

COMMUNITY COMMITTEE ANNUAL REPORT

(2018-2019)

College of clinical pharmacy strongly believes that community services are integral part of its academic functions for larger extension of the educational opportunities and resources for the college through building strong relationships with the community. Hence all the teaching and practicing staff and the PharmD students are encouraged and provided with all necessary support through its community committee, to interact with the people of its region through the health awareness campaigns organized at schools, hospitals, shopping malls, and other public places of eastern region. The sessions provides the community most recent updates with respect to the rational use of medicines, dangers of electromagnetic radiations on human health and preventive measures, how to store and discard medications and such other issues of the community. In these platforms the members of community interact with the faculty and students of PharmD program, where significant community issues were discussed upon.

The college of clinical pharmacy believes that the children studying in local schools are the right audience to deliver the basic health information to their parents and thereby to the community at large, so the college considers it as an integral channel of delivering general health education and medicine related information. Therefore we establish regular contacts with the schools and organize awareness sessions by conducting direct visits to local schools.

Medications are the most common treatment intervention used in healthcare around the world. When used safely and appropriately, they contribute to significant improvements in the health and well-being of patients. It is a well known fact that the use of medications around the world by the majority of the population is increasing day by day. However, despite the best intentions of healthcare providers and the design of healthcare systems, medications can cause patient safety incidents. As per World health organization (WHO) Patient safety is the absence of preventable harm to a patient during the process of health care and reduction of risk of unnecessary harm

associated with health care to an acceptable minimum. An acceptable minimum refers to the collective notions of given current knowledge, resources available and the context in which care was delivered weighed against the risk of non-treatment or other treatment (<https://www.who.int/patientsafety/en/>). Considering these facts our college was reached out to its community visiting a Dhahran mall which is one of the largest and busiest malls of eastern province where every day lots of people from all around the province visit for shopping, restaurants, etc. A group of expert teaching and practicing staff and few senior PharmD students of our college went there and stayed over there for whole day educating visitors of the mall about the safe use of medications and how to avoid their side effects. Many people from the visitors of the mall were visiting us and sharing their views about safety concerns of medications they use regularly. Some of them were having misconceptions that to avoid side effects it is better not to use any medications in any illnesses and just to rely on food habits, so our students nicely dealt with these additional cases of visitors as well by successfully convincing them about the safe use of medications. Around 400 general public got benefited from this awareness campaign. In total we got a positive feedback from the public about this medication safety awareness campaign.

Many analgesics or painkillers are available from pharmacies without a prescription. They can provide effective pain relief, but might also cause side effects or complications. In order to use them safely, it is important to pay attention to the dose and interactions with other medicinal products. To educate about the safe use of analgesics our staff and students who have a thorough knowledge about NSAIDs visited the well-known girls' school situated in Ad-Dammam area of the eastern state. Our staff and student were busy whole day during this visit explaining to the school children and interested school teaching staff of many issues related to analgesics. Some of the important information delivered was which pain killers available over the counter and their right dose. What are the side effects of using analgesics and who has a particularly high risk of complications. When certain painkillers should be avoided? Which symptoms could be signs of complications? Our staff and students while interacting with the school children emphasized to them about clarifying their doubts regarding any over the counter painkiller drugs. Around 300 students get benefited from this program.

Another very important mode of interaction with the community is through the affiliation with local government and private hospitals and leading community pharmacies, who are the local employers. The students are sent to local hospitals and community pharmacies as part of internship training. The involvement of our students in such training provides a rich learning experience, where they gain field experience in addition to getting a better opportunity for employment, which further reinforces our mission in providing high quality training to PharmD students.

The staff and students are assigned to introduce PharmD program to the potential students. Moreover, the college participates in the annual school orientation event routinely organized by the university public relations office for the high school students, where the CoCP provides the students access to its state of the art laboratories like central instrumentation facility and to interact with the faculty and staff. Through the interaction the visiting students get hands on information on the program, the available professions, offered courses in PharmD program and application instructions supplemented with pamphlets and brochures on CoCP and its PharmD program.

Patients rarely get the opportunity to see what goes on behind pharmacy doors, which is why there are misconceptions about pharmacies and pharmacy staff. Our team wanted to debunk some common myths by sharing the facts with the community, hence visited under the supervision of an expert clinical pharmacist and Head of pharmacy practice Department, Al Qatif mall and camped there for one whole day, explaining the role of pharmacist and nature of their work to the people visiting the mall. Some of the facts provided about the pharmacist and his role against the misconceptions of people towards the pharmacists are as under

Myth: Pharmacists just count pills all day.

Fact: Pharmacists do so much more! Pharmacists spend their time counselling and educating patients on their condition and their medication and making clinical interventions. They also check with prescribers on dosing information and inform patient and prescribers of possible drug interactions. All of these activities are vital, especially when patients are on life-saving medications.

Myth: Natural supplements are always a better choice.

Fact: Be wary of any supplements that promise amazing results. Vitamins and supplements don't have as many standards as prescription medications and could have side effects or drug interactions that are not listed on the label.

Myth: My pharmacist doesn't need to know about over-the-counter medications or vitamins, only prescribed medications.

Fact: Your pharmacy team should be aware of any vitamins and supplements in you are taking. This way, any drug interactions can be avoided.

Myth: If I feel well, I can skip my medication. If I'm really not feeling good, I can take more than the label says.

Fact: You need to take your medication exactly as prescribed. Taking it at the wrong time or skipping doses disrupts therapy and may cause a flare or other adverse event. If you're not taking your medication because of side effects, be sure to tell your pharmacist and healthcare provider.

Around 300 people get benefited from this awareness project and the project impact on this population was excellent, as the most of mall visitors spend their time with us leaving their valuable shopping time.

As pharmacists, we enjoy interacting with patients—that's why many of us got into pharmacy in the first place! If you ever have a question about pharmacy or medications in general, talk to your pharmacist. I'm sure he or she would be happy to bust any other myths not covered here.

Less than half of adults in the kingdom are aware that community pharmacists can advise on common ailments and less than a third are aware that they can give advice on healthy living (<https://www.ncbi.nlm.nih.gov/pubmed/23960807>). The choice of a career is one of life's biggest decisions, as we all live in exciting times where there is the quintessential adjustments and flexibility to career requirements. The career of an aspiring college applicant is a substantial index of envisaged success, measured in monetary value. The orientation program is aimed to enlighten secondary school

children and to educate them about the uniqueness, beauty and opportunity in the profession. Indirectly the community's concept of pharmacy as a profession can be properly defined. This project was designed to cover many schools of this region over a period of two (2) years with our staff and PharmD students support.

Misuse of drugs and narcotics has become one of the most critical problems afflicting all countries worldwide. Due to the major dangers triggered by drug abuse on all health, social, economic and security respects, all countries have diligently sought to fight such a problem which has no longer been confined to a definite type of drugs, neither has it been related to a certain country or social segment. In addition, new and numerous compounds have appeared to have obviously bad effects on brain and the nervous system. (<https://www.moh.gov.sa/en/HealthAwareness/Campaigns/Antidrug/Pages/default.aspx>).

Our People who likes to live in old sub urban areas needs more medical attention and also knowledge about the drugs and their rational use, so we reached out one such area in Dammam region in order to educate the masses about the dangerous of misuse of habit forming drugs in particular and drugs acting on CNS in general. Our students and staff educated the people about what is drug addiction and what are the drugs upon misusing those causes addiction, etc. Mainly our team interacted with the local elder people and asked them to take the following key steps to help prevent drug abuse in their children

- Communicate. Talk to your children about the risks of drug use and abuse.
- Listen. Be a good listener when your children talk about peer pressure, and be supportive of their efforts to resist it.
- Set a good example. Don't abuse addictive drugs. Children of parents who abuse drugs are at greater risk of drug addiction.
- Strengthen the bond. Work on your relationship with your children. A strong, stable bond between you and your child will reduce your child's risk of using or abusing drugs.

The best thing about this workshop was local elder's participation with their families. Around 70 families get benefited from this workshop.

Latest research on Parkinson's disease (PD): As reported in Nature the number of PD patients in the world more than doubled between 1990 and 2016, from 2.5 million to 6.1 million. A relatively

conservative projected doubling of the number of patients over the next 30 years would yield more than 12 million patients worldwide by about 2050. PD is caused by the progressive death of a subset of neurons in the brain, called dopaminergic neurons. This loss of neurons is responsible for the typical motor symptoms observed in PD patients, including tremors and rigidity. What causes the death of the dopaminergic neurons is still unknown. "Most of the current models of PD are based on the belief that neurons die due to toxic elements accumulating inside them," said Trudeau, a neuroscientist. "This does not explain, however, the fact that PD pathology is initiated in patients several years before the emergence of the motor impairment and any noticeable loss of neurons." The Montreal team has shown that in mice lacking a gene linked to PD, infection with bacteria that cause mild intestinal symptoms in young mice was sufficient to trigger PD-like symptoms in these animals later in life (<https://www.sciencedaily.com/releases/2019/07/190717132801.htm>). We decided to pass on these valuable findings on Parkinson's disease to the younger generations of the kingdom hence visited Dhahran mall again and successfully educated the people about the current research on this disease. Around 500 people most of them were youngsters got benefited from this awareness program.

What if I could prescribe a pill that could prevent or treat high blood pressure, diabetes, high cholesterol, heart disease, even depression and dementia? And what if researchers had extensively researched this pill and the result was: ample proof that it's effective. On top of that, it's practically free and has no bad side effects. As a matter of fact, it's only side effects are improved sleep, increased energy, and weight loss.

Actually, folks, this powerful medicine exist. It's real and readily available for everyone. It's called intensive lifestyle change. Its active ingredients are physical activity and drastic improvements in diet, and it works well. Intensive lifestyle changes involves knowledge and action — which many doctors think is just too difficult to teach, and many patients think is too difficult to do. In this regard we worked hard to present our perspective of life style changes to the community by interacting students in one of the boys' school in Dhahran region. We gave the younger generation some important tips how to change our daily life styles to stay healthy, these tips includes Find your motivation, Don't change everything at once, find your

cheerleaders, track your progress, and learn from your setbacks. Students after acquiring this information were feeling excited to adopt this in their life style and most importantly to share it with their elders. The success of this project was that beside school students (around 200 students), school teachers were also attended our workshop and shared their experiences with us.

The optimal use of antibiotics campaign organized by our COCP group supervised by the Pharmacy Practice Department Head Dr. Dhafer Alshayban at King Fahad Hospital Al-Khobar aims to educate patients and the community, of the consequences of the misuse of antibiotics, and the importance of a physician and pharmacist instructions, as well as to educate health care providers (pharmacists - Doctors) and the importance of explaining to patients the optimal use of antibiotics and not spending it without the need, in order to maintain its effectiveness, as the campaign highlights the declining effectiveness of antibiotics as a result of the emergence of microbial strains resistant to antibiotics because of misuse. The campaign is also working through it awareness to reduce the doctor's description antibiotics unnecessarily, as well as the purchase of (taking) antibiotics without a prescription, with encouragement to eat full doses of antibiotics prescribed by your doctor.

In addition to the above described activities many more community service programs of different nature such as research path, pharmacy program orientation activity for high school students, pediatric medication campaign, lets share life, and other health related activities were conducted at different public places, university, and hospitals of the eastern region and the response from the public at large was excellent and the beneficiary number was also very high in all those programs. The summary of all community service programs organized during 2018-2019, are presented in the lists below (Table-1)



List of community service activities (2018 – 2019)

No	Name	Date	Place
1	Using Analgesic medications	Mar. 13, 2019	Dammam School for girls
2	Awareness about medication use	Mar. 23, 2019	دار الحضانة الاجتماعية
3	The role of pharmacists and the nature of their work	3/04/2019	Al-Qatif Mall
4	Cosmetics awareness campaign	Sep. (14-16), 2019	Al-Rashid Mall
5	Participation in Civil Defense works during Hajj 1440	Hajj 1440	Makkah
6	Hajj health volunteering program	Hajj 1440	Makkah
7	Pediatric medications campaign (بالنا وبالك)	Sep. 29, 2018	Dhahran Mall
8	Let's share life	2018	King Fahd Specialist Hospital
9	بصحتك اجمل campaign	Sep. 1, 2019	Al Rashid Mall
10	Educational campaign about children medications	Sep. 25, 2018	Dharan Mall
11	Medication safety and how to avoid side effects of medications	Feb (12-13), 2019	Dhahran Mall
12	Your safety is through safe drugs	Jan (19-20), 2019	Dhahran Mall
13	Research path workshop -1	Jan. 1, 2019	IAU
14	Research path workshop -2	Jan. 22, 2019	IAU
15	Research path workshop -3	Feb. 5, 2019	IAU
16	Research path workshop -4	Mar. 25, 2019	IAU
17	High school students' orientation day	Mar. (25-27), 2019	IAU



18	حملة نفس للأدوية النفسية (Nafs)	Jan. 30, 2018	IAU
19	Pharmacist day event	Sep. 27, 2019	Al-Rashid Mall
20	Pharmacy profession awareness	Mar. 20, 2018	Boys School complex in Alqatif
21	Drugs and narcotics awareness	Apr. 12, 2019	Old suburb in Dammam
22	Rational use of medicine awareness	Apr. 25, 2019	Alothaim Mall in Dammam
23	Latest research on Parkinson's disease	Apr. 11, 2019	Dhahran Mall
24	Lifestyle change campaign	Mar.22, 2018	Boys School complex in Dhahran
25	The optimal use of antibiotic campaign	Jan. 11, 2019	King Fahad university hospital
26	Adverse drug reaction campaign	August 9, 2019	King Fahd Specialist Hospital

Head of Community Service Unit

Dr. Dhafer Alshayban

COMMUNITY COMMITTEE ANNUAL REPORT

(2017-2018)

The Dean of college of clinical pharmacy approves for the formation of a community committee. in the college, and appointed Dr Dhafer Alshayban, Head, department of pharmacy practice as a chairman of the committee, in order to initiate community service activities in the college. It was decided in the first meeting of the community committee that, the role of community committee in the college of pharmacy is to encourage and initiate active community service efforts to be undertaken by members of the faculty and the student body. In addition to this the committee is required to encourage the participating members of staff to officially document any community service activity undertaken via electronically uploading the information onto the Social Responsibility Bank of IAU. The committee is also responsible for keeping college records of any activity undertaken by its members of the faculty or the student body and summarizing all Community service activities in a yearly report.

For an account of the participating and active members of community service activities including both faculty members of the College of Pharmacy and Students for the year 2017-2018 please see below Table 1.

The mission of the community committee of the College of Pharmacy was discussed and approved during the second meeting of community committee and the mission is to encourage members of the faculty and student body to take part in community service activities. The committee aims to implement a number of activities and projects that serve to benefit members of the wider public. Our Objectives include:

- Encourage members of the Faculty and student body to actively volunteer their time and effort towards community service.
- Fulfil our civic duty towards society by implementing a number of volunteer activities that pertain to the area of healthcare and pharmacy.

- Enrich, improve the lives, and educate members of the wider public via awareness campaigns and other educational and counselling services.

The goal of the numerous projects and activities is to achieve a lasting and positive impact that may benefit all members of the wider public and community.

The college of clinical pharmacy believes that the children studying in local schools are the right audience to deliver the basic health information to their parents and thereby to the community at large, so the college considers it as an integral channel of delivering general health education and medicine related information. Therefore we establish through our community committee regular contacts with the schools and organize awareness sessions by conducting direct visits to local schools.

As per one of the research reports, the rate of mental illness in Saudi school children population was 48%. It was found to be more prevalent among females (51%) than males (41%). In view of such reports our team comprising of 3 faculty members and 25 PharmD students visited a high school students of Dhahran first school on 19/02/2018 and 20/02/2018 with the goal of making our children aware of various mental health problems such as anxiety, depression, etc. It was explained to them about how to get rid of these quality of life affecting problems without taking medicines or slightly changing their routine life style. During this visit to the school our staff and students interacted with almost all classes' school children in groups and individually as required, and guided them towards how to lead a happy student life and also how to take care of their elders and relatives who are affected by different mental illnesses. The key success of this project was that around 200 school children are benefited from the knowledge provided to them and the project impact on these population was excellent, as the school children asked us to visit them every now then with many such new awareness programs.

As we know antibiotic resistance is a complex global public health issue. Antibiotics are essential medicines for treating microbial infections in both humans and animals.

Antibiotics are losing their effectiveness at an increasing rate.

Bacteria can adapt and find ways to survive the effects of an antibiotic. They become 'antibiotic resistant' so that the antibiotic no longer works. The more you use an antibiotic, the more bacteria become resistant to it.

There are very few new antibiotics in the development pipeline, which is why it is important we use our existing antibiotics wisely and make sure these life-saving medicines continue to stay effective for us, our children and grandchildren.

Considering these facts about antibiotics, we felt like being a very important member of health care providers, it is our responsibility to make our community aware of antibiotics use, so our staff and students as per our plan reached out in two different times to two different well know schools of this region, the first one was Al-Ihsan schoola and the other one was manarat school, Dammam. Our expert staff and highly talented students interacted with almost all school children and explained to them about the antibiotics use. Some of the important things we educated to them are as under

- Ask your pharmacist to recommend medicines to help with symptoms or pain
- Get plenty of rest
- Make sure you or everyone in your family drink enough water to avoid feeling thirsty.
- Fever is a sign that the body is fighting infection and most fevers will get better on their own - use Panadol if you or anyone in your home are feeling uncomfortable
- Make sure to use a tissue for your nose and wash your hands frequently to avoid spreading your infection to family and friends
- Antibiotics should be taken as prescribed, never saved for later or shared with others; it is important we use antibiotics in the right way, the right drug, at the right dose, at the right time for the right duration.
- Appropriate use of antibiotics will slow down the development of antibiotic resistance.

Almost 300 school children get benefited from this awareness program

With the advancements in science and technology, people's living standards are improving, the television tower, radio stations, radar, satellite communications, microwave equipment, extensive use of computers, copiers, televisions, mobile phones and other types of office automation equipment and home-appliances and other quick access to the office and home, to improve the efficiency of the way people work, and enrich people's spiritual and material life. However, these devices and electronic products during use, to varying degrees, produce harmful electromagnetic radiation. So good electromagnetic protection, eliminate and reduce the harmful effects of these radiations on human health. So, we decided to make people aware of safe use of electronic gadgets and devices. Hence we visited one of the renowned schools in Dhahran Dunes international school and our target audience was 10-15 age school children (300 students), we explained to them how to keep ourselves safe from harmful electromagnetic radiation by avoiding unnecessary use of electronic gadgets.

We first time when organized a community service workshop about “how to safely use and discard medication” at one of the well known charity groups in Dammam, Wud charity group, the members of the group who attended this workshop were so impressed with the knowledge given to them about the said topic by our expert staff that, they asked us to conduct weekly workshops on the topics of their need, at their site for the benefit of their members, and the group offered us for the financial support in conducting such workshops at their sites in particular and elsewhere. So, on their request, and after college’s approval, we conducted two more weekly workshops at their site and those workshops were also as beneficial for them as our first workshop. The titles of the community service activity, faculty members and students who participated in those workshops and the target beneficiaries is presented in the below community service activities table.

A lot of painkiller drugs are available from pharmacies without a prescription. They can provide effective pain relief, but might also cause side effects or complications. In order to use them safely, it is important to pay attention to the dose and interactions with other medicinal products.

To educate about the safe use of analgesics our staff and students with the full preparation on NSAIDs visited the well-known school, Riyadh Alehsan School. Our staff and student were busy whole day during this visit explaining to the school children and interested school teaching staff of many issues related to analgesics. Some of the important information delivered was which pain killers available over the counter and their right dose. What are the side effects of using analgesics and who has a particularly high risk of complications. When certain painkillers should be avoided? Which symptoms could be signs of complications? Our staff and students while interacting with the school children emphasized to them about clarifying their doubts regarding any over the counter painkiller drugs. Around 350 students get benefited from this program.

The incidence of diabetes among children is increasing in many countries including Saudi Arabia; current estimates suggest around 79,000 children under 15 years develop Type 1 diabetes (T1DM) annually worldwide (<https://doi.org/10.1111/j.1464-5491.2006.01925.x>). In addition the incidence of Type 2 diabetes (T2DM) is increasing among children and adolescents at an alarming rate (<https://doi.org/10.2337/diacare.27.7.1798>).

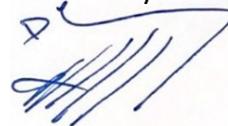
School forms a significant part of every child's life. Developing diabetes in childhood can negatively influence the school experience. Poor glycaemia control, persistent high glucose and frequent hypoglycaemia, can directly affect cognitive function, even more so in those who develop diabetes before starting primary school (<https://doi.org/10.2337/dc12-s076>). Unfortunately, schools in Saudi Arabia like other countries lack the support from clinical staff with expertise in diabetes, or information and age-appropriate education resources about diabetes available. Therefore, to raise awareness about prevention of type 2 diabetes and the benefits of healthy food choices and physical activity among school-age children we conducted a one day program at Dahrn Mall, Dahrn. Around 500 people visited us and they were very happy with the knowledge we provided to them through pamphlets, models, banner, posters, and also personal communication with them

In addition to above programs, career forum day, and health education about using of chronic medications community activities, organized at different other places of eastern province are few other success stories of our monthly programs. In view of increasing demand from our community about organizing many health awareness workshops to benefit them, we planned to widen our awareness program circle by collaborating with many other health care providers and institutions from the public and private sectors. Therefore, chairman of the community committee decided to meet the college Dean in order to discuss with him about expanding the community committee by involving many other potential staff from different departments of COCP, and he also would like to request the Dean to increase the annual budget of the committee for organizing more and more awareness programs at many different places of this region in particular and if possible the neighbouring regions as well.

List of community service activities (2017 – 2018)

No	Name	Date	Place
1	Dangers of Electromagnetic Radiations on Human Health and preventive measures	April 6, 2017	Dunes International School. Students from age group 10-15
2	Antibiotic use awareness campaign حملة توعوية عن استخدام المضادات الحيوية	April 10, 2017	مدرسة المنارات الأهلية بالدمام Students of Manarat Schools Dammam
3	How to safely use and dispose medications	Nov. 20, 2017	Public female members of the Wid Charity group جمعية ود الخيرية
4	Workshop about knee stiffness and joint pain and/or swelling accompanied with half an hour yoga practice	Nov. 27, 2017	Public female members of the charity group جمعية ود الخيرية
5	Workshop about how to use your medication, methods of storage and safe disposal	Nov. 12, 2017	Public female members of the charity group جمعية ود الخيرية
6	The Proper Use of Pain Killer Medication	Dec. 12, 2017	Intermediate and high school students in Riyadh Alehsan school
7	Mental disease awareness campaign التوعية بالأمراض النفسية وادويتها	Feb. 19, 2018	مدرسة: ثانوية الظهران الأولى High school students of Dharan first school
8	Career forum day	Apr. (15-19), 2018	Dharan Expo, Dammam
9	Antibiotics awareness campaign	Mar. 14, 2017	Al-Ihsan School
10	Diabetes in children	Sep. (3-4), 2017	Dharan mall
11	Health education about using of chronic medications	Sep. 14, 2017	AL Rashid Mall

Head of Community Service Unit



Dr. Dhafer Alshayban