



USE OF PRESS REPORTS TO IMPROVE LEARNING AND DEVELOPMENT OF COMMUNICATION SKILLS IN STUDENTS OF PHARMACOLOGY

M. Luisa FERRÁNDIZ, M. Antonia NOGUERA, M. Carmen MONTESINOS, M. Dolores IVORRA, M. José ALCARAZ, M. Pilar D'OCÓN, M. Carmen RECIO, Amalia UBEDA.
Department of Pharmacology. Faculty of Pharmacy, University of Valencia. Spain

INTRODUCTION

The group responsible for Pedagogical Innovation in the teaching of Pharmacology at the University of Valencia has designed a new project, a teaching-learning active process, to encourage the acquisition of transversal skills and competencies in pharmacology by stimulating independent learning and active participation.

OBJECTIVES

1 To improve skills acquisition by Pharmacy students in important aspects of pharmacist's services

2 Analysis of this activity by the students

- ✗ Critical analysis of scientific information that is transmitted in written press.
- ✗ Elaboration of information for patients or health professionals about drugs reports published in the general media.
- ✗ To improve the capacities of scientific communication, both oral and written.

METHODS

4 sessions / course

Groups of 4-5 students of Pharmacology (4th year)

Los Angeles Times

Prescription diet drug raises risk of heart attack, stroke

Sibutramine, which alters brain chemicals to suppress appetite carries risks for users with a history of cardiovascular disease. One doctor says it should be pulled off shelves.

September 01, 2010 | By Shari Roan, Los Angeles Times

Los Angeles Times | HEALTH

Highly touted heart drug Multaq not as good as generics, cardiologists say [Updated]

April 5, 2010 | 3:39 pm

Dronedaron, a highly touted drug targeted at atrial fibrillation and sold under the brand name Multaq, is only half as effective as the generic drug amiodarone and does not appear to have fewer side effects, researchers from the Cedars-Sinai Medical Center reported Monday. It should be used only as a second- or third-line drug if all others fail, the team reported in the Journal of the American College of Cardiology. The report, which is based on an examination of existing clinical trials rather

Procedure

- ✚ Designation of 4 problems by the teacher focused on a recent press report or a drug advertisement
- ✚ Documented analysis of drugs press reports related with the problem to assess the quality of the information and contrast it with scientific press.
- ✚ Selected news articles and a summary of the topic are uploaded to the virtual platform, to be reviewed by the rest of the students.
- ✚ Presentation, debate and discussion.
- ✚ Evaluation of this activity by a survey.

THE WALL STREET JOURNAL.

EUROPE

NEWS FOR NEWS MAKERS

HEALTH INDUSTRY | SEPTEMBER 8, 2010, 3:34 P.M. ET

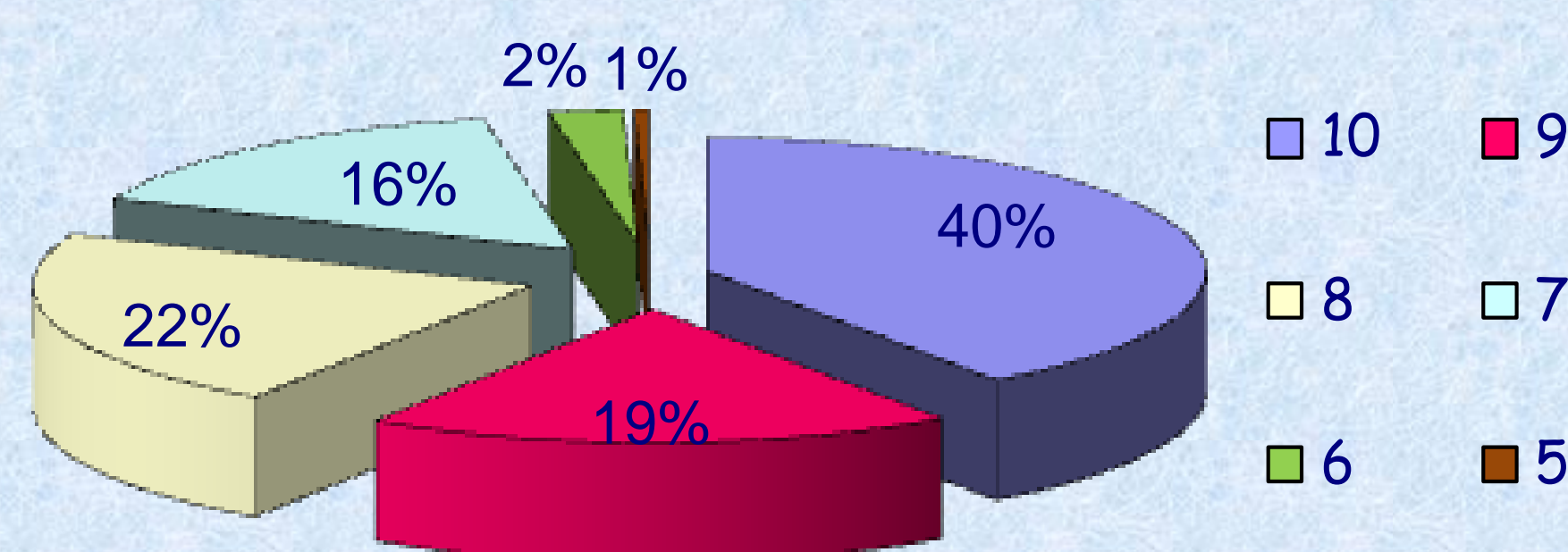
U.K. Medical Journal Questions Avandia License

By JASON DOUGLAS And STEN STOVALL

LONDON—The British Medical Journal on Monday said GlaxoSmithKline PLC's diabetes drug **Avandia** should never have been licensed and should be withdrawn from sale, a claim the company rejected.

RESULTS and DISCUSSION

Ability to communicate



assessment by students (0-10)

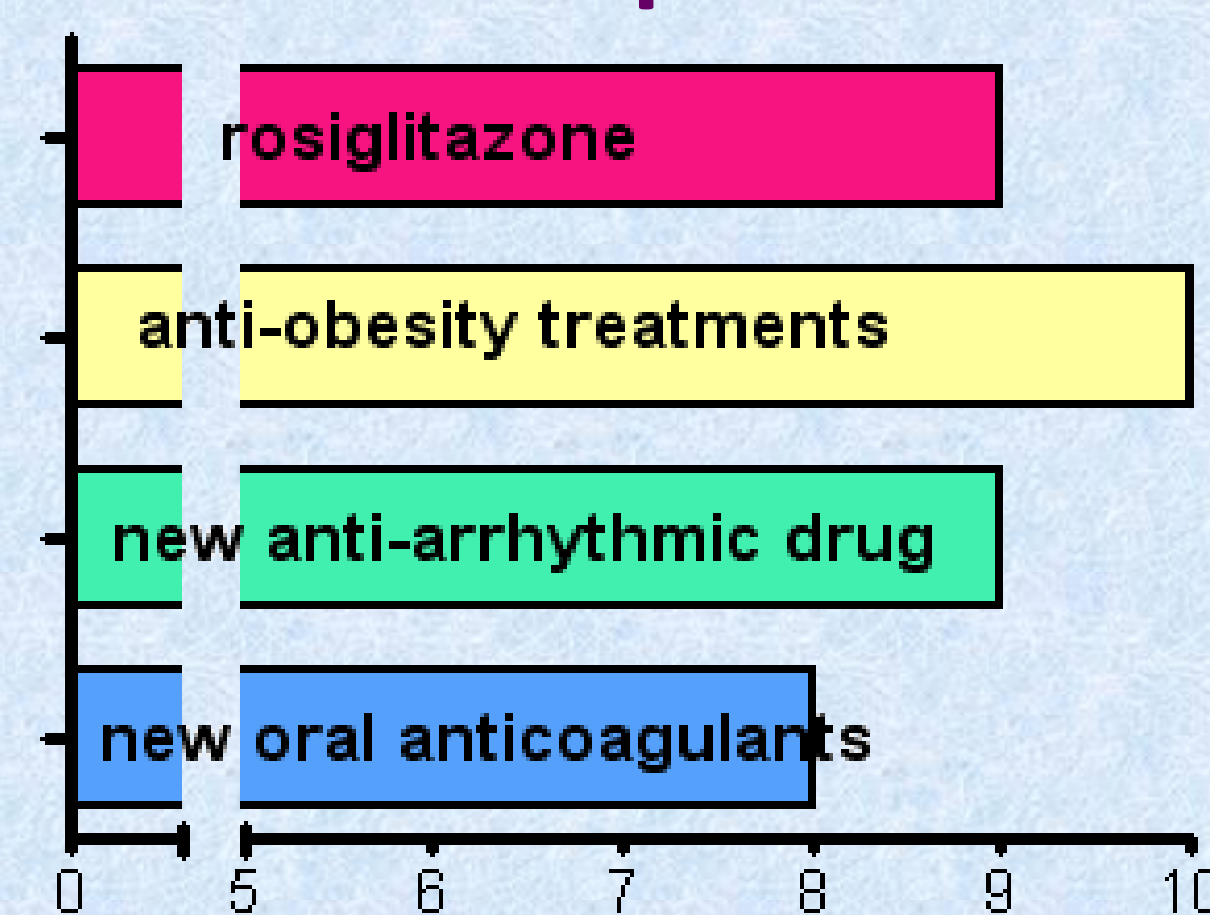
Peer students' evaluations are in agreement with marks given by teachers. Most of them considered difficult to evaluate their own colleagues.

This activity stimulated their critical analysis of information presented in general media, including press reports regarding emerging drugs or drug withdrawals due to safety problems.

CONCLUSIONS

Most students feel attracted to recent news and their impact in society. This methodology provides convincing scenarios about situations that may arise throughout their professional practice: trains them to clarify questions to patients and to inform other health professionals, promoting critical scientific thinking and communication skills essential in their pharmaceutical practice.

Interest in the topics covered



assessment by students (0-10)

Students considered this activity as an innovative way to introduce social aspects of pharmacology as well as bioethical questions related to their future profession.

The participating students were encouraged to present these works to the First Congress of Students of Pharmacy, celebrated in Valencia (14-15 March). Every group made a poster with the data analyzed through the news.



One of the posters derived from the project "News media as a learning tool Pharmacology" presented by the students at the Students Congress

Acknowledgements

This work is supported by a grant from the Vicerrectorat de Planificació i Igualtat de la Universitat de València.

Proyecto de innovación docente del grupo GID 54/2009-Farmacología