

## S08-3 Through Social Pharmacology Activities—Community-University Cycle—

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With the advancement of an aging society and a lower birth rate, there has been an increasing public demand for medical care, and controversy regarding social incentives and programs to reduce medical expenses. Medical professionals are now urged to provide better and safer services than ever before. Naturally, pharmacists are expected to improve their expertise in giving guidance for the appropriate use of drugs, but they should also maintain a high level of ethics and social ability. The education provided by universities offering courses for pharmacist preparation plays an extremely important role in developing the social attributes of pharmacists.

Keio University Faculty of Pharmacy provides social pharmacy programs, in which students take a lead in volunteer activities at nursing homes and positive health workshops. Other examples of these programs are the provision of education for students in elementary, junior high and high schools, and community education for the elderly, new parents, the mentally handicapped, etc. about the basic use of drugs. These activities not only help pharmacy students to be aware of social needs from an early stage in their profession, but also greatly benefit the recipients of the programs and university education itself.

As pharmacy students go out into the society, the staff members and residents in the local facilities can be linked with the university, creating an effective university-community cycle.