonM @castobarym care to comment? #WorldDrugDay



Olaoye Omotayo @OlaoyeOmotayo

Replying to @FIPYPG

Here's what I do:

1. I ensure that I communicate my concerns professionally.
2. I carefully confirm to make sure my intervention is most suitable.
3. I involve my superiors in important decision-making processes.

#FIPYPGonthePharmacist #WorldDrugDay #FactsForSolidarity

We would like to thank you for your contributions in our campaign!

3.2.3 ClickToTweet Tweets

ClickToTweet links enabled people to tweet a customized message by clicking a link. A ClickToTweet link was included in our mailchimp promotion email for the campaign, so members can tweet and show support for the campaign. The link was clicked 30 times (see our report below). We would like to thank you for your contributions in our ClickToTweet!

ID	Tweet	Clicks	Created
bf68_	The pharmacy profession advocates for better knowledge and care to solve the drug use and medicines misuse problem globally through improved understanding and increased international collaboration #FactsForSolidarity #FIPYPGonThePharmacist	30	06/26/2020

4 Conclusion

Opioid abuse and addiction remain a global threat to the public and the pharmacy profession has an important role to play in helping victims and protecting the public. This campaign was successful in increasing awareness of drug abuse, addiction and pharmacists and pharmaceutical scientists' roles in tackling these threats.

The effort of the planning team and all who supported the campaign through its execution is well appreciated. It is our anticipation to reach a wider audience with these key campaigns to continuously project the impact of the pharmacy profession to the general public.

We would like to thank you for your contributions in our campaign! Join us in our subsequent campaigns as we enlighten the general public and promote pharmacists' and pharmaceutical scientists' roles in public health!

5 Meet the Planning Team



Omotayo Olaoye
Professional Development Team
(Public Health Campaigns)



Leah Osae
Publications Coordinator



Joel Kojo Abaka Anaman
Media Coordinator



Ayodeji Matuluko
Chairperson of Projects



Funmbi Okoya
Chairperson of Public Relations



Sherly Meilianti
President

6 Meet the Extended Team



Chidinma Omereji
Publications Team



Etashe Okpola
Publications Team



Barbrakaryne Nchinda Fobi
Publications Team



Saurabh Mamtami
Publications Team



Princy John
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