Educating the Public on the Evolution of Health-System Pharmacy

Chicago State University College of Pharmacy

WHAT WE DID:

Objective:
The objective of this project was to produce a 5-minute video that would educate the general public about the evolution of health-system pharmacy over the last 50 years.

Plan:
We first conducted research about the most significant events that changed health-system pharmacy over the last 50 years. We then wrote a script that centered on a pharmacy professor who could speak to the various events. We divided the story into 5 decades: 1960s, 1970s, 1980s, 1990s, and 2000s. In order to relate the health-system timeline to the professor’s life story, we integrated significant events in the professor’s life into the script (e.g. meeting his future wife at the Midyear Clinical Meeting and proposing marriage to her a decade later). We also integrated some general historical events and some Chicago-specific events that occurred in various decades in order to anchor the health-system timeline to the current events of each decade (e.g. the creation of Apple, Inc. in the 1970s and the Chicago Bulls’ championships in the 1990s). After solidifying the script, we gathered props, wigs, and costumes that corresponded to each decade. We then filmed the script in various settings around our college of pharmacy campus. After filming, we used iMovie to edit the footage and insert voiceovers, background music, an opening title sequence, and an ending credits sequence.

Outcome:
We produced a 5-minute video that detailed significant events that changed health-system pharmacy practice over the last 50 years. This video was submitted to the 2013 Illinois Council of Health-System Pharmacists Student Chapter Video Contest and was also shared on Facebook.

WHAT YOU CAN DO:

• Choose a health-system pharmacy theme for your video
• Conduct any research needed for your video
• Write a script that incorporates your theme into your plot
• Find actors to act in your video
• Gather any necessary props and costumes, and find settings where you would like to film your scenes
• Film the video scenes
• Edit the movie using iMovie (or any other video editing software)

Watch our video at http://www.youtube.com/watch?v=FD3LGEZULCM

Questions? Contact CSU SSHP at csusshp@gmail.com