## Strategic Plan Summary

### Mission

The mission of PPA is to promote safe and effective medication use in children through Collaboration, Advocacy, Research, and Education.

### Goals

<table>
<thead>
<tr>
<th>Collaboration</th>
<th>Advocacy</th>
<th>Research</th>
<th>Education</th>
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</thead>
<tbody>
<tr>
<td>PPA will promote safe and effective medication use in children by providing opportunities for internal collaboration of our members as well as inter-professional collaboration with other organizations.</td>
<td>PPA will promote safe and effective medication use in children through advocacy, providing guidance for pediatric pharmacy practice, and promoting our members’ expertise.</td>
<td>PPA will promote safe, innovative, and effective medication use in children by encouraging original research, supporting research skill development, and providing quality publications.</td>
<td>PPA will promote safe, innovative, and effective medication use in children through high quality education, professional development programs, and publications.</td>
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### Guiding Objectives

- Establish PPA as the expert for pediatric pharmacotherapy across the healthcare community
- Provide opportunities for members to participate, volunteer, and engage with each other
- Position PPA to collaborate with other pediatric healthcare organizations
- Raise awareness regarding safe and effective medication use in pediatric patients at the local, state, national and international levels
- Collaborate with external stakeholders to advocate for consideration of the pediatric population
- Advocate for appropriate training and utilization of pediatric pharmacists to improve the care of children
- Leverage member expertise to develop innovative tools and resources for medication use in pediatric patients
- Advocate for the profession of pediatric pharmacy
- Support and recognize member contributions to original research in the field of pediatric pharmacy
- Provide opportunities to build and increase skills of the researcher through education and/or mentorship
- Promote the dissemination of member expertise and knowledge through peer-reviewed publications and presentations
- Advance the Journal of Pediatric Pharmacology and Therapeutics (JPPT) for the dissemination of quality manuscripts
- Support PBRN Initiatives
- Create quality educational and educational programs to further develop pediatric knowledge base and clinical skills for practitioners and learners
- Provide periodic review of resources and programs to ensure relevance and dynamic education
- Utilize innovative strategies to prepare pediatric pharmacists in attaining and maintaining board certification

### Strategies and Activities

- Expand PPA liaisons to AAP
- Advance international programming and services
- Advance partnerships healthcare organizations
  - Participate in “Calls for Comment” from government agencies and other organizations.
- Strengthen communication with membership via social media, newsletters, and podcasts
- Define clear methods of communications for leadership and management
- Promote participation in Committees and Special Interest Groups
- Create new points of entry to join
- Evaluate affiliate member value (regional)
- Endorse and support mentorship activities
- Support student and resident initiatives
- Author, publish, and distribute Position Papers, White Papers, and Practice Guidelines.
- Evaluate potential endorsements that impact the pediatric profession, and patients
- Update KIDS List every three years
- Utilize available media to address emerging practice and patient issues.
- Ensure safe development of products and technology for the care of pediatric patients
- Evaluate funding, and sustainability for research initiatives and grants
- Support efforts of the Editorial Board to promote the submission of Articles to JPPT
- Promote submission of original research posters and oral presentations for educational meetings
- Promote and support multi-site research
- Explore resources for research skill development
- Continue to provide multifaceted, high-quality, clinically-focused Continuing Pharmacy Education and BCPS Recertification (RC), aligned with needs-based assessments and BCPS content domains and knowledge map (Conferences, Podcasts, webinars)
- Re-evaluate new edition and format of APT every 3 years
- Provide Preceptor development continuing education
- Encourage and optimize pediatric residency project presentations at the Annual Meeting
- Evaluate the Core Competencies and how they are marketed
- Support and foster the Pharmacist Student Certificate Program

**Abbreviations:** JPPT: Journal of Pediatric Pharmacology and Therapeutics; KIDS List: Key Potentially Inappropriate Drugs in Pediatrics