

THE NON-DISCRIMINATION PRINCIPLES – COMPONENT OF THE IMPLEMENTATION OF LONGLIFE LEARNING PROGRAM. IMPLEMENTATION SPECIFICITY FOR PHARMACEUTICAL FIELD

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ABSTRACT. Objectives: The objective of our study is to present the essential aspects of implementing a project developed as a result of a grant, human resource development (Operational Program Human Resources Development) oriented, and an analysis of the way in which it was observed and applied the principle of equal opportunities information and the results of the practical application of the principle of equal opportunities. The project took place at national level, the continuing education courses were organized with addressability to all pharmacists. Materials and methods: The target group consists of over 1,000 pharmacists who work in all areas applicable to the profession of pharmacy: pharmacies, warehouses and production laboratories, academia, multinational distribution companies, etc. The participants were supported with continuous training programs nationwide, all courses being accredited by the College of Pharmacists of Romania. The topics covered in these programs were diverse: healthcare management, information technology and communication and specialized courses: clinical pharmacology, pharmaceutical technology, pharmaceutical marketing and communications. Results: Indicators of achieving the objectives were: participation with equal opportunities for all the pharmacists. We intend to present the impact of the information campaign on the principle of equal opportunities among pharmacists, how the campaign was conducted and its results. Conclusions: This project for pharmacists managed to achieve and exceed all indicators originally proposed, both in terms of students certified in pharmaceutical management and improvement of skills in using new technologies. The project allowed the application of non-discrimination principles on all members of the professional community.

Keywords: equal opportunities, human resource development, continuing education of pharmacists

INTRODUCTION

Equal opportunities is one of the main points which is presented in a number of European Directives, guidelines issued for the purpose of adopting all necessary measures to combat discrimination among European citizens, regardless the level, the referred (public administration, health, access to education, etc).

Following them was to harmonize national laws by adopting national regulations to ensure the functioning of state institutions in order to prevent and combat all forms of discrimination. This is important because at governmental discrimination can spring forth from a failure to take positive action to ensure equal benefit for all groups in the public service.

History

The principle of equality has been a concern of ancient society, be it European (such as ancient Greek and Rome) or Far East countries (such as China). Later, after the advent of Christianity, the idea of equality continue to be developed. In the Renaissance the right to equality is considered as a natural right, all persons

having an equal right not to be subjected to the will or authority of another person based on the idea that all people are equal by birth.

The contemporary approach to the principle of equality is moving more towards the right to equality, the equality different models, which are integrated into national legal systems, all based on the premise formal or legal equality.

All legal systems have as their starting point the concept of equality, a concept that is defined as the principle that all men and all states or nations are recognizing the same rights and duties are imposed stipulated by rule of law. This means that the practical application of this concept to determine the equality of results (i.e. getting the same results as a result of application of measures for people in different conditions) and equal opportunities (law can ensure equal opportunities for all persons).

In European Convention on Human Rights are provided basic human rights (like the right to life, right

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to liberty and security, respect for private life) as provided in a special article regarding prohibition of discrimination. This article specifies that the exercise of the rights and freedom recognized by the Convention shall be secured "without distinction based, in particular sex, race, color, language, religion, political or other opinion, national or social origin, association with a national minority, property, birth or other status".

Situations defined as violations of the principle of non-discrimination are: the existence of a different treatment of comparable situations, with no objective and reasonable justification or a proportionality between the aim pursued and the means used to achieve the goal.

Referring to healthcare, the right to health, it is a right that is not stipulated in the Universal Declaration of Human Rights, but was included as a basic element of the right to a standard of living of every citizen. It is clearly defined in the Convention on the economic rights, Social and Cultural Rights, which provides that any person has the right to have the best physical and mental health which can be achieved. It is an inclusive law that requires outside medical care and access to appropriate conditions to determine a health condition. Moreover, the right to health care requires that services and facilities to be available, accessible, acceptable and of good quality. Getting a good quality and in terms of scientific medical services, pharmaceutical or medical personnel qualification requires, in accordance with current scientific standards. It is the purpose of continuing professional education programs that are required by law to all pharmacists, programs that may carry it.

Human resource development projects have several components: namely sustainability, equality, sustainable development, innovation and information and communication technology and interregional approach. We will point out only on the aspects of ensuring equal opportunities components, arising from the application in detail both the European legislation and legal provisions in Romania, some of which were derived from the European namely: Ordinance no. 137/2000 on preventing and sanctioning all forms of discrimination, Law no. 324/2000, Law no. 48/2002, Law no. 27/2004.

The purpose of them (both the European directives and national legislation) includes all areas where discriminatory manifestations may occur. It is about conditions of access to employment, (including the selection and recruitment conditions), access to all kind and at all levels of vocational guidance, vocational training, and retraining, employment conditions in a organization of workers or employers, or any organization whose members carry on a particular profession, social protection, including social security and medical care, social advantages, education, access to goods and services and to provide them to the public.

The result is that the implementation of a human resource development project dedicated to pharmacists, which aims to increase the level of their training by implementing an e-learning platforms, aiming at how to apply it and what results is the principle of equal opportunities and it is observed that two different objectives are achieved.

On the one hand, by applying the principle of equal opportunities in the selection of participants in continuing education courses, they are given equal opportunities to participate in continuing education courses to all pharmacists, regardless of their background (urban or rural), regardless of job characteristics (pharmacy, pharmaceutical warehouse, producer) or age. Which includes the four aspects of accessibility, namely: physical accessibility, economic (the participation at the programs is free of charge) accessibility to information and discrimination.

Secondly, the actual results of participation in continuing education courses, completed with a high level of professional qualification of pharmacists, the main beneficiaries being the patients which will be treated by pharmacists with a good professional knowledge. They will benefit from superior pharmaceutical services in all aspects of content, of their shape, the time required, the right of all patients, including the right to health.

LEGISLATIVE ISSUES

European Directives

The notion of discrimination includes any distinction, exclusion, restriction or preference based on race, nationality, ethnicity, language, religion, social class, belief, sex, sexual orientation, age, disability, illness (...) and any other criteria aimed restriction, prevention recognition, use or exercise, on an equal footing, of human rights and fundamental freedoms and rights recognized by law, in any field (political, social, economic, cultural, etc.) [V. Astarastoe, et al., 2011].

Under EU law, the notion of discrimination is very important and as a result of its economic connotations. Importance derives from criminal acts of distortions of competition among producers who may want to modify the production costs other than "through changes in productivity, to give rise to appreciable differences in position imbalances competition".

Equal opportunities is regulated at European level by the following directives:

- Directive 43/2000/CE implementing the principle of equal treatment between persons irrespective of racial or ethnic origin.
- Directive 78/2000/CE general framework for equal treatment in employment (religion or belief, disability, age, sexual orientation)
- Directive 113/2004/CE to implement the principle of equal treatment between women and men in terms of access to and supply of goods and services,

- Directive 2006/54/EC on implementing the principle of equal opportunities and equal treatment between men and women in matters of employment and occupation.

National legislation

European Directives are regulations that led to the drafting of specific regulations for the proper implementation of the provisions of the Directives. Thus, apart from the most important national law which is the Romanian Constitution are developed a number of laws and ordinances, such as: Law no.48/2002, OG. no.77/2003 and Law no.27/2004 Law, Law no. 324 / 2006. However the minimum standards set out in European Directives are subject to change, supplements critical for achieving uniformity in the content of non-discrimination.

Ordinance no.137/2000, as well as the entire national law prohibits any form of discrimination: based on nationality, ethnicity, language, religion, social class, beliefs, sex, sexual orientation, age, disability, chronic illness non-contagious, HIV infection, belonging to a disadvantaged group, and any other criteria. Furthermore, the order states the conditions under which any type of discrimination can be sanctioned and create enforcement mechanisms.

THE PRINCIPLE OF EQUAL OPPORTUNITIES IN HUMAN RESOURCES DEVELOPMENT PROJECT

The management of a human resource development project, aims to create the conditions required for all that is provided in the course Romanian and European legislation is respected and applied to specific conditions.

In the pharmaceutical sector this means that from the beginning of implementation to achieve the target group consultation regarding access to project activities, thematic programs and their timing, design an integrated program of work, including the possibilities to consult online teaching materials. Moreover, to ensure compliance with the labor code will not organize weekend activities, outside the 8 hours / day or legal holidays. In cases where an area does not amount to a sufficient number of participants for already registered participants can choose to move to a different location, depending on your program. Locations are chosen so as to be accessible to all groups, including people with disabilities. The purpose of monitoring both in terms of quality of their professional activity, but also from an organizational perspective, seek continuous feedback from participants. In all the activities of the project pharmacists may participate, without discrimination members of different ethnic groups, disadvantaged groups', the necessary conditions to participate disabled. Multiple opportunities will be offered enrollment process is conducted continuously by any means, online, by phone, mail or on the place. Participant selection is made on objective criteria by a panel of members of the team of experts of the project,

encouraged equal participation of all members of the professional community.

Besides training activities addressed to pharmacists constituted an important component of an information campaign on equal opportunities at work. This was an information campaign aimed at better informing pharmacists of the principle of equal opportunities and non-discrimination at work in the profession of pharmacy. The work was to analyze the concrete situation on the principle of equal opportunities. Equality promoted this activity has more facets. It refers to equality in the workplace, equal opportunities between women and men equal access to information regardless of the environment from which the pharmacist (urban / rural), regardless of age, whether it is active or retired, if is on maternity leave or unemployed, if it comes from community pharmacies, hospital pharmacies, the drug dealers or manufacturers or other jobs.

The objectives of the campaign were besides increasing awareness project promoting visual identity in order to maximize its impact on the target group of the project, the widest dissemination of the target group of the principle of equal opportunities and methods to combat discrimination in the workplace, information of at least 1,000 people in the target group concerned of the principle of equal opportunities and methods to combat discrimination in the workplace.

Analysis of the results of the campaign had as its starting point the president of the College of Pharmacists statement, according to which in Romania operates a total of 14,500 pharmacists. Compared to the population of Romania (according to a press release NIS) which is 19,000,000 people, that means 0.08% of the population is composed of pharmacists, target group specific communication campaign was organized as an activity in the project.

Analyzing audience data recorded media campaign, originates as an average number of 3.623 million readers were exposed campaign message. Considering the percentage of pharmacists (0.08%) as a result of the total 3.623 million readers, 2,898 are pharmacists.

Analyzing data from radio campaign, which recorded a total number of people in the audience of 424 700 people / households exposed to the campaign message. Considering the percentage of pharmacists, it follows that 339 pharmacists were exposed message transmitted through the two radio stations.

Regarding the television campaign spot posted a total of 11.842 million viewings of the Romanian citizens over age 18, according to Kantar Ro. The spot has garnered a rating of 73.3%.

Nationwide TV campaign had a reach of 4.132 million people over 18 years. Considering the percentage of pharmacists, 3305 pharmacists were exposed message transmitted through the national television station TVR 1.

The data analysis of audience of the station Antena 3, presented spot had a rating of 69.4%. Nationwide TV campaign had a reach of 3,252,356 people over 18.

It is estimated that the number of pharmacists exposed to the campaign message was significantly higher than that recorded by the station TVR 1, a number that, after calculations, reaching 2,601 pharmacists.

In the media campaign approximates that were exposed a number of 9144 campaign message pharmacists nationwide on the following media channels: Press: 2898, Radio: 339, TV: 5906. The figures show that all indicators have been achieved. Awareness Project was increased by promoting key messages and visual identity of the project through a mix of media channels effectively with national coverage expanded. By including in the mix of media channels 3 daily newspapers, weekly publications 3, the two TV stations and two radio stations was provided to promote visual identity nationwide.

It is estimated that a total of 9,144 pharmacists were aware of the media campaign message, representing more than 60.9% of the target group. The posts included in the promotional materials developed to ensure highlighting the main source of discrimination based on geography and differentiated access to the latest methods of information and continuing professional development. Considering this aspect, dissemination of officials was extended, as used channels have provided balanced coverage of the target group are in urban and rural areas [POSDRU Project 81/3.2/S/58708].

The media campaign has provided residual campaign message but also the visual identity of the project, as it is known that the messages distributed newspapers have the advantage of being able to be read later, giving the reader possibility to return to information whenever it takes.

CONCLUSIONS

Human resource development project for pharmacists managed to achieve and exceed all indicators originally proposed, both in terms of students certified in pharmaceutical management and improvement of skills in using new technologies.

Objectives of human resource development for pharmacists have been achieved, the aim being to allow the training of managers in the pharmaceutical as well as pharmacists employed by specific programs (health management) or interest (new technologies applications in pharmaceutical domain). The specific objective of reporting by a campaign on the principle of equal opportunities was conducted through the media (newspapers, television channels, radio stations). The project allowed non-discrimination of all members of the professional community continuing education courses on information posted via the portal developed during the project. Information campaign, made the last activity within the scope of this project proved to be a good audience among pharmacists.

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