



**British
Pharmaceutical
Students'
Association**

Introduction

Dear reader,

Welcome to the first report of the BPSA Executive 2020-2021. We hope you will find what is written informative and valuable. The team has been working extremely hard to engage with, represent and advocate for our members by hosting a number of events and giving students a voice. There have been numerous changes to the running of the association this year due to the ongoing pandemic, including online events and meetings. As always, we welcome comments and suggestions, especially this year as we adapt to the necessary changes.

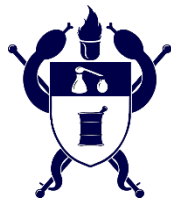
Thank you for your continued support and interest in the BPSA.

A handwritten signature in black ink that reads "S Brannen". The letters are cursive and connected.

*Sean Brannen
BPSA President 2020-2021*

A handwritten signature in black ink that reads "Bella Shah". The letters are cursive and connected.

*Bella Shah
BPSA Vice President 2020-2021*



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Executive members

Included are the details of all of the Executive members who served during this mandate. Their initials are indicated where activities have been specific to them.

President – Sean Brannen (SBR) – president@bpsa.co.uk

Vice President - Bella Shah (BS) - vicepresident@bpsa.co.uk

Treasurer - Wendy Dadeboe (WD) – treasurer@bpsa.co.uk

Secretary-General – Kelsey Drummond (KD) – secgen@bpsa.co.uk

Public Relations Officer - Alex Scarbro (AS) – pro@bpsa.co.uk

Graduate Officer - Krishan Bhovan (KB) – graduateofficer@bpsa.co.uk

EPSA Officer - Guilherme Agrela Oliveira (GO) – europeanofficer@bpsa.co.uk

IPSF Officer - Sebastien Bailey (SBA) – ipsfofficer@bpsa.co.uk

Education Development Officer – Ahlam Nagi (AN) – education@bpsa.co.uk

IT Officer – Somil Parmar (SP) - itofficer@bpsa.co.uk

Publications Officer – Priyanka Patel (PP) – publications@bpsa.co.uk

Northern Area coordinator – Joanna McDowall (JM) – northernac@bpsa.co.uk

Eastern Area Coordinator – Adanna Anthony-Okeke (AO) – easternac@bpsa.co.uk

Pennine Area Coordinator – Soz Aziz (SA) – pennineac@bpsa.co.uk

Western Area Coordinator – Yusif Elmi (YE) – westernac@bpsa.co.uk

Southern Area coordinator – Osariemen Egharevba-Buckman (OEB) – southernac@bpsa.co.uk

Annual Conference Organisers – Samantha Workman and Emefa Gajesu – conference@bpsa.co.uk

Competitions Coordinator – Trisha Dogra (TD) – competitions@bpsa.co.uk

Engagement Officer – Bethany Goodliffe (BG) - engagementofficer@bpsa.co.uk



Meetings/events attended

As well as our Executive meetings, including weekly online discussion, we have been fortunate enough to have BPSA presence at a number of external meetings. We believe this is invaluable both for our members, to have their voices heard, and for us to ensure we are engaging with as many members of the wider profession as possible. We also hold a number of our own events and attend external events too. Below is a list of external and official Executive meetings attended during this mandate to date.

- 03/11/2020 - 06/11/2020 - 17th EPSA Autumn Assembly, Zoom (GO, SBA)
- 11/11/2020 - NFPPB Assessment Workstream group meeting (KD)
- 13/11/2020 - 1st EuRO CP Meeting, GoToMeeting (SBA)
- 14/11/2020 - 1st EuRO CP Meeting, GoToMeeting (SBA)
- 14/11/2020 - IPSF World Diabetes Day Q&A Session (SBA, SA, OEB)
- 18/11/2020 - BPSA Supporting Peers in Lockdown, Zoom (SBA, SBR, BG, KD, SW, AS, SA, JM, EG)
- 20/11/2020 - IPSF Global AMR Youth Summit, Facebook (SBA)
- 21/11/2020 - BPSA Southern Area Conference (OEB, KD, SBA, SA, EG)
- 25/11/2020 - BPSA Q&A Session, Zoom (SBA, SBR, BS, KD, BG, SW, AS, SA, JM, OEB, EG, PP)
- 28/11/2020 - BPSA Northern Area Conference (JM, SBA, KD, BG, SW, AS, SA)
- 30/11/2020 - BPSA Western Area Conference (YE, KD, SA, JM, SBA, WD)
- 3/12/2020 - Interim Foundation Pharmacist Programme Steering Group (AS)
- 5/12/2020 - BPSA Eastern Area Conference (AAO, SA)
- 09/12/2020 - NFPPB Assessment Workstream group meeting (KD)
- 12/12/2020 - BPSA Pennine Area Conference (SA, SW, PP, KD, SBA)
- 16/12/2020 - RPS Scotland meeting (KD & JM)
- 19/12/2020 - UNESCO: Futures of Education Focus Group (SBA)
- 20/12/2020-22/12/2020 - Second Executive Meeting, Zoom (ALL)
- 06/01/2021 - BPSA Inter-Professional Education Webinar Wednesday (JM, AS)
- 07/01/2021 - Interim Foundation Pharmacist Programme Steering Group (AS)
- 07/01/2021 - SEO and Contact Person IPSF EuRO Regional Relations Officer 1:1 Meeting, Zoom (SBA)
- 10/01/2021 - Contact Person M8 Deal Project meeting, Zoom (SBA)



Internal affairs

Executive Support (SBR & BS)

This year, with a shorter mandate and the Covid-19 pandemic ongoing, there is more to achieve in a short period of time and support is essential more than ever. At the start of our mandate, SBR and BS conducted 1-2-1s with each executive member to understand their visions and concerns for the next eight months. These were shared with the rest of the top table, and each member of the top table has been allocated ~2 executive members each which they will overlook and check-up on regularly. This is to avoid burn-out and ensure that each member feels supported and not suffering internally or alone, as we understand that even though we do operate on an open-door policy, it can be difficult to approach others for help, especially when everyone has their own roles. This will be in-between bimonthly 1-2-1s to offer both personal and professional support.

Executive meetings (SBR, BS, KD)

It goes without saying that being on the Executive is a very time-consuming role, and although we have been cut short of time due to a shorter mandate, our work-load is non the lighter. With this, and the fact that this year's team consists of several newer BPSA members, in mind, we have hit the ground running. To ensure everyone is on the same page and working simultaneously, we have been having whole executive meetings every week via zoom, which has also helped get us through the lack of social interactions during lockdown. As team members have settled in these meetings, have been reduced to fortnightly to allow for smaller groups within the team to meet in regards to specific aspects of work. In addition, a live google document titled 'weekly updates' has been contributed to by each member to summarise our work and keep the whole team updated. It also allows us to reserve our meetings for discussion points rather than individual updates. During these discussions, action points are recorded in the minutes and then transferred over to a live excel sheet under a particular member's name who can colour code it according to a key so their progress can be monitored and they can be approached if coded as struggling.

Executive Function and Administration (KD)

To ensure ease of information delivered via emails, all zoom meetings have been added to the shared BPSA google calendar. This allows an overview of the meetings and ease of attending without having to regularly send out meeting links. In addition to this, Executive members are encouraged to put their commitments into their own google calendar so the team can have an awareness of the availability.

A google form has been created for agenda items; this allows ease of submission of discussion points and the ability to prioritise discussions for each meeting. Executive members are encouraged to give a summary of the discussion point and the deadline for discussion. By submitting these in advance, it



allows for any information valuable to the discussion to be sent out to the team prior to the meeting. Furthermore, meeting apologies have been submitted through a google form to provide ease of identifying them instead of going through emails.

As our events are being held online this year, we have been hosting these on zoom. A google form has been created for information regarding events to be inputted to.

Despite events being held online, the Executive have still purchased name badges. These are being purchased through the same channels as in previous years; however, the company has undergone administration, and so the new contact is bigbangprint which has been updated on internal databases.

Advisory Group (SBR, KD)

The Advisory Group was a new addition to the Regulations following the Annual Conference in October. This currently consists of the IPP and newly elected Honorary Treasurer. A further member must be elected to complete this group which will be selected by the current members and approved by the Executive.

The purpose of this group is to provide external advice in order to ensure appropriate action is undertaken to ensure the longevity of the Association.

BPSA Liaisons, Representatives & Committees (BS)

Over the past few years, it has been noticeably more difficult to train, engage and utilise the representatives we have at each School of Pharmacy. The difficulties include managing 40+ representatives by each Area Coordinator (AC) and the Competitions Coordinator (CC), lack of engagement from some representatives and representatives feeling distant from the work of the BPSA Executive. We believed that having a single student link in each school with a small number of representatives working alongside them would result in better engagement by both the representatives and also the members within the school.

BPSA (AC/CC) -> BPSA Liaison -> BPSA Reps (one per year group) -> BPSA members

* where -> represents communication pathway/bridge

Our proposal this year has been to have a single BPSA Liaison as an official position within schools' Pharmacy Societies and one BPSA Representative in each year group within each school. We believe that whilst this has reduced the number of representatives at each school, the workload this year should be reduced with much more of the work being online. We also felt that having fewer representatives will allow for easier delegation of tasks to ensure that responsibility for work is evenly distributed and managed.

This year we have recently introduced committees to support Executive members in fulfilling their roles. This has been implemented following the motion passed at Annual Conference and from recommendations of previous members of the Executive. There are three sub-committees this year: competitions, international (IPSF and EPSA) and engagement. These committees will assist the Competitions Coordinator, EPSA/IPSF Officers and Engagement Officer in fulfilling their roles. In



future, there may be scope to implement further committees to support other roles such as Annual Conference Organisers (ACOs).

Working Party (KD)

We have identified key areas where changes to the Constitution and Regulations should be undertaken. We are currently in the recruitment process and accessing the realistic achievements that can be undertaken within the timeframe. The members of the working party are currently reviewing the highlighted points and will convene a meeting in the new year. Please contact secgen@bpsa.co.uk if you wish to input into the Associations Working Party for this mandate.

Advocacy Work

Advocating for our members is at the forefront of the work we do. The BPSA has a number of policies voted on by delegates present at Annual Conferences for the past three years. Whilst some of these policies give us direction as to what stance we take on particular matters, others we can actively pursue. Below you will find the motions that we have decided are feasible to work on and the details of the work we have done so far on them.

Provisional Registered Pharmacists

At our Annual Conference in October, the following motion was passed: *'The Association should continue to support and advocate for anyone who has had their registration assessment delayed, as a consequence of COVID-19, during the term they are eligible to register as a Pharmacist. (2020)'* in light of the delay to the registration exam.

In November we have written an open letter to employers to urge them to support provisionally registered pharmacists as best as possible, read it [here](#).

When the registration assessment dates were announced, [we responded with](#).

Most recently, we called upon the GPhC to make amendments to the current guidance on the provisional register and the registration assessment. Read our statement [here](#).

Oriel

At our Annual Conference in October, the following motion was passed: *'Oriel should take students previous work experience and extracurricular into greater consideration during pre-reg.'*

With the change to the Oriel process in 2020 involving there being no interviews due to the Covid-19 pandemic, the ability for students to showcase their previous work experience and extracurricular during the application process was diminished. At the end of 2020, we released a survey to receive feedback on the Oriel 2020 process, which we will consolidate into a report with key recommendations.



Inclusivity and Diversity

At our annual conference in 2018, the following motion was passed: *'This association believes that there should be equal opportunities for professional promotion and growth for all Pharmacists, regardless of gender, sexuality, race, religion, etc.'*

In June 2020, an inclusion and diversity survey was circulated. So far, the survey has 243 responses which form the basis of this work.

The next step is to appoint a review group (as was promised in the Black Lives Matter statement) to get the ball rolling.

As an association, we have realised we can handle the current racial exclusion some of our members feel (as seen in the survey responses) a lot better. Therefore, for this mandate, the focus will be placed on bridging this racial gap.

Based on the survey responses, less than 60% of our members feel that the association is inclusive in certain areas such as: providing equal opportunities to joining the BPSA, accessing competitions and face to face events. In addition, the majority of our members do not feel a sense of belonging within the BPSA. These areas will be reviewed upon during this mandate, and we, as an association, will look into ways on improving inclusivity and accessibility of resources to our members.

Mental Health and Wellbeing

At our annual conference in 2018, the following motion was passed: *'As an association, we believe that the mental health of pharmacy students, pre-registration trainees, and pharmacists is of the utmost importance.'*

From our survey in May, we are aware that our members' wellbeing has been significantly impacted. For our first Webinar Wednesday, we held a session on supporting your peers during lockdown and beyond. In addition to this webinar, we are facilitating the training of our members to become mental health first aiders. We will be funding two students from each school of pharmacy to undergo this training and have encouraged schools to provide further support.

We plan on holding another mental health campaign, developing on our work from last year. This will be held from Thursday the 4th of February (time to talk day) to Thursday the 4th of March (university mental health day). This is currently in the planning stages.

The Association is aware of the significant impact the pandemic has had on the wellbeing of pharmacy students.

At the beginning of 2021, as we entered another lockdown, the following statement on well-being and the no detriment policy was written to the Pharmacy Schools Council can be read [here](#).



Finances (WD)

We are planning on using an accounting software to manage our finances rather than a spreadsheet. Two software have been identified, Xero and Quickbooks. We will be testing both software for a month before deciding which one best suits the BPSA.

A financial report is sent to all executive members at the end of each month to ensure transparency within the team.

An expense request form was created at the beginning of the mandate to make it easier to track requests and approvals. This has not worked very well. The plan is to look into an alternative method.

We gave an opportunity to the executive to decide whether they wanted a BPSA garment (hoodies/sweatshirts) or not. Majority of the team were happy to go for it and were willing to pay. We are using Red Oaks Roller again this year to supply the garments.

We have allocated funds to train our members to become mental health first aiders, advocacy work very dear to the BPSA. We have increased the budget for international activities to allow more of our members to attend events. We took a deposit from members attending the Student Exchange Programme. This will only be given back once the programme has been completed.

Financial Position of the BPSA

The BPSA is in a good financial position this year. We do not have any outstanding debts to clear and are still chasing up sponsorship payments from the last mandate.

Association Events

Science into Practice (BS & KD)

We are currently in the process of organising our annual Science into Practice event. This will be held on Wednesday the 20th of January and will show how the science in your degree can be applied in the various roles of a pharmacist. The current layout is to have a short overview of the topic, including an example of using science in community pharmacy, followed by a speaker in paediatric pharmacy and a speaker in pharmaceutical research.

Webinar Wednesdays

This year, the BPSA has begun hosting a series of webinars on Wednesdays for our members to engage with more of our content and by using the online opportunities the pandemic has brought to us. These are the webinars we have hosted during this mandate to date:

- Supporting your peers during lockdown and beyond
- BPSA Q&A session
- RB Reckitt Benckiser - Upper GI Health



- Inter-Professional Education

Annual conference (SW & EG)

The BSPA's 79th (virtual) annual conference will be held for a week between 05/04/2021 - 11/04/2021. It was important that a majority of pharmacy students would be able to attend and so these dates were chosen to fall in line with the Easter holidays. We decided to choose accessibility as our theme in order to highlight various needs in a time of growing awareness. We have already started to book speakers and have looked into integrating sponsors into the programme.

Graduate Members (KB)

The BPSA has issued statements in support of the provisionally-registered pharmacist cohort. Firstly, a statement was issued calling for employers to support their provisionally-registered pharmacists by making adjustments, such as protected study time and access to appropriate resources. Furthermore, the statement encourages employers to consider other capacities in which provisionally-registered pharmacists can be employed, in the unfortunate event that they are unable to pass the assessment. The second statement was issued with the intention of shedding light on issues related to the provisional register and registration assessment, as well as potential solutions. For example, in the interest of provisional registrants, the BPSA has asked the GPhC to consider altering the terms of the registration assessment, such that registrants are not removed from the register in the unfortunate event that they do not pass the assessment.

For the upcoming year, the BPSA plans to collaborate with relevant stakeholders to provide useful educational resources, such as webinars, for provisionally-registered pharmacists and pre-registration pharmacists.

European Pharmaceutical Students' Association (GO)

Committee

At the end of 2020, we created a team that divided all the work that we do with EPSA. This separation of the EPSA Officer role is allowing us to be more productive and efficient. Furthermore, this allowed us to increase the amount of work that we can handle at one time.

Applications for the EPSA Media & Publications, Advocacy and Twinnet Coordinators were sent to all the members. This allowed us to pick enthusiastic and determined applicants such as Maria Palomino the new EPSA Media & Publications Coordinators, a 1st year student at UCL School of Pharmacy and Tapiwa Mandebvu advocacy coordinator, a 4th year student at the University of Manchester. Both adjusted to their roles very quickly and are doing well in their role.

Hopefully, this new way of approaching the EPSA Officer role is successful, and we see it implemented in the future.



EPSA Monthly Dose

The Association is proud that we have been able to promote the EPSA Monthly Dose to our members. We are aiming to get members more informed about what EPSA can accomplish. Furthermore, this is allowing our members to know about all the activities and opportunities that they can take part in.

EPSA Annual Congress

The RC and EPSA team has announced that the AC will not take place in April in Lyon due to the sanitary situation. The RC, therefore, delayed the event to October.

I will be getting more information during the upcoming meeting with Maeva and the EPSA Annual Congress Chairperson.

International Pharmaceutical Students' Federation (SBA)

Committee

This year, to streamline the work we do with the IPSF, we are separating out the roles of the IPSF Officer between two individuals, so that the association can purely focus on both the roles of Contact Person and Student Exchange Officer. This will allow us to increase the amount of work we do for IPSF and provide more opportunities for our members. The IPSF Officer will fill the role of the Contact Person, and the Student Exchange Officer will be a member of the association.

We released applications to members to apply to be the Student Exchange Officer and Local Exchange Officers; hopefully, this plan is successful, and we can see it implemented in future years. Following the applications, we are pleased to announce that Daniel MacDonald, a 3rd year student at the University of Nottingham, was selected to be the BPSA Student Exchange Officer. A changeover was completed between himself and the IPSF Officer, and he is doing very well in the role. We have received good feedback from the IPSF for taking this step.

Student Exchange Programme

We are pleased that the Student Exchange Programme is going ahead this year. A total of 17 BPSA members have been accepted onto the programme and will be enjoying international placements in the summer, if it is safe to do so.

The association is proud that we have made this activity more accessible, by waiving the SEP fee of 42 Euro that is usually paid by our members. This has been replaced with a deposit that will be refunded to members upon successful completion of their SEP placement.



The BPSA was sadly forced to cancel the 2021 Winter SEP that would have seen students come to Great Britain for their placements. We have instead replaced this with a virtual SEP that will be run in early 2021 for these students.

Trainers Development Camp

Trainers Development Camp (TDC) will take place online this year. The association believes this is a fantastic and accessible opportunity to engage with, due to reduced travel cost barriers and the event itself being free. The event was promoted to our members via the BPSA newsletter. We hope that many of our members are successful in their applications to join.

M8 Deal Project

As part of the M8 Deal Project that aims to grow inter-association collaboration, we have been assigned to collaborate an event with the Associação dos Estudantes da Faculdade de Farmácia da Universidade de Lisboa (AEFFUL, Portugal). The event will take place later in the year.

IPSF World Congress and IPSF EuRO Regional Symposium

Registration for both these events will begin in early 2021. These events will be promoted to our members via the BPSA Newsletter. Members will also be made aware of the 'Leaders in Training' professional development event that usually takes place in the week beforehand.

IPSF Activities

The Association continues to investigate the feasibility of implementing IPSF Activities such as the 'Patient Counselling Event', 'Clinical Skills Event' and 'Compounding Event' in the work that we do.

Website and Technology (SP)

The website continues to be updated on a regular basis, upon request of all executive members. The team worked closely to establish how information should be made available, for example, with the launch of sub-committee, Representative and Liaison application pages. The aim is to maintain consistency across the website whilst maintaining the user experience.

Progress has been made in planning the development of the BPSA mobile application. A sustainable application with website integration for update synchronization can be achieved. Areas that require further consideration have been discussed with the Executive. In particular, there is an issue with the status of the BPSA as an unincorporated association and the ability to register with the Apple Developer Program.

Publications (PP)

Keeping members up to date on the many changes and developments within the field is particularly key this year. One major change so far has been the reforms to initial training and education of pharmacy students. This will have a marked impact on members and general pharmacy education



moving forward; thus, we have provided answers to key questions and clarifications surrounding the upcoming changes so that members can be well informed.

As we are encouraging members to engage more extensively with the BPSA online, publications can be utilised to further engagement, as well as inform and educate members. The publications this year are different to previous years in regard to the 'Future Pharmacist' newsletter in particular. To fill the gap and continue providing educational material, there are a series of skills and topics which publications are being commissioned for, with the aim of expanding upon topics addressed in webinars and events. The aim this year will be to encourage students to take advantage of the opportunity to contribute to publications and explore the topics which interest them. Various professionals within the field have also been approached to help to produce interesting material and highlight variety within pharmacy.

Area Coordinators and Events (JM, SA, YE, AAO, OEB)

Northern area (JM)

The Autumn Northern Area Conference was held on Multiple Sclerosis. This is a condition which affects many people yet pharmacists don't know how to appropriately treat patients regarding their condition. MS Specialist Neuro-pharmacist, Rachel Dorsey-Campbell delivered a 40-minute presentation on MS, different treatments/drugs for MS and how pharmacists fit into this. After this, Amy Sutherland, a representative from the MS Society, spoke about her experience with MS, which drug treatments help her, and how we, as pharmacists, could improve her care.

This event received really positive feedback regarding the topic, the content and the speakers. Everyone who answered the survey said they would attend another event similar to this one. The conference on a whole had over 200 signups and over 110 attendees.

Eastern Area (AAO)

The first Eastern Area Conference of this mandate was on 'Racial Disparities in Healthcare' with a focus on conditions which disproportionately affect Black people. Speakers were: Shakita Jones (Lupus survivor and advocate) on *Lupus*, Sola Onilari from the UK Sickle Cell Society on *Sickle Cell Anaemia* and Dr Charles Ameh from the Liverpool School of Tropical Medicine on *Maternal Mortality in Ethnic Minority Women*.

My MPharm journey exposed me to a plethora of gaps in the curriculum re racial disparities. As (future) pharmacists, it's imperative we are well equipped to cater to the multiethnic British society we live in. While it will take months -and even years- to ensure the curriculum is reflective of our



society, the work can start on much smaller scales such as conferences to bring much-needed awareness.

Pennine area (SA)

Pennine Autumn Area conference was on "Improving Autism Accessibility in Healthcare" and was held on the 12th of December. The webinar was held during the end of UK disability awareness month in aims of raising awareness on accessibility needs and current barriers that stand in the way of autistic patients receiving adequate care.

This webinar focused on teaching students what Autism Spectrum Condition was, sensory challenges with autism, underdiagnosis of autism in girls, medicines optimisation and pharmacists involvement in managing the care of patients with Autism Spectrum Condition.

Speakers were Helen Boden (CEO of I AM Celebrating Autism in Greater Manchester), David Brandford (retired pharmacist and previous chair of RPS England), and Danielle Adams (Mental Health Pharmacist specialising in learning disabilities). The webinar had over 100 attendees and received positive feedback from our members and international attendees.

Western Area (YE)

The Western Area Conference was about how community pharmacy can have a hand in effectively managing chronic respiratory diseases. Most members are likely to have experience in this sector, which is why I believed it was relevant to our members. The fact that chronic respiratory disease is the 3rd leading cause of death in the UK, it's a significant driver of health inequality, and much of these diseases are mostly preventable. Community pharmacies are an affordable and accessible health care service, and pharmacists have the time and clinical expertise to make a difference in the way patients manage chronic conditions. This sector has a lot of potential to improve patients' health outcomes.

The speakers that I chose both have a long track record for providing excellent respiratory educational events aimed at supporting those working in respiratory care in a primary or community care setting. Fin McCaul is currently the Long Term Conditions Lead for Bury CCG, and he spoke about "Why is community pharmacy the missing link with patients, and why this is important to CRD management?". Darush Attar is a Pharmacist, Behaviour Change Specialist, and National Public Health Trainer, and has specialised in the field of smoking cessation for 20 years. The talk covered behaviour management, consultation techniques such as "30 seconds can save a life" and Concept of Very Brief Advice (VBA) for smokers. The webinar was a success, with over 100 attendees and 92 viewers that stayed till the end.

Southern Area (OEB)

Inclusion is Diversity was held on the 21st November. It focused on looking at ways diversity shapes the profession of pharmacy and the important role it plays in pharmacy. The event enabled attendees to see the various ways we are different yet the same, learning to embrace those differences and appreciate it.



Speakers on the day were Amandeep Doll from the Royal Pharmaceutical Society, Elsy Gomez, founder and president of the UK Black Pharmacist Association, Naina Chotai, president of the National Association of Women Pharmacists and Mohammed Hussain.

Liaisons and Representatives (JM, SA, YE, AAO, OEB)

The BPSA Liaison and Representative applications were compiled by each Area Coordinator with various deadlines. The approval process occurred at the digression of the Area Coordinators and applicants received a response within a set time period per area coordinator. The handbook is currently being completed which will be shared with both Liaison and Representatives to provide a clear explanation of what the role would entail. Each Area Coordinator varies in style and the way they will communicate with their team per school of pharmacy in the upcoming year. Some Schools of Pharmacy already had a BPSA Liaison selected by their pharmacy society.

Some schools of pharmacy were not very engaged, so there were some difficulties in getting students to apply for Liaison and Representative roles.

Competitions (TD)

Committee

The competitions this year will all be held online following the success of last year's final rounds being held virtually. The introduction of the Competitions Sub-committee this year will help to create more of a central, consistent approach to organising and running competitions. Following the application process, we are pleased to announce that Chun Yu Hugo Pang, 3rd year University College London and Linh Phuong Nguyen, 2nd year University of Birmingham will be joining the sub-committee.

There will be eight competitions running this year including the Alliance Healthcare and Alphega Pharmacy Business and Enterprise Competition, Boots Clinical Competition, GSK Science Research Poster Competition, Lloyds Pharmacy Public Health Campaign Competition, Reckitt Benckiser (RB) Responding to Symptoms and Student of the Year Competitions, RPS Clinical Research Poster Competition as well as the Well Essay Competition.

The plan this year is to make the scenarios as relevant and appropriate to the current situation as possible while making the most of our social media presence and webinars to promote them. For example, the Lloyds Pharmacy Public Health Campaign will coincide with BPSA's upcoming Mental Health Campaign also on the topic of mental health to maximise engagement. Another change is to hold two rounds of the Boots, RB and Alliance and Alphega competitions rather than three to streamline their organisation and running.

Engagement and Social Media (BG)

Engagement



Engaging our members during this mandate is ever more important than in previous years. With the vast majority of our members studying from home and/or working on the front line during the pandemic, many members are feeling overwhelmed and disconnected from their peers. Hand in hand with this comes an increased number of events and opportunities for members to be involved in as everything has moved to virtual platforms, meaning that these opportunities are more accessible.

BPSA Newsletter

One of the main changes made this year is the release of a bi-weekly newsletter. Members of the Executive can submit information relating to projects they are working on to feature in the newsletter and this is then distributed to all registered members via email every other week. This newsletter informs members of any upcoming events and opportunities, how they can get involved and the different advocacy work that we are working on.

Social Media

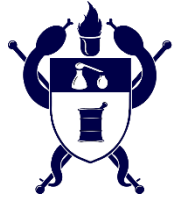
On all social media platforms, our number of followers is steadily increasing; thus, more people are becoming aware of the events and opportunities that are available to them. For example, over the past month, there has been a 2.7% increase in the number of Instagram accounts reached and a 3% increase on Facebook. Instagram, Twitter and Facebook are also proving to be a great way to reach a wider variety of people. Social media posts are usually scheduled in advance for anything that is not urgent, and this is done using an app called Hootsuite.

Promotional Material

Every event hosted comes with a lot of work in regards to promotional material. All of the material made this year has been created on Canva, following the branding guidelines of the Association. There are templates for the Webinar Wednesday promotional material and going forward and once the rebrand for the Association is complete, there will be templates for other events such as area conferences. Something that has been implemented this year to make the workload of the role more manageable is a google content request form. This states the time frames needed for promotional material to be created and Executive members can complete this if they require promotional material to be created for their events.

Plans and Development of the Role

The main aim this year in terms of the Engagement Officer role is to have a solid structure of what the role entails and processes in place for the next Engagement Officer. These include a bank of sample posts for events that will happen every year, templates for events and promotion and a solid structure and plan for the newsletter (including dates and deadlines for content submissions) if the next Engagement Officer wishes to carry this on. Additionally, there is a shared google calendar so other Executive members can view what posts are going live and when. There will also be an Engagement Sub-committee in place to assist with the workload and creation of material and captions for Social Media.



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Pharmaceutical
Students'
Association**

Upcoming

Work:

- Outgoing and Incoming Student Exchange Programme applications
- BPSA's Mental Health Campaign
- Oriel Survey Report
- Mental Health First Aid Training

Events:

- Virtual Winter Student Exchange Programme
- Webinar Wednesday: Science into Practice
- Webinar Wednesday: Pharmacists in policymaking
- Webinar Wednesday: Depression Awareness
- Area Conferences