



# PHARMACEUTICAL FORUM OF THE AMERICAS



## *Activities & Projects*

The Forum shall seek to strengthen and improve the health and the quality of life of the citizens of the member countries in the Region of the Americas through conferences, symposia, training programs, and by the implementation and management of appropriate projects relating to:

- a. dissemination of drug information to health professionals, patients, and the general public;
- b. participation in health promotion and health education programs, including the prevention of diseases and disability;
- c. implementation of pharmaceutical care projects;
- d. promotion of all scientific aspects of pharmacy into curricula of all schools of pharmacy in the Americas.

The projects to be developed through the Community Pharmacies in different countries of the Region, should be approved in the annual Assemblies of the Pharmaceutical Forum of the Americas (FFA). Projects should be aimed to improve the public health and demonstrate the impact of the action of the pharmacist.

### **Pharmaceutical Care in Hypertension (PC/HTA):**

Hypertension is a chronic pathology with a prevalence between 8 and 30 % in Latin America and the Caribbean. It is usually under diagnosed (two of three hypertensive persons) and an adequate blood pressure control is achieved in 30% of diagnosed cases. The pharmacist has a key role in improving the patient adherence to their therapies and collaborating in the resolution of drug related problems. In this way he contributes to make the patient develop a better control of blood pressure and a better quality of life. These are the main goals of this program.