

Activity Announcement

The Grass(roots) is Always Greener: Maintaining Advocacy During a Pandemic

Planned in cooperation with the Section of Clinical Specialist and Scientists

ACPE Activity Number: 0204-0000-21-071-L04-P, 0204-0000-21-071-L04-T

Activity Date: September 30, 2021

Activity Type: Knowledge-based

CE Credits: 1.0 contact hour (0.1 CEU), no partial credit

Activity Fee: Members – Free / Non-Member – Not Available

Accreditation for Pharmacists



The American Society of Health-System Pharmacists is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

Target Audience

This activity will discuss grassroots advocacy efforts, including specific steps to setting up and completing a successful legislative visit. While the session will discuss pharmacy-specific examples, the principles and importance of grassroots advocacy can be applied to any profession.

Activity Overview

With the expansion of the grassroots movement in NY state, members have come off the sidelines to become more involved in advocacy events, such as legislative visits. This was ever-present during the COVID-19 pandemic where we needed to shift our approach to legislative visits due to social distancing and educate our members on the new COVID-19 related legislation. While a pandemic can shift responsibilities and create new barriers to advocacy, it is important to continue advocacy efforts as there may be new opportunities to elevate pharmacy practice in pandemic-related legislation.

Learning Objectives

1. Discuss elements of a successful grassroots advocacy strategy.
2. Explain the relationship between advocacy and the legislative visit.
3. Identify changes to grassroots advocacy during COVID-19 that allowed the continuation of legislative visits.
4. Discuss resources to support grassroots efforts, both during and after a pandemic.

Schedule of Educational Activities

- Introduction and Announcements
- Presentation
- Questions, Answers, and Discussion

Faculty Information



Activity Announcement

- **Karen Berger, Pharm.D., FASHP, FCCM, BCPS, BCCCP**, Neurocritical Care Clinical Pharmacy Manager, New York-Presbyterian Hospital/Weill Cornell Medical Center, New York, NY
- **Andrew Kaplan, Pharm.D., BCPS**, Associate Director of Pharmacy, Mount Sinai West, New York, NY

Faculty Disclosures

In accordance with the ACPE's and ACCME's Standards for Commercial Support, anyone in a position to control the content of an educational activity is required to disclose to the accredited provider their relevant financial relationships. In accordance with these Standards, all potential conflicts of interest have been resolved. *An individual has a **relevant financial relationship** if he or she (or spouse/domestic partner) has a financial relationship in any amount occurring in the last 12 months with a commercial interest whose products or services are discussed in the activity content over which the individual has control.*

As defined by ACCME, a **commercial interest** is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients. The Standards for Commercial Support do not consider providers of clinical service directly to patients to be commercial interests. The existence or non-existence of relevant financial relationships will be disclosed to the activity audience. All identified conflicts of interest must be resolved prior to the activity.

- **All planners, presenters, reviewers, and ASHP staff report no financial relationships relevant to this activity.**

Methods and CE Requirements

This Live Webinar activity consists of faculty slides presentations, active learning activities, discussion, and handouts. Participants must attend the activity in its entirety to get the Attendance code to claim continuing pharmacy education credit online at ASHP eLearning Portal. Follow the prompts online to complete the evaluation, claim credit and view the statement of credit immediately after the activity but no later than **November 29, 2021**.

Per ACPE requirements, CPE credit must be claimed within 60 days of being earned. To be sure your CE is accepted inside of ACPE's 60 day window; plan to process your CE before **November 29, 2021**! Claim your CE at <http://elearning.ashp.org>. Once you have processed and claimed your CE credit, we encourage you to check your NABP eProfile account to verify your credits were transferred successfully before the ACPE 60-day deadline. It is an electronic direct-report process so your credits should appear in your account within a few minutes. After the 60 day deadline, ASHP will no longer be able to report your credit(s) for this activity.

System Technical Requirements

Courses and learning activities are delivered via your Web browser and Acrobat PDF. Users should have a basic comfort level using a computer and navigating web sites.

View the [minimum technical and system requirements](#) for learning activities.