PHARMACY COMMUNITY EXTENSION AND HEALTH ADVOCACY PROGRAM

Program Brief:

The Pharmacy Community Extension and Health Advocacy Program is a unified community-based extension service of the University of the Philippines College of Pharmacy (UPCP) that incorporates the concepts of health promotion, community development, and public service. This program represents the College's commitment to social responsibility and collaboration to address real-world community needs.

Areas: The Pharmacy Community Extension and Health Advocacy Program covers the following areas:

1. **Pharmacy Health Promotion Program**

This program is composed of activities aimed at targeting the overall wellness of students, staff, and partner communities. The promotional campaigns will integrate concepts on wellness, health promotion, disease prevention, and self-care to allow ordinary people in their communities to be better engaged in identifying appropriate non-pharmacologic and pharmacologic non-prescription therapies for common conditions.

2. **Community Health and Development Advocacy Program**

This program coordinates community-based health activities between the College of Pharmacy and the MAGNAMARTE (Magallanes, Naic, Marogondon, and Ternate) municipalities. It promotes social responsibility, professionalism, compassion, and sense of nationalism, facilitating socioeconomic, political and cultural development in partnership with the community using the Primary Health Care Approach.

3. **Community Outreach/Public Service Program**

This program enables direct engagement with communities through several community service and civic activities, aimed at making a positive impact in the university and local community. The program encompasses a wide range of activities designed to uplift and empower the community from health and education initiatives to environmental stewardship and cultural events.

4. **Gender and Development Program**

The Gender program enlightens and empowers individuals across all ages and genders. It is designed to promote gender equality, with emphasis on women as active participants of change and development. It also seeks freedom from violence and harassment, respect of human rights, and actualization of human potentials

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Program Expected Outcomes:
Specifically, the program aims to: 1. To encourage health literacy and responsible self-care among diverse populations 2. To expand public service to underserved communities 3. To promote community partnerships and local development through pharmacy-based expertise 4. To promote gender equality and sensitivity by addressing gender stigma, supporting freedom from violence and harassment, and promoting breast and cervical cancer awareness

Program Organizers:
Faculty members from the Department of Pharmaceutical Chemistry, Industrial Pharmacy, and Clinical, Social, and Administrative Pharmacy, through their respective department chairs.

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REVISION REGISTER

REVISION DATE (dd/mm/yy)	REV	PAGE REVISED	DESCRIPTION OF ISSUANCE/ REVISION	EFFECTIVE DATE (dd/mm/yy)
-	0	All	Initial issuance of Extension Service Frameworks (24 Extension Service Frameworks prepared by Committee on Continuing Education and Extension Services chaired by PJSR)	01/18/24
30/01/26	1	All	Update and consolidation of Extension Service Frameworks (9 Extension Service Frameworks streamlined by the newly established Technical Advisory and Extension Program Committee, following the restructuring of the former Committee on Continuing Education and Extension Services chaired by PRPB)	30/01/26

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