

Share the Passion

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When I was a child I had a favorite book entitled *Yes and No Stories*. I read that book every chance I got. Everyone in my family came to know and appreciate these stories as well, as I knew each and every tale by heart and could recite them line by line. I was surprised then, when I discovered that essentially none of my playmates had ever heard of this book, and were totally unaware of the marvelous stories it contained. I had simply assumed that something that was so important and familiar to me was also well known to the world around me. In order to entice my friends into becoming fans of this fantastic book, I had to make a conscious effort to tell them about it and engage them by sharing enough of its magic to convince them that it was worthy of their time and attention.

As most of us know, things don't always change that much just because we pass through the portals of adulthood. Mature and thoughtful people still assume that professional realities which are crystal clear to them are also blatantly obvious to their colleagues. But such assumptions can lead to miscommunications, misunderstandings, and/or missed opportunities. Two recent revelations brought this point home to me in a significant way.

In the first instance, I was reminded that the unique and valuable contributions to knowledge made by scientists researching in our schools and colleges (contributions that are so very evident to all of us in the academy) are not universally recognized and appreciated by those outside of our ranks. This lack of awareness impacts the ability of AACP and AFPE to raise corporate funds for such important initiatives as the New Investigators Program (NIP). Despite the outstanding publication and NIH funding track record demonstrated by young and established scientists who have benefited from the NIP, those holding the purse strings in many foundations and corporations dedicated to supporting biomedical science research are simply not aware of our story and, as a result, direct their ever-shrinking resources elsewhere.

The NIP program is, of course, not the only funding program on the block, but it serves the very valuable purpose of providing seed money to young scientists in all pharmacy-related disciplines to jump-start independent, well-funded research programs. The contributions of productive pharmacy-based researchers to our basic understanding of scientific, economic, administrative and clinical issues related to drugs, disease and the public health are significant. In addition, funded faculty may be more likely to engage students in meaningful scholarly investigations and, perhaps, turn them on to careers in academic pharmacy. For these reasons (and many others), the viability of programs such as NIP should be of concern to all of us, regardless of our eligibility for the dollars.

If we are going to honor our role as active mentors and role models for young faculty just getting started, we have to share the passion for our disciplines' research with those who are able to support and advance it at any level. We must be vocal about our successes, and proactive in communicating the value of basic research in the pharmaceutical, administrative and clinical sciences to all constituents. We need everyone's support of AACP and AFPE research-related initia-

tives, and I call upon you to take every opportunity to talk about the value of pharmacy-related research with corporate friends and colleagues who make or influence the critical decisions on how discretionary funds are to be dispersed. The success of our young scientists in securing funds to support the development of their research careers through programs such as the NIP depends, in part, upon us.

A second revelation on the importance of sharing the passion came right before the most recent AACP Board of Directors meeting, when the House narrowly passed H4680, the Medicare Rx 2000 Act. While the legislation contains language that may be interpreted as covering some aspects of pharmacists' services, it was not spelled out in clear terms and could potentially be misunderstood by implementing federal agencies. The focus was on the drug product, indicating that our message on the value of the pharmacist as a critical player on the primary health care team has not been heard to the level it must for our profession to realize its full potential in service to the public. But why are federal legislators still not sufficiently appreciative of the important role pharmacists play as guardians of the public health? Is it because pharmaceutical care is not visibly practiced in the pharmacies legislators and/or their constituents frequent? Are we not being sufficiently proactive in communicating with our own congresspersons, and educating them on the patient-centered mission and outcomes of our academic programs? Is it because there is simply a lack of hard evidence to convince lawmakers of the pharmacist's value in reducing morbidity and mortality through the wise and studied use of the therapeutic chemicals we call drugs? Is it all of the above?

Maybe part of the answer to the original question of why legislators seem to be missing our message can be found in the reports of the Janus Commission and the 2000 Research and Graduate Affairs Committee. These scholarly papers pointed out that, while the academy has openly embraced the pharmaceutical care practice model, and schools and colleges have structured their programs around its tenets, its implementation has been less than universal. Our current lack of comprehensive research on the actual impact of the model on patient quality of life and health outcomes was also noted. To address this, the 2000 Research and Graduate Affairs Committee proposed that a task force of qualified individuals be gathered to, in part, define the essential elements of this practice model and identify specific outcome measures that would be of value in comparative studies. Ultimately, the goal is to identify funding sources to support pharmaceutical care practice model research, and AACP is investigating ways to accomplish this. This field of scholarly endeavor is ripe for social/administrative and clinical scientists who have interest and expertise in this area of inquiry. The academy desperately needs the results of your thoughtful studies on the health-related and economic benefits of the pharmaceutical care model to help us convince legislative decision-makers that they must make our knowledge and expertise both accessible and affordable to the nation's senior citizens.

What this all boils down to is advocacy. So, don't just ignite your passion for pharmaceutical research and practice...share it! Our profession will be the better for your efforts.

Translations of the phrase SHARE IN THE PASSION from english to spanish and examples of the use of "SHARE IN THE PASSION" in a sentence with their translations: ...attract tourists and people who share in the passion for art. Translation of Share In The Passion in Spanish. Results: 95958, Time: 0.0529. Share. Sharing the passion. 5 Million people lack functional literacy skills 17 million have difficulty with numbers 1 in 6 leave school unable to read, write or add up properly. Sharing the passion. By the time I retire there will be three people working to support my retirement. SVEA Share Your Passion. Duration: 3:33 File type: mp3. Play online Download. Download Oriflame feat. SVEA " Share Your Passion. (play). (download) 3:33. Oriflame feat. SVEA Share Your Passion. all songs ».

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