



Canadian Association des
Pharmacists pharmaciens
Association du Canada



2024/2025 CPS Campus Cup: Your Chance to Shape the Future of Healthcare

Calling all medical students! Want to be part of a movement that makes a real difference in healthcare? Join the **CPS Campus Cup**, a fun and meaningful competition brought to you by the **Canadian Pharmacists Association (CPhA)**. This is your chance to **advocate for equitable and inclusive care in medicine**, gain **valuable leadership experience**, and have the opportunity to **present your work on a national stage!**

What's This About?

As future healthcare professionals, you have the power to help us drive change. **Bias, racism, and discrimination** have long been part of healthcare education and practice. But **you** can help reshape this. **CPhA**, as a leader in publishing drug and therapeutic information, is committed to improving the diversity, equity, and inclusivity of our content.

We need your help to **spread the word** and **raise awareness** about **CPS Full Access** — a resource many medical students don't yet realize is a **game-changer** for their studies and future careers.

What's In It for You?

Participating in the CPS Campus Cup isn't just about winning (though the **prizes are awesome!**). It's also a chance to:

- Develop skills in **communication, leadership, and healthcare advocacy**.
- Work closely with your peers to make an impact on how future healthcare professionals access and use crucial medical resources.
- Get **noticed by faculty**, connect with healthcare leaders, and be part of a national conversation on **healthcare equity**.



And the Best Part?

The **winning team** gets to present at the **International Congress on Academic Medicine (ICAM)** in **Halifax, April 3-6, 2025 – all expenses paid!** That's right – **CPhA** will cover **flights, accommodation, and conference registration** for **two members of the winning team**. You'll have the chance to showcase your efforts and **network with leading professionals** in academic medicine from across the country.

This could be **your ticket to Halifax**, plus an incredible opportunity to boost your résumé and **stand out** in the medical field!

What's the Mission?

Help us spread the word about **CPS Full Access**, a key resource for healthcare professionals, especially physicians, pharmacists, nurse practitioners, and nurses. While it's widely available in university libraries, many **medical students aren't taking full advantage of it**—and we need **you** to change that.

Here's why it matters:

- **CPS publications** have been used to train thousands of healthcare professionals across Canada.
 - **CPS Full Access** includes **Canadian-specific** medication and therapeutic content.
 - It's available in **both English and French**.
 - **CPS Full Access** contains **patient-focused information** for disease and medication management.
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Key Dates

- The contest kicks off on **October 4, 2024**, and runs until **February 28, 2025**.
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What We Provide

- Full training on how to use **CPS Full Access**.
 - A **CPS Campus Cup logo** to use in your promotional materials.
 - **Up to \$250 in expense reimbursements**, per university, to help you develop and share **exciting promotional content**.
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How Can You Participate?

Get creative and use your campus connections to spread the word! Here are some ways to get started:

- Identify a '**CPS Full Access Super User**' who can train and motivate others.
 - Get active on **social media** – post pictures, create hashtags, and engage with your peers.
 - Take it offline! Set up a booth or table during **orientation week** and **events** with banners and flyers.
 - Partner with your campus **library** and **faculty** to integrate **CPS** into classes and exam prep.
 - Organize **live demos** or virtual meetings to show how **CPS Full Access** can help students in their studies.
 - Design **posters** and **handouts** to promote **CPS Full Access** before exams.
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How Will the Competition Be Judged?

Submit a final report by **March 10, 2025**, outlining:

- **Number of events:** Keep a log of the dates, times, and details of your activities.
 - **Reach:** How many students attended? Track engagement on social media, including likes, shares, and comments.
 - **Creativity:** Show us how you went above and beyond in promoting **CPS Full Access**.
 - **Lessons learned:** Reflect on the experience. What worked well, and what would you change next time?
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Bonus Points

We'll award extra points to teams that successfully **increase CPS Full Access usage**. We'll track the anonymous usage data and factor that into your final score!

Why Should Faculty Get Involved?

This is an incredible opportunity for **medical faculties** to engage their students in a meaningful competition that encourages **critical thinking, advocacy, and creativity**. By sharing the CPS Campus Cup with your students, you're fostering an environment where they can:

- Develop **leadership** and **collaboration** skills.



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- Gain exposure to **real-world advocacy** and **medical education** challenges.
 - Represent your institution at a **prestigious national conference**.
 - Help build the future of **equitable healthcare** in Canada.
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How to Register

To participate, email connectwithus@pharmacists.ca with the following details:

1. The name of your **team members** and **team leader**.
2. The number of events you plan to organize and the **outreach goals** for your campaign.
3. A short summary of your campaign plans to promote **CPS Full Access** on campus.

Only **one team per university** can participate, so act fast and get your team together!

This is your chance to make a real impact on healthcare, **learn new skills**, and possibly even **win a trip to Halifax!** Don't miss out—good luck to all participants!

Let's make healthcare more inclusive and equitable, one campus at a time. **Join the CPS Campus Cup today!**