



NAME OF SCHOOL: SCHOOL OF HUMANITIES AND SOCIAL SCIENCE

COURSE: PHM 4492 Introduction to Social and Behavioral Pharmacy

Course Description.

Social and Behavioral Aspects of Pharmacy Practice evolves around the field of medical sociology, with a more specific focus on the psychosocial aspects of medication use. With updated research findings included, a plethora of cases and theory applications allows the reader to learn modern day, real-time, pharmaceutical concepts. From analyzing perspectives on health behaviors to how pharmacy practice has fully evolved.

Link to University Mission and Program Learning Outcomes:

- **High order thinking:** The ability to collect, analyze and evaluate information and formulate conclusions. Students develop and demonstrate the ability to think critically, analytically and creatively.
- **Literacy:** Competence in oral, written, quantitative, and technological skills. Students develop and demonstrate competency in oral and written communication as well as demonstrate scientific, quantitative and technological literacy.
- **Global understanding and multicultural perspective:** Awareness, knowledge and appreciation of both the diversity and commodity of cultures. Students acquire these perspectives through formal study of languages, history, literature and the arts and through working, studying and living cooperatively in a radically, ethnically, and culturally diverse environment. Further, students acquire an understanding of economic, historical, political, geographic and environmental relationships on a global basis.
- **Preparedness for career:** Mastery of a field of knowledge and its multi-cultural and multinational application. Such mastery is accomplished through both formal study and various experienced forms of learning such as internships and field experiences.
- **Community service and development:** A sense of being part of a community and a desire to be of service to it. Students are given opportunities to participate in community service, citizenship, or social action projects or activities.
- **Leadership and ethics:** As part of their growth and development, students formulate and articulate the ethical standards which will guide their professional and personal lives.

Program learning outcomes

By the end of their training the graduates should be able to:

1. Describe how societal and individual behaviors intersect with health and illness behaviors.
2. Explore different systems and personal experiences when engaging a variety of treatment options.

3. Consider how the pharmacy practice has evolved and the factors affecting the delivery of specific pharmacy services.
4. Explain contributing factors to the structure and function of medication-use processes.

Course Learning Outcomes:

Upon completion of this course, students should be able to:

1. Interpret the Health Problem and Need for Treatment and the Concepts of Health and Illness
2. Describe the key Concepts in Social Epidemiology
3. Discuss the Models and Frameworks for Health and Illness Behavior
4. Resolve Health Problems
5. Describe The Pharmacy Profession and Organizational Change
6. Plan and participate in Treatment and management of patients
7. Discuss the importance of Interpersonal Communication for Pharmaceutical Care

COURSE OUTLINE

PART 1 Interpretation of the Health Problem and Need for Treatment 1

Week 1

Section A

Concepts of Health and Illness

- Definitions and Meaning of Health and Illness
- The Genesis of Social Pharmacy
- Definitions of Health and Illness
- The Social Dimension of Pharmacy
- Cultural and Contextual Factors in Health and Illness

Week 2 and 3

Social Epidemiology

- History
- Key Concepts in Social Epidemiology
- Processes in Society: How Does Society Actually “Get into the Body”?
- Socioeconomic Position
- Measurement
- Income Inequality and Health
- Discrimination and Health
- Social Integration and Health
- Discrimination and Health
- Social Integration, Social Networks, and Social Support and Health

Week 4

Section B; theories for health and illness behavior

Models and Frameworks for Health and Illness Behavior

- The Health Belief Model,
- The Transtheoretical Model and stages of change,
- Social Cognitive Theory, and
- the Social Ecological Model

Week 5

Individual and Interpersonal Models of Health and Illness Behavior

- Value – Expectancy Theories
- Stage Theories
- Limitations of the Theories Reviewed

Health Disparities: International Perspectives

- Health Disparities
- Explaining Health Disparities

Week 6 and 7

Section C. Ecological Models for Change in Health and Illness Behaviors

Health Promotion:

- Program Planning and Evaluation
- Program Planning
- The PRECEDE – PROCEED Planning Model
- Intervention Mapping
- RE-AIM

Week 8

PART II Approaches to Resolve Health Problems

Section A. Behavioral Medicine

- The Theoretical Basis of Behavioral Medicine
- The Mind – Body Connection
- The Human Stress Response
- The placebo Effect
- Behavioral Medicine Interventions

Week 9

Section B Focus on the Pharmacy Profession

- Professional Socialization of Pharmacists
- Pharmacy as a Profession
- Clinical Pharmacy
- Pharmaceutical Care

Week 10

Organizational Change

- Quest for Change: From a Product Focus to a Patient Focus
- Organizational Change in Pharmacy Practice
- Lewin's Change Model
- Force Field Analysis
- Sustainability of Patient Care Services
- Hidden Traps in Decision Making

Week 11

Section C Treatment Planning and Participation

- Prescribing Behavior
- The Physician as a Consumer
- Influences on Prescribing Behavior; theories behind it.

Week 12

Patient Decision Making: Responses to Illness and Treatment

Interpretation of Symptoms. Sick- role theory

Treatment Responses to Symptoms. Expectancy theory

Narratives and Meaning of the Illness and Treatment Experience

Pharmacist – Patient Relationships. Value-theory

Week 13

Interpersonal Communication for Pharmaceutical Care

Nature of Interpersonal Communication for Pharmaceutical Care

Therapeutic Relationship. Social learning theory

Patient Care Process

Extent of Interpersonal Communication for Pharmaceutical Care

Pharmaceutical Care

Factors Associated with Interpersonal Communication for Pharmaceutical Care

Week 14 Final exam

Core Reading Materials for the Course;

1. [Rickles NM](#), Wertheimer AI & [Smith MC](#). (2016). Social and Behavioral Aspects of Pharmacy Practice 3rd Edition. New York: Pharmaceutical Products Press.

Recommended Reference Materials;

1. Anonymous. (2013). Medicines, Ethics and Practice: The professional guide for pharmacists. 37th Edition. Royal Pharmaceutical Society, GB
2. [Loyd, Jr., V. A.](#), [Adejare, A.](#), [Desselle, S. P.](#), [Felton, L. A.](#) (Eds). (2012). Remington: The Science and Practice of Pharmacy (2 Volumes). 22nd Edition. Pharmaceutical Press, LONDON
3. Stoudemire, A. (1998). Human Behavior: An Introduction for Medical Students. 3rd ed., Philadelphia: Lippincott Williams and Wilkins.
4. Veatch RM & Haddad A. (2008). Case Studies in Pharmacy Ethics, 2nd Edition. New York, NY: Oxford University Press

COURSE EVALUATION

Attendance & Participation	10%
Continuous Assessment Tests /Quizzes	20%
Individual and group assignments	15%
Mid-Quarter Exam	25%
Final Exam	30%
Total	100%

8. GRADING SYSTEM

- A 90-100
- A- 87-89
- B+ 84-86
- B 80-83
- B- 77-79
- C+ 74-76
- C 70-73
- C- 67-69
- D+ 64-66

D 62-63

D- 60-61

F 0-59