HEALTH CAMPAIGNS IN DERMOPHARMACY

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The Board of Dermopharmacy of the General Spanish Council of Pharmacists has been working for the last six years on putting into practice health campaigns on photoprotection targeted at different groups of society with the primary objective of modifying habits in order to prevent the short- and long-term harm caused by the sun. Presented here are the campaigns that have been conducted in the last two years and, in line with the results obtained, a new campaign has been planned in the field of oral hygiene targeted at children in order to prevent caries and periodontal diseases, which have a high prevalence among the population.

 materia and methods

During 2003 and 2004 different health campaigns in Dermopharmacy have been carried out with the collaboration of pharmacists and joined with Laboratories, Associations and the Ministry of Health and Consumption. The appropriate materials have been produced in accordance with the methodology of each campaign and the targets they are aimed at.

Objectives:

To modify solar habits among the population. To evaluate the phototypes of each person. To recommend the most suitable photoprotectors. To give personalised advice.

Dates:

June 2003 and 2004

Collaborators:


Places held:

Open day sessions in the Official Associations of Pharmacists.

Target:

The general public.

Materials:

Poster. Invitations distributed in Pharmacies. Surveys in order to learn about solar habits and phototypes. Indicator cards on photoprotectors.

Objectives:

To inform the population and make it aware of the risks of activities carried out in summer, such as burns and sunstroke, the dangers of sunbathing after a meal, insect bites, etc. Personalised recommendations on photoprotection from pharmacists. Training of Red Cross volunteers by pharmacists.

Dates:

June – September 2003

Collaborators:


Places held:

Pharmacies, bouches, swimming pools, aquatic parks and reservoirs.

Target:

The general public.

Materials:

Poster. Display with informative leaflets.

Objectives:

To make children aware of the risks of exposure to the sun without suitable precautions. Talk from the pharmacist on promoting adult health in collaboration with school teachers and educationalists. To provide teachers with educational material in order to complement the talk from the pharmacist.

Dates:

May – June 2004

Collaborators:


Places held:

Schools, both public and private.

Target:

Children aged between 6 and 12.

Materials:

Educational video in three parts, “sun”, and its beneficial and harmful effects, “skin”, its description and how it defends itself against attack by the sun, and “photoprotection”, the need to use any photoprotective and how to apply them. Instructional discourse for pharmacists on photoprotection. Survey targeted at children before and after the pharmacist has given the educational talk to the children in the video. Leaflet survey targeted at parents in order to know their habits and advise them on photoprotection. Training material on that teachers and educationalists can make children understand the use of photoprotectors and how to apply them properly.

Dates:

July – September 2003

Collaborators:


Places held:

Pharmacies in Spain.

Target:

The general public.

Materials:


Objectives:

To give years to your life and that one can maintain their exposure to the sun without photoprotection. To promote the solar protection guide in order to provide recommendations for understanding the labelling on photoprotectors and choosing the right product. Daily exhibition of photoprotectors in pharmacies.

Dates:

July 2004

Collaborators:


Places held:

Open day sessions in the Official Associations of Pharmacists.

Target:

The general public.

Materials:

Poster. Information leaflet.

Objectives:

To promote the solar protection guide in order to educate people on how to protect themselves against the sun.

Results

Solar awareness

The Open Day Session in 2003 took place in seven Official Associations of Pharmacists and more than 1,300 skin analyses were conducted with an impact on more than 50 communications media.

This summer love yourself a lot

The third year of this campaign has had the backing of the Ministry of Health and Consumption. It was conducted in 22 provinces, reaching 41,302 children aged between 6 and 12 belonging to 4,627 schools with a participation of 524 pharmacies.

Sun, skin and photoprotection

The evaluation of the surveys before and after the educational session and of the surveys of parents provided the degree of understanding by parents and children. The percentage of families that had been exposed this year with the use of photoprotectors.

Give years to your life

In order to conduct the campaign 5,600 laboratory volunteers were produced, along with 20,000 display units and 2,000 posters. The overall results in terms of participating provinces were 40 (from a total of 52) with the number of pharmacies being 15,019.

Conclusions

Pharmacists have been involved in health campaigns on photoprotection which are being coordinated from the National Board of Dermopharmacy of the General Spanish Council of Pharmacists in order to promote the health of the population.

The impact in the communications media and the high participation of collaborators in the campaigns and those at which they are targeted has increased the awareness of protecting oneself against the dangers of the sun.

The results obtained in the health campaigns on photoprotection and directives from the WHO has served for planning a campaign on oral hygiene in the year 2005 aimed at children aged between 6 and 12.

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