

**Title:** Engaging student pharmacists through an educational immunization poster competition

**Authors:** Kovats J, Hunt J, Castillo S, Ohri L.

**Contact:** [LindaOhri@Creighton.edu](mailto:LindaOhri@Creighton.edu)

**Purpose:** To launch an educational poster competition, creating immunization-promoting resources for community use, while giving student pharmacists experience developing patient information materials.

**Design:** A committee of two Operation Immunization (OI) students and two faculty mentors focused the competition on influenza, HPV, shingles, and Tdap. First through fourth year pharmacy students were invited to participate. Students were allowed to submit an unlimited number of posters in any/all of the targeted categories. The two faculty mentors and four student OI leaders were judges. Student participants were given the opportunity to obtain initial feedback from faculty prior to the competition deadline, and were allowed to revise and resubmit their posters. One winner was chosen in each category based on a scoring rubric. A minimum rubric scoring threshold (Overall score: 15 out of 20; Accuracy: 5/5) was established to ensure that only accurate, high-quality posters were released. The six judges' rubric scores were summed to yield a total score for each poster submission (maximum - 120 points). Winning submissions were based on the highest total score, and category score minimums being met. A gift card was awarded to the winner of each category.

**Findings:** Sixteen students submitted 27 posters in 4 categories: Influenza (4), HPV (7), Shingles (8), and Tdap (8). All but 3 poster submissions had a mean overall score above 15. The proportion of submissions with a  $\leq 3$  point variation in total scores across judges varied by category: 50% - Influenza; 57% - HPV; 38% - Shingles; 88% - Tdap. Twenty of 27 posters did require some revision to be ready for further distribution.

**Implications:** The competition's framework gave student pharmacists experience in development of education media. Project leaders, along with their Immunization Task Force partner, are exploring opportunities for these materials to be disseminated to public and private immunization providers.