

Best Practice – 1

1. Title of the Practice: Supportive Community Alliance

2. Objectives of the Practice:

- Promote teamwork in planning and executing outreach programs, enabling students to experience real-world healthcare challenges and solutions.
- Adopt families in rural communities to provide ongoing health monitoring and support. Facilitate access to healthcare resources and services, ensuring continuous care and follow-up.
- Organize awareness programs on communicable diseases in villages and schools surrounding the institution to educate the public on disease prevention and health maintenance.
- Encourage collaboration between pharmacy and medical students to enhance learning and professional growth.
- Dispensing necessary medications, counselling on medications, diseases, and lifestyle modifications for improved patient care.

3. The Context:

In India, around 65.5% of the population resides in rural settings whereas the availability of health care facilities and services are skewed towards urban setups. Though adequate healthcare supplies exist in the community, it's the access to healthcare for rural citizens that is a major concern. The government is working to enhance the healthcare infrastructure in rural areas. The latest initiative is the Family Adoption Program.

Recognizing the significant disparities in healthcare access and quality between urban and rural areas, our institution has committed to extending its resources and expertise to benefit underprivileged populations.

The outreach programs are designed to address the pressing healthcare needs of nine villages located near the college campus. By involving pharmacy and medical students in these initiatives, the colleges not only aim to provide immediate healthcare services but also seek to

promote a culture of community service and practical learning among future healthcare professionals.

4. The Practice:

East Point College of Pharmacy and East Point College of Medical Sciences and Research Centre have established a robust framework for implementing outreach programs, which are aimed at enhancing healthcare in nine rural villages around the campus. Each village has an approximate population of 1,500 with 450-500 houses. The practice of these programs is meticulously planned and executed to ensure maximum impact and sustainability.

Medical Camps:


The college organizes regular medical camps in the targeted villages, where students and faculty from both the pharmacy and medical colleges participate actively. These camps provide essential healthcare services including health screenings, diagnostic tests, and basic treatments. Medical camps also serve as a platform for distributing essential medications and health supplies, ensuring that villagers have access to necessary treatments.

Family Adoption Programs:

In the family adoption initiative, selected families in rural communities receive ongoing support and healthcare services. Each family is assigned a team of students who regularly visit them to monitor their health, provide preventive care, and offer health education. This continuous engagement helps build trust and allows for early detection and management of health issues. The students also assist the families in navigating healthcare resources and maintaining health records, fostering a holistic approach to healthcare.

Awareness Programs on Communicable Diseases:

Education is a key component of the outreach efforts. East Point College of Pharmacy conducts awareness programs in villages and schools through its NSS committee to educate the community about diseases, their prevention, and control. These sessions are interactive and use various educational tools such as pamphlets and posters to ensure the information is accessible and engaging. By focusing on common diseases such as tuberculosis, malaria, hypertension, and aids, these programs aim to reduce the incidence and spread of infections.



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Interdisciplinary Collaboration:

The outreach programs emphasize the collaboration between Pharmacy and Medical students, promoting a multidisciplinary approach to healthcare. Students from both disciplines work together in planning and executing the programs, which enhances their learning experience and prepares them for real-world healthcare environments. This collaboration promotes teamwork, communication, and problem-solving skills, essential for future professional roles.

Community Involvement:

Engaging with local community leaders and residents is essential for the success of these programs. The college involves community members in the planning and execution stages to ensure cultural sensitivity and relevance. This inclusive approach helps in building strong community relationships and encourages active participation from the villagers.

Through these practices, East Point College of Pharmacy in collaboration with East Point College of Medical Sciences and Research Centre aims to create a lasting positive impact on the health and well-being of rural communities while providing their students with invaluable practical experience.

5. Evidence of Success:

The outreach programs by East Point College of Pharmacy and East Point College of Medical Sciences and Research Centre have achieved notable success.

- The medical camps have served numerous villagers, providing essential health screenings and treatments, which have helped in addressing chronic conditions effectively.
- The family adoption program has enrolled many families, leading to significant improvements in their health metrics, including increased vaccination rates and better management of illnesses.
- Awareness programs on communicable diseases have reached a wide audience in villages and schools, resulting in a noticeable decrease in reported cases of preventable diseases such as tuberculosis and malaria.


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- Additionally, the programs have seen strong student participation, with many pharmacy and medical students gaining valuable hands-on experience and enhancing their interdisciplinary collaboration skills.
- These outcomes demonstrate the program's effectiveness in improving community health and enriching student education.

6. Problems Encountered and Resources Required:

- Limited infrastructure in rural areas often hinders the smooth execution of medical camps.
- Ensuring continuous follow-up care for adopted families poses another challenge, as maintaining consistent communication and regular visits can be difficult.
- Additionally, raising awareness and changing health behaviors in communities with deep-rooted traditions and limited health literacy requires persistent effort and culturally sensitive approaches.


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