

FORMATION THE CONCEPT OF SOCIAL PHARMACY AT THE WORLD

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Introduction. Today the pharmacy is defined as an independent social institution with multi-level structure, the main challenge of which is to save and improve the health of the population as a result of rendering highly qualified pharmaceutical care that led to the appearance new scientific and practically-oriented concepts – social pharmacy.

Aim. In view of aforementioned aim of our work was the study of international experience in the formation and development of social pharmacy

Material and methods. To achieve the objective we used methods of scientific analysis, systematic approach and content analysis.

Results and discussion. The first mention of social and behavioral science in pharmacy are observed in some universities in the US and Europe simultaneously. Thus, 1947 – the opening of the first Department of Social Pharmacy in Sofia Medical University (Bulgaria), 1972 –discipline "Social Pharmacy" was introduced in the curriculum for pharmacists in Denmark, and in 1974 the textbook «Pharmacy practice: social and behavioral aspects» was published by authors Albert I. Wertheimer and Mickey C. Smith (USA). It was found that an important and significant step in the formation and development of social pharmacy is the rationale for social and behavioral aspects of pharmaceutical activity in the training of pharmacists in public and state levels. Thus, in 1975 the Commission of pharmacy in the US defined the need for teaching behavioral and social sciences in pharmacy, and in 1986 Naffild Committee on pharmaceutical research decided to include behavioral science to the undergraduate curriculum pharmacists (UK).

The first attempts at defining the concept of social pharmacy was made by Geoffrey Harding and Kevin Taylor in 1993. However during preparations for conference in Malta in 2003 Sørensen EW formed the concept of social pharmacy, which, in our opinion, was one of the main turning points in the way of its formation. The definition by Danish scientists, social pharmacy – hybrid field, allowing use of the theory and methods of many humanistic and social scientific disciplines to study pharmacy practice. That knowledge of humanistic and social disciplines, enabling the pharmacist to operate, participate and be responsible for activities related to medicines on the social level, and rational use of medicines.

Conclusions. So it can be argued that social pharmacy formation begins with a rationale of social and behavioral sciences to educational programs for pharmacists and its inclusion in the curriculum, and also creation of departments and centers of Social Pharmacy, which is a prerequisite for the formation of the concept of social pharmacy and its further implementation in practice and functioning pharmaceutical field.