

Development of a Community-based Education Program for Cannabidiol Products

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Background: Cannabidiol (CBD) is a compound derived from the Cannabis sativa plant. Products containing CBD are increasing in popularity with patients for their proposed medicinal benefits. Pharmacists are medication experts, receiving education on nonprescription drugs and dietary supplements. However, limited discussion occurs in pharmacy curricula around CBD. Literature indicates that pharmacists do not feel highly prepared to provide medication counseling on CBD products. Additionally, pharmacy staff members play a vital role in understanding and communicating the impact of CBD products to patients.

Objective: The objective is to measure the change in knowledge of pharmacy staff after completing a comprehensive education program highlighting key information about CBD.

Methods: This project took place at Moose Pharmacy, an independent community pharmacy which operates seven locations in North Carolina. Persons were included if they are 18 years of age or older and are an employee at Moose Pharmacy. Survey responses were excluded if they were duplicate responses or if the post-survey was not completed. Employee engagement was encouraged for the training program through email reminders, scheduled staff meetings, and a gift card incentive. The training program consisted of three recorded videos that covered: (1) legal and regulatory issues related to CBD, (2) common ailments for which patients seek CBD, and (3) CBD use in animals. A pre-survey was completed before the training program, and a post-survey was completed after the training program. Participants had 3 weeks to complete the entire program. Surveys were administered through an internet-based questionnaire platform, Qualtrics™, and the research materials were accessed by participants on Google Classroom. The surveys assessed: (1) demographics, (2) knowledge of CBD, (3) perceived confidence and comfort in recommending CBD and answering patient questions regarding CBD. Knowledge was assessed using a percentage score out of the total number of questions; confidence and comfort was assessed using a Likert scale on a scale of 1-5, with 1 being the lowest. The survey was voluntary and anonymous, with a unique identifier used to compare survey responses. Descriptive statistics were used to analyze data..

Results: Surveys and modules were distributed in March 2021. Preliminary data analysis showed 29 participants completed both the pre-survey and post-survey. Pharmacy technicians and clerks accounted for 48% and 21% of responses, respectively. The median confidence score increased from 2 (somewhat not confident) on the pre-survey to 4 (somewhat confident) on the post-survey. Similarly, the median comfort score increased from 3 (neither agree nor disagree) on the pre-survey to 4 (somewhat agree) on the post-survey. Furthermore, mean knowledge scores increased from 5.1 questions (57%) correct on the pre-survey to 6.2 questions (69%) correct on the post-survey, showing an average increase of 1 question (12%).

Conclusion: Results suggest that implementation of an educational program increases the knowledge, confidence, and comfort of pharmacy staff members regarding CBD products. This model can be utilized in the future to educate staff on other nonprescription products, such as vitamins and supplements. Next steps include assessing the impact the educational program has on pharmacy sales of CBD products.