

PHARMACISTS IN ACTION IN THE PROJECT "GLOBAL WELL-BEING"

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Background

In 2018, Globo Network, Brazil's biggest media network, invited the Brazilian Federal Council of Pharmacy (CFF) to participate in a project called "Global Well-Being" along with other health professional organizations.

Purpose

The purpose of this project was to provide pharmaceutical service to the population and promote the pharmaceutical profession.

Method

Editions of the project were held in nine cities from four regions of Brazil (Figure 1). The events were carried out by previously trained pharmacists and students, who offered health care services (screening tests, health education and medication review) to track common conditions in the population.



Figure 1: Cities where the event took place and number of people assisted.

Pharmacists working in CFF's stands were responsible for measuring blood pressure, capillary glycemia, capillary cholesterol levels, bioimpedance, and pulmonary capacity. People with diabetes mellitus or elevated levels of capillary glycemia also had their glycated hemoglobin measured. Auriculotherapy services were offered as well. Pharmacists talked to patients about diseases, treatments, safe medication disposal and about the uses of medicinal plants (Figure 2).



Figure 2: Health care services provided

Several educational materials were developed for the project (Figure 3).



Figure 3: Educational material developed

Results

CFF's stands received visits from 1,757 people. Pharmacists carried out 1,450 blood pressure measurements, 794 capillary cholesterol measurements, 1,447 capillary glycemia measurements, 397 pulmonary capacity measurements, and 153 pap smear tests. They also provided auriculotherapy sessions to 309 people, and performed 131 bioimpedance tests. Forty-eight people were tested for glycated hemoglobin and 1,205 people had their heart rate measured (Figure 4). People were educated about their conditions and treatments. When pharmacists identified problems with pharmacotherapy, they carried out interventions regarding the medication review.

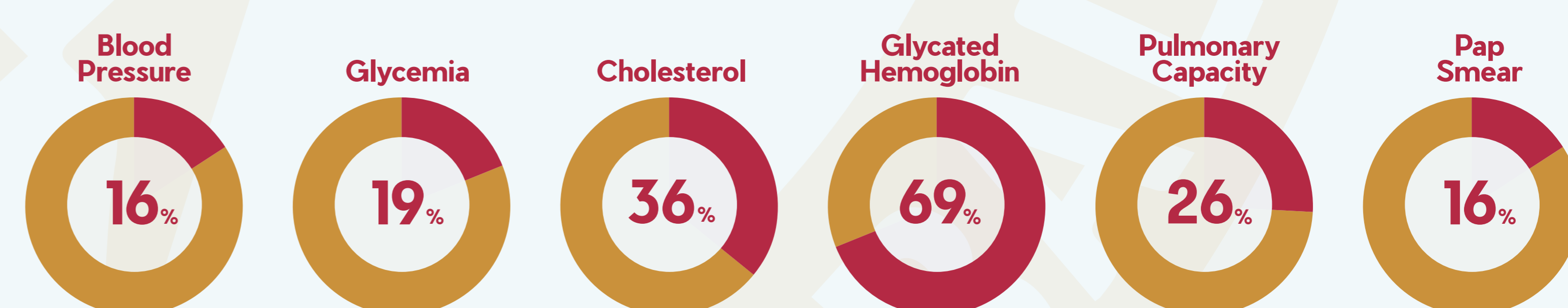


Figure 4: Percentages of abnormal test results.

CFF marketed the event on social media and on the Council's official channels. Also, it was watched by 9.7 million people on Globo Network. The video produced to publish the project's results can be accessed via QR code (Figure 5).



Figure 5: QR code for project's video.

Conclusion

The project contributed to society by screening the population for common diseases and referring patients with abnormal test results to the regular health care facilities. It was also a great opportunity to boost the image of the pharmaceutical profession.

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