



What is the Pharmacy Foundation of California (PFC)?

- PFC was created more than 30 years ago by the California Pharmacists Association as a 501(c)(3), public benefit organization dedicated to enhancing the lives of Californians through the promotion of safe and effective medication use.

How big of an issue is “unsafe medication use”?

- According to a conservative estimate from the US Institute of Medicine, this year alone *more than 1 in every 200* Americans will be harmed by their medications.
- This harm can be significant, causing some people to lose their independence, and others to lose their lives. The impact on families can be devastating, especially for children.
- While efforts to study and reduce medication errors continue to focus on the role of clinical staff in clinical settings, a recent study on fatal medication errors showed that deaths due to errors occurring in the HOME are 1) five times more numerous than those that occur outside the home, and 2) are increasing at a much faster rate (998% over the 21 yr study period vs. 94% for errors outside the home). In fact, by the end of 2004, more than 34 Americans were dying every day *in their homes* because of medication errors.

What causes these problems?

- There are many reasons but they most commonly arise from situations where people take medications without first verifying:
 - That their doctor or pharmacist has screened it against potential conflicts with ALL of their other medications (including herbals and OTCs) and health conditions.
 - That the dose is appropriate given individual characteristics like weight and age. (Children and the elderly often at greatest risk and at the same time the least ability to take care of themselves).
 - That they know what side effects to look out for, and what to do if they experience them.
 - What tests they should get to screen for side effects they may not be able to feel and when they should get them.

How is the Pharmacy Foundation making a difference?

- When it comes to medication use at home, nobody has more responsibility than the patient and/or their caregiver. Unfortunately, these individuals too often do not have the tools, information and support they need to use medications in the safest way possible.
- To address this problem, PFC is pursuing an effort to identify and disseminate best-practices for promoting “safe medication use behaviors” among patients and their caregivers. This effort consists of two outreach programs – one directed to seniors and the other to female family caregivers.

How can I help?

- As a non-profit organization, the only way PFC can carry out its lifesaving work is to obtain charitable contributions.
- PFC’s largest effort to obtain such contributions is its annual charity Bowl-A-Thon to *Strike Out* Medication Errors. There are many ways individuals and organizations can support PFC in this effort. These opportunities are listed in the form on the back of this flier.



Participation FAQs

1. What are participants expected to do?

- This event serves two important purposes: 1) to raise awareness about the risk of unnecessary medication-related harm, and 2) raise funds in support of the Foundation's efforts to educate the public about safe medication use. To accomplish these goals, participants should talk to friends, family members, co-workers and local businesses about their participation in this event and use that opportunity to solicit pledges for their team.

2. How many pledges do I need to get?

- While there is no required minimum, we suggest that *each participant* set a personal goal of collecting \$500 in pledges. This task may at first sound daunting, but consider the following simple strategy for raising \$500 in 9 days or weeks:
 - DAY/WEEK 1 – Sponsor yourself for \$25
 - DAY/WEEK 2 – Ask 2 family members to sponsor you for \$25
 - DAY/WEEK 3 – Ask 5 friends to sponsor you for \$20
 - DAY/WEEK 4 – Ask 5 co-workers to contribute \$10
 - DAY/WEEK 5 – Ask 5 neighbors to sponsor you for \$10
 - DAY/WEEK 6 – Ask 5 people from your social organization, church, etc to contribute \$10
 - DAY/WEEK 7 – Ask your boss for a company contribution of \$25
 - DAY/WEEK 8 – Ask 5 local merchants to sponsor \$20 each
 - DAY/WEEK 9 – Ask 2 business you frequent (doctor, dentist, hair dresser, etc) for \$25You've just raised \$500 for a great cause!

3. Can I participate if I'm not interested in soliciting pledges?

- Due to space restrictions, we are only able to accommodate a certain number of bowling teams. Teams that register and don't raise money therefore take the space of another team that would collect pledges to support the Foundation's consumer outreach efforts. For this reason, we are requesting that anyone who registers as a bowler for this event make a *genuine effort* to collect at least a few pledges or give a pledge of their own. Please note that if you do not want to solicit pledges, there are many other ways you can participate in this important and fun event – check out the following "Interest Form" for details.

4. How do I raise money?

- Write a letter or send an email to friends, family, co-workers and local businesses asking for their support. We'll assist you by providing donation forms and sample request letters. Once it goes live, our bowl-a-thon website will offer a safe and secure way for people to provide a donation. If you collect checks, bring them with you to the PFC information table at Outlook or to the event. Please note that after you register, PFC will send occasional emails that contain ideas and tools to help with your fundraising efforts.



Interest Form

Please mark your interests below. We will follow up with the contact person you provide within 5 business days.

Forming bowling team

- I am interested in forming my own team representing my company, CPhA Academy, Local association, etc
- I would like to help recruit new bowling teams

Sponsorship

- My company, CPhA Academy, Local association, etc. is interested in being a sponsor
- I would like to help solicit sponsorship from others

Pin-up Campaigns

- I am interested in selling pin-ups at my place of business
- I would like to recruit businesses to initiate a pin-up campaign

Logistics

- I would like to help secure in-kind donations, fill day of event volunteer needs, help manage the bowl-a-thon, etc.

Company: _____

My Name: _____

Contact Person's Name & Title: _____

Contact's Address: _____

City: _____ State: _____ Zip: _____

Phone:(_____) _____ - _____ E-mail: _____

Please return completed form to a Foundation staff person or volunteer, or return to:
Pharmacy Foundation of California • c/o Ian Tandingan • 4030 Lennane Dr. • Sacramento, CA 95834

Questions? Call Ian at (916) 779-1410 x312



Team Captain Information

What is a team?

A team is a group of people who come together to support PFC's fight against medication errors. It can be made up of friends, classmates, co-workers, or members of your local association, or professional academy.

Forming a team is a fun way to help PFC raise awareness about preventable medication-related harm and safe medication use. And, it's easy to do.

- 1. Set a personal fundraising goal.** As a Team Captain, you should lead by example – set a high fundraising goal (we're recommending \$500 per bowler) and be the first person to give pledge for your team.
- 2. Find 3 friends, family members, etc. to join as team members.** Once online registration opens, have them register online as part of your team and start raising money.
- 3. Tell your personal story – Part I.** Once it becomes available, design your own fundraising page on our Bowl-A-Thon website. Tell everyone why you are participating in the Bowl-A-Thon to Strike Out Medication Errors. You can even post photos!
- 4. Tell your personal story – Part II.** Write letters (see enclosed sample) or send emails to friends and family asking them to support your efforts. Tell them how easy it is to donate online or mail a check.
- 5. Create your team identity.** Make team bowling shirts (www.bowlingshirt.com is just one good site), buttons or hats to wear at the bowl-a-thon.
- 6. Stay in touch with your bowlers.** Stress the importance of fundraising to support PFC's efforts to educate consumers about preventing medication-related harm.
- 7. Stay in touch with PFC staff.** Email Ian Tandingan (itandingan@pharmacyfoundation.org) and let him know about your fundraising challenges and successes. He can give you ideas that have worked for other teams and send you additional materials.
- 8. Bowl!** Make sure your team makes a big impact with colorful shirts or accessories. Don't forget to bring all your pledges to the bowl-a-thon.



Pin-Up Campaign

YOU can help the Pharmacy Foundation of California Keep Cures from Becoming Killers.

What is a Pin-Up Campaign?

Strike Out Medication Errors pin-ups are a great way for stores or organizations to build excitement about the Pharmacy Foundation’s annual charity bowl-a-thon, and raise funds to support its consumer education and outreach efforts

In the retail environment, clerks simply ask customers at the point-of-sale if they’d like to “buy” a paper *Strike Out* placard for a suggested donation of \$1 or \$5 to help the Pharmacy Foundation ensure patients and caregivers receive the tools and support they need to use medicines safely. The purchaser then signs the pin-up, which is then displayed on the wall space of the retailer’s choice.

These campaigns generally run from four to six weeks in duration, and are very easy to implement. The Pharmacy Foundation will supply the pin-ups and materials to help promote the program. We are also willing to attend manager or staff meetings to explain the program and help implementing your campaign as easy as possible.

To participate, simply indicate your interest to Ian Tandingan at itantingan@pharmacyfoundation.org, or (916) 779-1410 x312.

Why should my company promote *Strike Out Medication Errors* Pin-ups?

- Customers feel good about supporting a company that gives back to the community.
- It’s a natural promotional tool - pin-ups are a great visual.
- Your customers and employees who appreciate the challenges of using medications safely will be grateful for your involvement.
- Your company can help prevent medication problems which unnecessarily injure or kill 1.5 million Americans every year.
- Pin-up sales can be credited to a company’s bowling team total if you have a corporate team.

