



Edited by:
CDR Peter Vermilyea,
PharmD.



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University Point of Contact Newsletter

An informational and informal publication of the USPHS Pharmacist Professional Advisory Committee

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Counting the Events

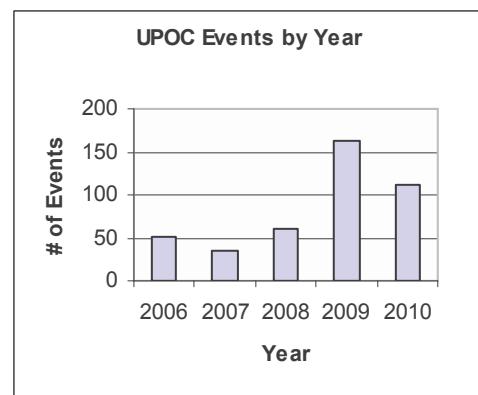
The Pharmacy PAC recruitment section is pleased to have such a robust University Point of Contact program. It has been under continuous improvement since its inception, and has led to improved visibility of the Commissioned Corps in pharmacy schools across the country. With your diligence in documenting events on www.phspatient.org, we now have the data to support this.

In the last four years, the number of new pharmacy schools has increased from 90 to 122, requiring dozens of additional volunteers to serve as "ambassadors" of the USPHS. Since 2006, the number of UPOC volunteers has increased from under 100 to over 230. This represents approximately 20% of Commissioned Corps pharmacists participating in the program, covering nearly every pharmacy school! As the number of pharmacy programs continues to grow, more points of contact will be needed to maintain the connection to student bodies across the country. As this happens, we can continue to collect valuable recruitment data and see the fruits of these efforts.

Despite some technical glitches in the website causing downtime, documentation of activities by UPOC participants has remained strong, as indicated by the graph below. As an essentially unfunded project, we are pleased with the effectiveness of the website for documenting events, and your patience with technical problems has been very much appreciated. For 2010, we anticipate over 150 events and contacts with pharmacy students to be documented.

Also, this past year, 36 officers presented USPHS Excellence in Public Health Pharmacy Practice Awards to recognize pharmacy students active in promoting public health.

As part of recognizing those of you who participate and document all the work you do, RADM Giberson recently signed letters of appointment for all of you. The pharmacy category has grown steadily (to over 1,075 officers) in part due to your commitment to present Excellence in Public Health Pharmacy awards, attend graduations, giving tours of your facilities to students, and giving lectures in classrooms. Keep up the great work!



The number of events being logged is increasing, and 2010 is only half over!

Website Contacts:

FOR WEBSITE ASSISTANCE CONTACT:

CDR G. Brent Hobbs - gary.hobbs@ihs.gov

CDR Jeff Mallette - jxmallette@bop.gov

CDR Peter Vermilyea - peter.vermilyea@wihcc.org

LCDR Kristen Maves - klmaves@SouthcentralFoundation.com

CDR Dev Patel - devvrat.patel@fda.hhs.gov

Effective Public Speaking is Essential

As a University Point of Contact, one critical part of representing the Commissioned Corps is being an effective public speaker. You are the face of the Corps, and might only have one hour to make a good impression. If you are confident, interesting, and informative, it can have a significant impact on a student's view of the Corps. What makes a good presentation?

If you watch politicians on TV, you can see some excellent examples of effective public speaking techniques. Here are a few pointers to get you "geared up" for your pharmacy school visit.

- Know your material! Make sure you have a solid understanding of the USPHS, the overall structure, and how the agencies are related. Know the names of key leaders of each organization. Although you may not need to mention key leaders' names, you wouldn't want to be caught off guard and not know them!
- Practice your presentation over and over. Run through it with your slides and speak as if you were really in front of your audience. Ask a spouse, friend, or beloved pet to be your audience. You'll find lots of corrections to make to your presentation as you go through it. Videotape yourself and you'll notice how your body language conveys a message as well as your words. Make sure your material follows a logical sequence and order.
- Know your audience. Are you speaking to first year phar-

macy students who might not even know what the term "clinical pharmacy" even means? Or are you speaking to P4 students who are in rotations and are making their career selections in their mind as you speak to them? If you aren't sure who is in the audience, ask them! Then you'll know.

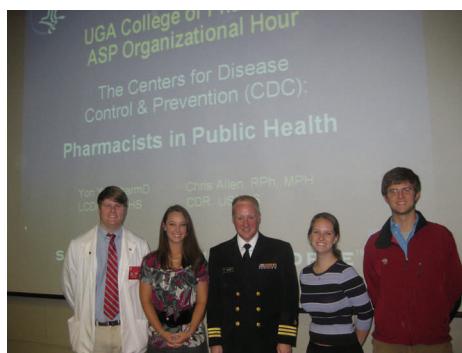
- Know your voice. If you know that you are particularly soft-spoken, ask in advance if a microphone will be available. It's impossible to keep the audience engaged if they can't hear you.
- Use PowerPoint effectively. There is a fine balance between having helpful information on slides and having too much information. Do not have every sentence on every slide, or use very small font. Don't go overboard with special effects that can distract from the material.
- Do not read! If you have practiced enough, you will have a few key sentences memorized, but will be able to speak fluidly the remainder of the time.
- Maintain eye contact. Use the 3 second rule, which means look into the eyes of different members in your audience 3 seconds at a time, as well as glancing at the audience as a whole. This engages them and makes them feel a part of your discussion.
- Use pauses effectively. Nervous speakers often race through material, so be aware of your pace. If you find yourself saying "um" often, focus on replacing that with silence. After an especially important sentence or piece of information is given out, pause to

give the students a moment to absorb it.

- Add humor when appropriate. In limited quantities, humor can effectively keep the audience interested in the topic, and adds a human element to the presentation. Remember to be tasteful, and if you are in doubt if a comment is appropriate or not, it's best to err on the side of caution and not use it.
- Use handouts effectively. Put enough detail in them, including web links, contact information, and important points.
- Know when to stop! As career officers, many of us could go on and on for hours about our careers. However, most students don't necessarily want to hear about it for hours. It is best to stop when your audience is wishing for more, than have them get bored and start Facebooking on their phones as you continue speaking. Know in advance how much time you will be given and do not run over that allotted time.
- Manage questions effectively. Repeat questions to the rest of the audience after you hear them so everyone else may hear. If a question is posed that isn't applicable to the rest of the audience, suggest meeting afterwards to allow for a more personalized response.

**"Know when
to stop, so
your audience
doesn't start
Facebooking
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talk!"**

CDR Chris Allen Presents at University of Georgia



Submitted by CDR Chris Allen

I was invited by the University of Georgia College of Pharmacy's chapter of APhA-ASP to speak at their "Organizational Hour" where pharmacists from different backgrounds and organizations are asked to come monthly and present during a brown bag lunch seminar. Over 100 pharmacy students attended the presentation. There was a lively Q&A session following with many questions about the CDC, USPHS, and opportunities for pharmacists in the Commissioned Corps.

Presentation of the Excellence in Public Health Pharmacy Practice Award

In April 2010, LCDR Aaron Middlekauff presented the USPHS Excellence in Public Health Pharmacy Practice Award to Ms. Kelly Pak at the Gregory School of Pharmacy. Ms Pak was recognized for her commitment to public health as demonstrated by medical trips to Costa Rica, where she trained others how to take blood pressure measurements, as well as use glucometers. Additionally Ms. Pak was recognized for her part in developing a depression video for pharmacists based on the goals of "Healthy People 2010".



Presenting Award at Hampton University



Submitted by: LT Chinyelum Umejei

On April 9, 2010, I had the pleasure of travelling to Hampton University School of Pharmacy to present the USPHS Excellence in Public Health Pharmacy Award to third year pharmacy student Ms. Keena Segre. The award is presented yearly to a pharmacy student who exhibits and promotes the goal of "Healthy People 2010."

Every year, Hampton University School of Pharmacy has a Rites of Passage Ceremony in which the fourth year students pass the torch onto the third year students. The ceremony symbolizes that the third year students are done with didactic learning and ready to begin rotations prior to graduating. In this ceremony, numerous scholarships and awards are presented to outstanding students. The ceremony was attended by family, friends and alums.

The USPHS Excellence in Public Health Pharmacy Award inspired myself, former classmate (LT Charles Latimore), a class of 2008 graduate from the school and a faculty member to give our own scholarship to two students who have a dedicated interest in any form of public health.

As pharmacists, I believe that it is our role to serve those in need and maintain the welfare of the community and it was an honor to present the USPHS Pharmacy Student Excellence Award to Ms. Keena Segre, a student that encompasses these ideals.

Stay tuned for the next issue of the University Point of Contact Newsletter coming in the Fall of 2010!