



# KALEIDOSCOPE

*Envisioning a world in which individuals with psychiatric and neurologic disorders receive optimal treatment, live free of stigma, and achieve their full potential*

AUGUST 2018: A Newsletter of the CPNP Foundation

Vol 5, Issue 3

## TABLE OF CONTENTS

President's Letter: Annual Giving Campaign Kick-off ..... 1

Grant Opportunity for Students, Residents and Fellows Due August 31st.....2

Stigma Study Results Published ...2

New Legacy Partner: Carla Cobb..3

CPNP Foundation to Provide Twenty Student Registration Grants for CPNP 2019 in Salt Lake City, Utah .....4

Tips to Live By: Be Aware-Be StigmaFree .....5

Shop with AmazonSmile to Support the CPNP Foundation .....6

## PRESIDENT'S LETTER: ANNUAL GIVING CAMPAIGN KICK-OFF

*Cynthia Kirkwood, PharmD, BCPP, CPNP*

Back to school shopping is in full swing, summer vacation memories linger, pharmacy students are beginning classes, and residents have settled in. This is the perfect time to kick-off the CPNP Foundation 2018 Fall Annual Giving Campaign!



*Cynthia Kirkwood,  
CPNP Foundation  
President*

The CPNP Foundation has had an exciting year with an emphasis on reducing stigma. The StigmaFree campaign and publication of a study evaluating mental health stigma in community pharmacists (available at <https://rdcu.be/Sx5r>) are two highlights of these efforts.

There is still much more that we can do as an organization to fight stigma within the pharmacy profession, in our schools, and in the workplace.

The CPNP Board continues to further the mission of enhancing the capacity of pharmacy professionals to ensure effective and compassionate treatment of individuals with mental disorders through the following endeavors:

- What You Should Expect from Your Pharmacist, a guide for individuals with psychiatric and neurologic disorders and their families describing the care that should be expected from their pharmacist;
- Defining The Future Research Grants Program to support research of Students and Residents;
- Providing Student Registration/Travel Grants for students to attend the CPNP annual meetings; and
- Support of educational sessions and other events at the CPNP annual meetings

The Board is thankful for the past support of CPNP members who have opened their hearts on behalf of individuals who are vulnerable in our society. Please join me today in making a generous contribution to the CPNP Foundation. Give online at <https://cpnpf.org/pledge>.



## GRANT OPPORTUNITY FOR STUDENTS, RESIDENTS AND FELLOWS DUE AUGUST 31ST

The CPNP Foundation is offering up to three, \$1500 Defining the Future Research Grants for students, residents, fellows and/or CPNP Student Chapters. With this grant program, the Foundation is able to provide financial support to future pharmacists who are paving the way in defining the future and improving the care of patients with psychiatric and neurologic disorders.

The goals of the proposed research project must be consistent with the vision and mission of the Foundation, which can be viewed at [cpnpf.org](http://cpnpf.org).

Grant recipients will receive grant monies of up to \$1500 to fund the research outlined in their grant application and will be required to submit their results as a poster abstract at CPNP 2019 to be held at The Grand America Hotel in Salt Lake City, Utah from April 7-10, 2019.

Grant applications must be submitted through the [online application portal](#) by 11:59 p.m. Central Time, August 31, 2018. Recipients will be announced October 1, and research abstracts must be submitted to CPNP through the poster submission process, due by the January 7, 2019 deadline.

This is an excellent opportunity for students and residents to gain exposure and network with professionals in the field regarding research that will improve the care of patients with psychiatric and neurologic disorders. The Foundation is looking forward to experiencing the enthusiasm and creativity exhibited through grant recipients' research and poster abstracts.

---

## STIGMA STUDY RESULTS PUBLISHED

*Community pharmacists and mental illness: a survey of service provision, stigma, attitudes and beliefs*

The results of a CPNP Foundation-sponsored study about stigma and community pharmacists have been published in the International Journal of Clinical Pharmacy. The paper, Community pharmacists and mental illness: a survey of service provision, stigma, attitudes and beliefs, is the culmination of a research project between the Foundation and collaborators at Duquesne University Mylan School of Pharmacy.

**The full paper can be read online at <https://rdcu.be/Sx5r>**

Led by Dr. Vincent Giannetti, the team sought to explore community pharmacists' knowledge of and attitudes toward mental illness, comfort and confidence in dealing with persons with mental illness, and the services they provide to this patient population.

A comprehensive, national survey was conducted. The comparative opinions section of the survey measured pharmacists' attitudes, perceptions and beliefs about patients diagnosed with a mental illness. Information about pharmacist demographics, knowledge and practice characteristics were also collected. A brief summary of the findings are provided below:

1. Pharmacists report overall willingness and interest to provide services for patients with mental illness, but comparatively lower comfort and confidence in their abilities.
2. Survey respondents with personal experience with mental illness had higher scores across all four domains of service provision, lower levels of stigma and more positive attitudes.

3. Pharmacists rated confidence and comfort as being low when needing to ask patients about their therapeutic goals, as well as when speaking with physicians about the patient's medication.
4. This study identified prevalent stigma among the surveyed sample of community pharmacists. These results are consistent with the findings of previous researchers. Thus, an opportunity exists to develop programs and services designed to reduce the level of stigma in community pharmacists.

The Foundation has placed a priority upon enhancing our understanding of the issues around stigma and social distancing among community pharmacists as a beginning point to make inroads in decreasing stigma among all healthcare providers. Members of the CPNP Foundation who participated in this project include Charlie Caley, Jerry McKee, Barbara Wells, and Dean Najarian. Collaborators from Duquesne University include Vince Gianetti, Khalid Kamal, Jordan Covvey, Tyler Dunn, and Pratyusha Vadagam.

---

## NEW LEGACY PARTNER: CARLA COBB



*Carla Cobb,  
PharmD, BCPP*

The CPNP Foundation thrives because of its donors, and this month, we would especially like to thank **Carla Cobb, PharmD, BCPP**, who has joined as the newest member of the Foundation's Legacy Partner's Society by making a planned gift to the Foundation.

Dr. Carla Cobb is a Founding Member of CPNP and has since dedicated many years of volunteer service to the organization and the CPNP Foundation. She served as President of the CPNP Board of Directors from 2008-2009, she has volunteered on multiple review teams and task forces, and currently serves on the Government Affairs Council. Dr. Cobb was instrumental in starting the CPNP Foundation, serving on the CPNP Foundation Board from 2010-2015 and gaining the title of Founding Circle Member by generously providing funds to start Foundation initiatives.

The CPNP Foundation enjoys recognizing donors who exemplify the values of the Foundation through their dedication and commitment to meeting the needs of patients living with psychiatric and neurologic disorders and their families, and we are honored to feature her in this edition of the Kaleidoscope and learn more about her career.

### Dr. Cobb's Career

After graduating with a Bachelor's degree in pharmacy, Dr. Cobb worked as a pharmacist providing services to nursing homes. One of the nursing homes she served had many residents with serious mental illnesses which spurred her interest in psychiatric pharmacy. Later, she attended the PharmD program at the University of Texas and was mentored by Larry Ereshefsky and Steve Saklad among others.

Dr. Cobb's first position as a psychiatric pharmacist was at the San Antonio State Hospital where she worked with elderly patients with serious psychiatric disorders. "I enjoyed the team approach to care and the supportive psychiatrists, therapists, nurses, and pharmacists with whom I worked," she noted. In 2013, she was awarded the Bowl of Hygeia for outstanding community service and in 2015, she was honored with the Judith J. Saklad Memorial Award by CPNP for professional distinction and continuing dedication to the practice of psychiatric pharmacy.



Fast forward to today, Dr. Cobb has recently retired from clinical practice as a psychiatric pharmacist in a federally qualified health center and family medicine residency program. She is now an independent consultant working with physicians and pharmacists interested in integrating clinical pharmacy and behavioral health services into primary care or psychiatric settings. She also continues to teach and advocate for the role of pharmacists as patient care providers.

### Supporting the CPNP Foundation

Dr. Cobb believes in the Foundation's mission to educate and provide resources for pharmacists who work with people with mental illnesses. "The Foundation targets those who are not psychiatric specialists, increasing the opportunity for even more patients to benefit from compassionate and knowledgeable care from pharmacists. As a founding member of the CPNP Foundation, I appreciate the ongoing energy and efforts of the staff and board who continue to move the Foundation forward. I am confident that the CPNP Foundation will use the funds effectively and responsibly."

Dr. Cobb sees a clear need, as well as an enormous opportunity, for pharmacists to make a difference in the lives of the people they serve. "Pharmacists interact every day with people living with mental illnesses but many do not have the knowledge, comfort, or confidence to be able to provide the best possible care for these patients," she said. "I believe that the key to improving care is through exposure to the world of psychiatric pharmacy. Whether it's supporting student attendance at the CPNP annual meeting, fostering trainees' research, or confronting stigma, the Foundation exposes pharmacists at all stages of their career to the possibility of changing lives through a rewarding career."

The CPNP Foundation Board of Directors sincerely thanks Dr. Carla Cobb for her ongoing commitment to the Foundation's mission. To join Dr. Cobb as a CPNP Foundation donor and/or Legacy Partner, visit [cpnpf.org/pledge](http://cpnpf.org/pledge).

---

## CPNP FOUNDATION TO PROVIDE TWENTY STUDENT REGISTRATION GRANTS FOR CPNP 2019 IN SALT LAKE CITY, UTAH

The CPNP Foundation is proud to announce the continued funding of student registration and travel grants to CPNP's annual meeting. CPNP 2019 will be held April 7-10 in Salt Lake City, Utah, and the Foundation will provide scholarships for up to 20 students.

Expressing her appreciation, CPNP Foundation President Dr. Cindy Kirkwood said, "The CPNP Foundation Board of Directors is very grateful to the CPNP members and CPNP Past Presidents who made these grants possible. With your generous support, we can continue to support the next generation of psychiatric pharmacists, grow our discipline, and improve the lives of people living with mental disorders. On behalf of the CPNP Foundation, thank you so much!"

Applications are being accepted now through **January 7, 2019**. To be eligible, a student applicant must be a full-time pharmacy student in pursuit of her/his first professional pharmacy degree, a paid student member of CPNP in good standing, and must not have previously received this grant. Students applying for a



registration/travel grant must complete an online application and provide a current curriculum vitae; a personal essay of no more than 500 words describing the applicant's interest in CPNP and psychiatric pharmacy, including objectives for attending the meeting; and one letter of recommendation from either a clinical pharmacy practitioner or faculty member using the [Letter of Recommendation template](#) (new for 2019). A full list of [grant criteria](#) can be found online.

The CPNP Student Committee will facilitate the grant selection process after the application deadline, and notifications will be sent by February 1, 2019. Each student recipient will receive a full student registration to the [2019 CPNP Annual Meeting](#) (\$215 value) and a \$285 travel stipend. These grants are possible because of the generous support of [CPNP members and the CPNP Past Presidents' Destiny Fund](#), which specifically supports student registration and travel grants.

## TIPS TO LIVE BY: BE AWARE-BE STIGMAFREE

Another impactful event at CPNP 2018 was the *StigmaFree Me!* Discussion Den led by CPNP Foundation Board Member Carol Ott and CPNP Member Suzie Harris. This interactive session focused on the underpinnings of stigma with those in attendance offering tips on how to **Be Aware and Be StigmaFree**.

### Tip #1: Be Cognizant of How we Learn Stigma

The reality is that we learn stigma from things and people surrounding us every day. Movies, news, our families, and our culture are just a few of the sources that impact each of us and our views of those living with mental illness and addiction. Tip #1 then is to live more consciously with awareness of all of the messaging around us.

### Tip #2: Change Your Language to Change the World

How many times in any given week do we hear someone say "crazy", "wacko", "mental?" Tip #2 focuses on the stigmatizing language we use and encourages us all to train ourselves to use person-first language where we don't label by diagnostic criteria or a person's role in treatment. Being conscious and aware should be our mantra as we strive to think and say, "She is living with depression" rather than "She is suffering from depression."

### Tip #3: Put Empathy into Action

Discussion facilitators shared statistics that showed that pharmacists, in general, are less comfortable talking to patients about their medications for mental illness compared with medications for cardiovascular diseases and feel very uncomfortable monitoring the medications for mental illness. With information and insight comes empathy and understanding. Increased mental health training in pharmacy schools, engaging in clinical experiences assisting individuals with mental illness, mindfulness, and partnering with NAMI (e.g., "Ending the Silence", "Trauma for Care") are all suggestions for better understanding the perspective and experience of those living with mental illness and addiction.

[Download the Foundation's infographic offering tips on how you can Be StigmaFree](#)

**The Power to Be stigmafree**

Patients with mental illnesses frequently report discrimination and lack of support from healthcare professionals. Be part of the solution by taking steps to **Be Aware and Be StigmaFree**.

**1 BE AWARE OF THE MESSAGES SURROUNDING YOU**

**We learn stigma from**

- Movies
- Newspapers
- Social media
- Culture
- Our families
- School
- Interactions with healthcare professionals

**2 CHANGE YOUR LANGUAGE TO CHANGE THE WORLD**

**Train yourself to use person-first language** where you do not label by diagnostic criteria or a person's role in treatment

✓ SAY THIS	✗ NOT THIS
She has schizophrenia	She is schizophrenic
He died by suicide	He committed suicide
She is living with depression	She is suffering from depression
The drug screen is positive for cocaine	The drug screen is dirty

**3 PUT EMPATHY INTO ACTION**

- **Promote** mental health first aid training for students, pharmacists, and technicians
- **Ensure** mental health training in pharmacy schools
- **Provide** psychiatric medication counseling to improve adherence and reduce inappropriate medication use

**cpnp FOUNDATION**

**Be Aware. Be StigmaFree.**  
Support the CPNP Foundation in our efforts to reduce stigma  
Donate at [cpnpf.org/pledge](http://cpnpf.org/pledge)

## SHOP WITH AMAZONSMILE TO SUPPORT THE CPNP FOUNDATION

The summer has flown by and for many of us, it is time to think about Back to School shopping. If Back to School shopping is part of your end of summer routine, please consider shopping with Amazon Smile. When you shop at [Amazon Smile](#), Amazon donates to the CPNP Foundation.

AmazonSmile is a simple and automatic way for you to support your CPNP Foundation every time you shop, at no cost to you. When you shop at [smile.amazon.com](#), you'll find the exact same shopping experience as Amazon.com, with the added bonus that Amazon will donate a portion of the purchase price to CPNP Foundation as your favorite charitable organization. This is free money, and every little bit counts!

On your first visit to AmazonSmile, you need to [select the CPNP Foundation](#) to receive donations from eligible purchases before you begin shopping. Amazon will remember your selection, and then every eligible purchase you make at [smile.amazon.com](#) will result in a donation.

For back to school, shop and support the CPNP Foundation at the same time!



Getting ready for  
**Back to School?**

Support us by shopping  
at [smile.amazon.com](#).  
You shop. Amazon gives.

**amazonsmile**