It is crucial that practitioners, researchers and policy makers address the issue of Indicators for Pharmacy Practice and the aim of the workshop is to raise awareness and to facilitate networking of interested persons and groups.

The workshop will be composed of two parts;
An illustrated lecture on indicator development and the particular problems posed by pharmacy practice
An short open discussion of what work is being done and what needs to be done to establish topic areas, followed by small group discussions about these topics and feedback to the whole group with prioritisation of potential indicators for development

The workshop will aim to provide two outcomes;
An understanding of indicator development
A consensus on the range of potential indicators for Pharmacy Practice

COMMUNICATION RESEARCH AND PHARMACY PRACTICE: INAUGURAL MEETING OF AN INTERNATIONAL SPECIAL INTEREST GROUP
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Objectives
• To provide an overview of communication research in pharmacy practice.
• To generate international commitment and collaboration to develop research initiatives which promote enhanced communication in pharmacy practice.
• To develop a strategy for communication research in pharmacy practice.

Methods
The symposium will comprise a series of short didactic presentations followed by small group discussion and plenary sessions (Figure 1). The presentations will address the following topics:
• Defining communication in healthcare, particularly pharmacy practice
• Empirical evidence of the impact of communication on patient outcomes
• Theoretical underpinning of communication
• Methods of analysis of communication

MW Communication during consultations for nonprescription medicines; Presentation of empirical data; Discussion of techniques to research communication in the community pharmacy setting

DR Broad overview of the communication field and research areas relevant to pharmacist-client communication. Oral literacy burden of medical communication - what communication elements make it especially difficult for patients with restricted literacy skills to engage in the medical dialogue and understand information that is conveyed. Framework for genetic counseling and primary care encounters and relevance to pharmacy communication. Elaboration on framework and discussion of practical and skill-based methods to diminish the oral literacy burden of pharmacist communication.

JC Impact of communication on patient outcomes. What can we learn from medical education and research? Pragmatic considerations in researching communication in real-life and simulated settings.

MG The application of linguistics to communication research in pharmacy.

Conclusion
Effective communication in pharmacy practice is essential to deliver safe and effective pharmaceutical and medicines management. Robust empirical evidence needs to be derived and used to inform the development of initiatives to enhance effective communication by pharmacists and their teams. The establishment of a Special Interest Group to generate international collaboration on this subject will help to achieve this objective.

THE CONSTRUCTION OF CERTAINTY: PHARMACEUTICAL KNOWLEDGE AND THE SHAPING OF LAY EXPERTISE ABOUT DRUGS, TECHNOLOGIES AND RESEARCH
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Many drugs have triggered controversies during their trajectories from development to everyday usage. From bench to bedside - either now or in the past - a number of
uncertainties regarding efficacy, effect, costs, safety and the ethics of medication use can emerge that different stakeholders and, increasingly, also lay people (individually or collectively) have to deal with and act upon.

This symposium will address the question of the dissemination of scientific knowledge and controversies about drugs and the way it shapes lay knowledge and expertise on drugs, technologies and research. It aims to contribute to a sociology and anthropology of uncertainty - the study of collective practices reaching for (at least momentarily) certainty. The study of health risks and uncertainties concerning medications is essential for understanding social processes that shape the increasing use of medications in everyday life. In sociology, uncertainty has long been considered a pervasive element of medical education, the clinical consultation as well as the lay experience of illness (Fox, 1959; 2000). Defined as the gap between knowing and not knowing, uncertainty has implications for the way medical professionals and patients interact with each other. Considering that the world of science (universities and laboratories) is not the only place in which evidence is debated and knowledge generated, we will explore the different levels of the making and dissemination of knowledge and expertise about drugs.

In this symposium, we will specifically ask how lay knowledge and expertise is constructed through the dissemination of evidence in the media and other knowledge networks, and indeed, how deal with or interact with these networks and media. There are a number of elements to the symposium. Firstly, we address how the manifold practices of self-medication are rooted in the public negotiations of knowledge (S. Fainzang); secondly, we show the problematic nature of incorporating lay ‘expertise’ in national (cancer) research networks (P. Bissell). Furthermore, we will explore the way scientific knowledge and controversies get translated from intra-science debates into public debates and how these two spheres mingle and inter-relate. Using the examples of pharmaceuticals for coronary heart disease (J. Collin), Alzheimer’s disease (A. Leibing), and prostate cancer (A. Kampf), we plan to show the entangled paths of the making of certainty regarding medications. At issue in these “narratives of unease” (Kerr et al 2007) are the way structures of certainty, including expertise, authority, and trust are forged and experienced.