

EUROPEAN ASSOCIATION OF HOSPITAL PHARMACISTS

**SUSTAINABLE DEVELOPMENT GOALS:  
TOOLKIT FOR  
HOSPITAL PHARMACISTS**



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# WHAT ARE THE SUSTAINABLE DEVELOPMENT GOALS?

The Sustainable Development Goals (SDGs)<sup>1</sup>, also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

There are 17 SDGs covering a wide range of topics including poverty, gender equality, education, hunger and innovation. However the goals are integrated, meaning that they recognise that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. As a part of that the 2030 Agenda reflects the complexity and interconnectedness between good health and sustainable development.

Although most of the SDGs have either a direct or indirect impact on public health there is also an SDG dedicated specifically to good health and well-being, SDG 3. This goal includes indicators which are the most relevant to hospital pharmacists.

European hospitals and healthcare systems are facing complex challenges such as antimicrobial resistant infections, medicines shortages and access to medicines. Hospital pharmacists have the expertise to play a crucial role in providing safe, effective and affordable medicines. Every small step taken towards addressing these challenges contributes to the goal of achieving SDG 3 by 2030.

1- United Nations: Sustainable Development Goals Knowledge Platform; last accessed on the 10th of December 2019. Available at <https://sustainabledevelopment.un.org/sdgs>

# GOAL 3: GOOD HEALTH AND WELL-BEING

***SDG 3 is dedicated to good health and well-being and includes 13 targets:***

**3.1** By 2030, reduce the global maternal mortality ratio to less than 70 per 100 000 live births.

**3.2** By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1000 live births and under-5 mortality to at least as low as 25 per 1000 live births.

**3.3** By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases.

**3.4** By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.

**3.5** Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.

**3.6** By 2020, halve the number of global deaths and injuries from road traffic accidents.

**3.7** By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.

**3.8** Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

**3.9** By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.

**3.a** Strengthen the implementation of the WHO Framework Convention on Tobacco Control in all countries, as appropriate.

**3.b** Support the research and development of vaccines and medicines for the communicable and non-communicable diseases that primarily affect developing countries, provide access to affordable essential medicines and vaccines, in accordance with the Doha Declaration on the TRIPS Agreement and Public Health, which affirms the right of developing countries to use to the full the provisions in the Agreement on Trade-Related Aspects of Intellectual Property Rights regarding flexibilities to protect public health, and, in particular, provide access to medicines for all.

**3.c** Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries, especially in least developed countries and small island developing States.

**3.d** Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks.

# WHAT IS EAHP DOING TO ACHIEVE THEM?

The Association supports the implementation of SDG 3 through various means. The 44 European Statements of Hospital Pharmacy<sup>2</sup> and the work which EAHP does to further their implementation support the goals laid out in SDG 3, especially target 3.8. EAHP actively works to secure equitable access to safe, effective, quality and affordable essential medicines and vaccines for all through its work on [vaccination](#), [medicines shortages](#), [procurement](#) and [access to medicines](#). EAHP's work to improve patient safety in European hospitals also supports the implementation of SDG 3 by contributing to better health outcomes of patients. The creation of a [Common Training Framework \(CTF\)](#) for the hospital pharmacy profession is one of EAHP's project priorities and the hospital pharmacy specialisation proves that specialised healthcare professionals improve health outcomes<sup>3</sup>.



2. The European Statements of Hospital Pharmacy; European Journal of Hospital Pharmacy 2014; 21:256-258

3. Common Training Framework. Working Group 2; New report on the impact of hospital pharmacy specialisation on patient outcomes: Last accessed on the 11th of December 2019. Available here:

<http://www.hospitalpharmacy.eu/news/2019/8/23/new-report-on-the-impact-of-hospital-pharmacy-specialisation-on-patient-outcomes>

# CAMPAIGN TOOLKIT

## *Objectives of the campaign toolkit*

Hospital pharmacists are essential to enable European health systems to achieve the aims of SDG 3. This toolkit outlines suggestions for how hospital pharmacists can contribute to the implementation of the SDGs. These suggestions include:

- To increase awareness of the SDGs among hospital pharmacists and other healthcare professionals working in hospitals.
- To highlight how hospital pharmacists can contribute to the implementation of SDG 3.

## **The Medicines Without Harm Challenge**

Medication Without Harm<sup>4</sup> was formally launched at the Second Global Ministerial Patient Safety Summit in Bonn, Germany, on 29th of March 2017. It is the third WHO Global Patient Safety Challenge. Medication Without Harm aims to reduce severe avoidable medication-related harm by 50%, globally in the next 5 years.

There are four domains to the challenge: Patients and the public, healthcare professionals, medicines and systems and practices of medication. These are each described through for subdomains. The three key action areas – mainly polypharmacy, high-risk situations and transition of care – are relevant in each domain and thus form an inner circle.

The Medication Without Harm Challenge is not officially a part of the SDGs. However, it can be used to achieve the aims of SDG 3.

Unsafe medication practices and medication errors are a leading cause of injury and avoidable harm in health care systems across the world. Hospital pharmacists are the key actors to address this issue and in doing so will contribute to the goals of SDG 3 by promoting healthy lives and well-being for all



4. World Health Organization, Global Campaign: Medication Without Harm: Last accessed on the 12th of December 2019. Available here: <https://www.who.int/patientsafety/medication-safety/campaign/en/>

**The challenge calls for the 5 actions to be taken**

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## Take early action to protect patients from harm

Implement seamless care systems in your hospital, encompassing medication safety practices.

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## Convene experts to produce guidance and action plans

Bring together hospital pharmacists, managers and other healthcare professionals to work jointly on a guidance that helps lower medication errors in your hospital.

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## Put mechanisms in place that enhance patient awareness

Talk to patients that you see in your hospital pharmacy or use digital tools such as social media or available eHealth mechanisms to enhance patient awareness.

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## Designate a national coordinator to spearhead the action

Identify a contact person in your national hospital pharmacy association that wants to take the lead for the 'Medicines Without Harm' initiative in your country.

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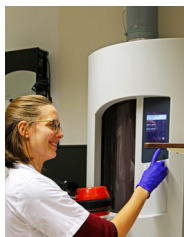
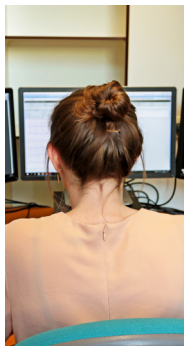
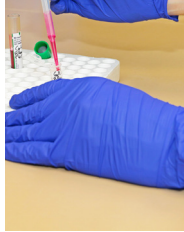
## Assess progress regularly

Organise meetings between your national contact person and local actors engaging in the initiative and use the online [EAHP Self-Assessment Tool](#) to assess the level of implementation of the European Statements of Hospital Pharmacy in your hospital.

# PROMOTION THROUGH SOCIAL MEDIA

Social media is a great tool which can be used to reach a wide audience, including your fellow colleagues within your hospital and the wider community. You can use social media to promote the Medication Without Harm Challenge and the 5 actions listed above, or any other aspect of SDG 3 which you find relevant to your work.

You can use these templates as a guide for your social media posts.



The #SustainableDevelopmentGoal 3 calls for good health & well-being, aims which #HospitalPharmacists play a key role in achieving. This includes tackling the biggest challenges to European #healthcare systems such as access to essential health services, reducing the financial burden on #patients & ensure access to safe, effective, quality & affordable essential medicines & #VaccinesForall. #EAHP #SDGs #GlobalGoals

#Vaccines are a vital part of the #SDGs, #patients, visitors & #healthcare workers in #hospitals must be vaccinated in order to protect very ill patients from preventable infectious diseases. #VaccinesWork #GlobalGoals #EAHP #VaccineSafety

Unsafe medication practices & medication errors are a leading cause of injury and avoidable harm in health care systems across the world. Take part in the Medication Without Harm campaign #SDGs #WHO #WHO\_Europe #EAHP #GlobalGoals

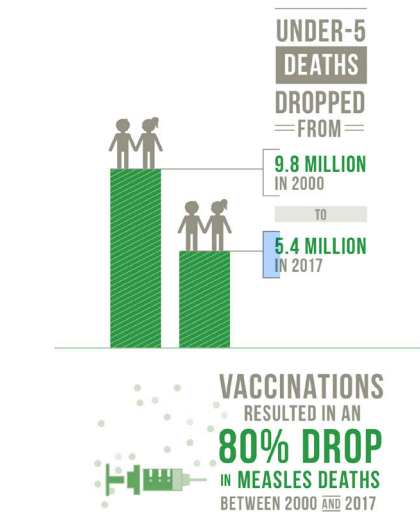
Everyone, including #patients & health care professionals, has a role to play in ensuring medication safety. #HospitalPharmacists are essential to ensure patient safety & help European #healthcare systems to achieve the goals of SDG 3. #SDGs #GlobalGoals #WHO\_Europe #EAHP



You can also use social media for your own information. Organisations such as the UN ([Facebook](#), [Twitter](#) and [Instagram](#)), WHO ([Facebook](#), [Twitter](#) and [Instagram](#)), and the ECDC (European Centre for Disease Prevention and Control) ([Facebook](#) and [Twitter](#)), all have a social media presence. Including pages and accounts dedicated to specific actions and projects, such as the UN Sustainable Development Platform (Facebook). In some cases there will be UN or WHO accounts or pages specific to your country or region. These should be easy to find by entering 'Sustainable Development Goals' or 'WHO' into the search tab on your preferred social media application.

You can use these social media pages simply for your own information, or you could help spread awareness by sharing those posts relevant to your work.

EAHP also runs a very active social media presence on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#). Where the association actively shares and participates in raising awareness of health-related SDGs. You can take part in the awareness raising by sharing those posts with a message in your native language to help spread the message to every community.



THE TUBERCULOSIS INCIDENCE RATE DECLINED BY **21%** BETWEEN 2000 AND 2017; NONETHELESS **10 MILLION** PEOPLE DEVELOPED TUBERCULOSIS IN 2017

# PROMOTION WITHIN YOUR HOSPITAL

When promoting the SDGs within your hospital it is vital to reach a wide audience of healthcare professionals and hospital management. You should highlight the role of the hospital pharmacists when raising awareness of the SDGs.

The Global Patient Safety Challenge, which has been promoted by EAHP among the hospital pharmacy community, and its current campaign the Medication Without Harm Challenge and its 5 actions suggested above are an excellent tool or a starting point to promote the SDGs within your hospital.

Try to look for initiatives at national or local level, such as initiatives which are directly connected to the implementation of SDG 3 or the Medicines Without Harm Campaign. There might also be national or local initiatives on other SDG 3 relevant topics like tackling antimicrobial resistance, improving maternal health, cancer or chronic diseases.

You can also review the list of SDG 3 targets and pick the ones which you feel are the most relevant to your hospital and your work.



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