



# PHARMACIST AWARENESS MONTH



CANADIAN  
PHARMACISTS  
ASSOCIATION

ASSOCIATION DES  
PHARMACIENS  
DU CANADA

## PAM 2017

### Communications Toolkit

# About PAM

Pharmacist Awareness Month (PAM) is celebrated each March to help educate Canadians about the contributions that pharmacists make in the delivery of health care. This year PAM 2017 will focus on the changing role of pharmacists and what they can do for their patients.

## **PAM 2017 theme:**

**Pharmacists: Doing more. For you.**

Pharmacists across Canada have had a widely expanded scope of practice in the past 10 years that has them improving health care for all Canadians. We want to celebrate the great strides the profession has made and help educate Canadians about the health care services and advice that their pharmacists are now delivering.

# About this Toolkit

This toolkit includes a range of information and resources to help you communicate your Pharmacist Awareness Month activities to your stakeholders, patients and the public. National and provincial pharmacy associations, pharmacy students and pharmacists from across Canada will be celebrating PAM 2017 throughout March. Join the conversation and use some of these resources to get you started!

# About CPhA

The Canadian Pharmacists Association (CPhA) is the uniting national voice of pharmacy and the pharmacist profession in Canada. As pharmacists undertake an enhanced role in the delivery of health care services, CPhA ensures that the profession is recognized as a national leader in health care, influencing the policies, programs, budgets and initiatives affecting the profession and the health of Canadians. More information is available at [www.pharmacists.ca](http://www.pharmacists.ca)

## **What's in the Toolkit?**

- Key messages
- Social media messages
- Newsletter template
- Graphics, videos and other PAM resources

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## **Resources:**

Visit [www.pharmacists.ca/pam](http://www.pharmacists.ca/pam) for more information, ideas and downloadable resources to get you started.

## **Follow us:**

[@CPhAAPhC](https://twitter.com/CPhAAPhC)

[facebook.com/CPhA](https://facebook.com/CPhA)

## **Join the conversation!**

Join the conversation on social media by using the hashtag **#PAM2017**

# Key Messages

Use these key messages during PAM to help you communicate the significant and growing role pharmacists are playing in the health care system.

## **Pharmacists are accessible**

With more than 42,000 licensed pharmacists in Canada, working in over 10,000 pharmacies, pharmacists are the most accessible health care providers in the country. Seeing a pharmacist generally requires no appointment, and their convenient locations mean that pharmacies are close by for most Canadians, wherever they live.

## **Pharmacists are doing more than ever before**

Although every province and territory is different, pharmacists across the country are able to deliver a broader range of services compared to just a few years ago. By providing new services, such as renewing prescriptions, administering vaccinations, medication management services and prescribing for minor ailments and conditions, Canada's pharmacists are doing more for their patients than ever before.

## **Pharmacists are providing value to the health care system**

By reducing the number of people needing hospitalization, visiting emergency rooms, or even needing to book appointments with a family doctor, pharmacists are helping to save the health care system money. With an even greater scope of practice, pharmacists could deliver even greater efficiencies to Canada's health system.

## **Pharmacists are trusted**

Pharmacists consistently rank as one of the most trusted health care professionals in Canada. More than half of patients with health care issues seek out a pharmacist first, before any other health care practitioner. Canadians are increasingly aware of and rely on the services pharmacists can provide.

## **Pharmacists are health care leaders**

As members of a collaborative health care team, pharmacists are playing a leading role in helping to find solutions to some of the key challenges facing our health care system, such as addressing the opioid crisis and improving mental health care and homecare.

# Social Media Posts

Here are some sample tweets and Facebook posts you can use during PAM. Feel free to customize them to fit your organization. Be specific in your examples and highlight services available in your province. Remember to use the hashtag **#PAM2017** in all your posts.



## Twitter

### General

March is #Pharmacist Awareness Month! Let your patients know how you can help #PAM2017  
*[Add link to your website if applicable]*

#Pharmacists what are you doing for Pharmacist Awareness Month? How do you let your patients know what you can help them with? #PAM2017

#Pharmacists how did you help your patients this week? Tell us for Pharmacist Awareness Month! #PAM2017

Help us celebrate #Pharmacist Awareness Month! Visit [www.pharmacists.ca/pam](http://www.pharmacists.ca/pam) for some resources to get you started! #PAM2017

March is #Pharmacist Awareness Month! Help celebrate the key role pharmacists play in the delivery of health care #PAM2017

### Awareness

#Pharmacists: Become familiar with scope of practice changes in your area:  
<http://ow.ly/Tn4x308SSgI> #PAM2017

Pharmacists are an important & accessible resource for ensuring medications are safe & effective #PAM2017

#Diabetes or another chronic condition? Pharmacists can help you manage. #Pharmacists: Doing more. For you. #PAM2017

#Pharmacists are the most accessible health professionals in CAN, dispensing & providing advice on 600 million prescriptions a year #PAM2017

Many #pharmacists across Canada provide convenient access to #vaccinations, including the flu shot & travel vaccines #PAM2017

#Pharmacists can help you manage chronic diseases like #diabetes or #hypertension - Pharmacists: Doing more. For you. #PAM2017

Many #pharmacists can prescribe for certain minor ailments and conditions. Pharmacists: Doing more. For you. #PAM2017

#Pharmacists are doing more than ever before! Stop into your local pharmacy to learn about all the services they can now provide! #PAM2017

Compared to only 10 years ago #pharmacists are doing a lot more for their patients #PAM2017 *[Add link to your website if applicable]*

### Did you know?

#DYK pharmacies will take back your old and unused medications? #Pharmacists: Doing more. For you. #PAM2017

#DYK pharmacists can help with lots of health conditions, not just drugs? Talk to your pharmacist! #PAM2017

#DYK there over 42,000 #pharmacists in Canada providing accessible, high-quality health care in every community? #PAM2017

#DYK your #pharmacist is an important & accessible resource to help you manage your blood pressure & medications? #PAM2017

#DYK your #pharmacist can play a big role in helping you quit smoking? Many pharmacies offer smoking cessation programs & support #PAM2017

#DYK there are over 42,000 #pharmacists in Canada working in over 10,000 pharmacies? #PAM2017

#DYK there are 27 pharmacies per 100,000 Canadians? #Pharmacists are conveniently located in every community across the country! #PAM2017

### Patient Tips

Try to use the same #pharmacy for all your prescriptions so your health file is always up-to-date #PAM2017

When it comes to your health & safety there's no such thing as a bad question. Talk to your pharmacist! #PAM2017

Your pharmacist is an expert on medication but can also help with many other health-related topics. Just ask! #PAM2017

## Looking for graphics & videos for your social media posts?

Visit [www.pharmacists.ca/pam](http://www.pharmacists.ca/pam) for a range of downloadable resources, including infographics and videos you can add to your tweets and Facebook posts.

Talk to your #pharmacist about everything you take. Even over-the-counter medications, vitamins & natural health products matter #PAM2017

If you're thinking about quitting smoking, your #pharmacist can help with support, products & medication if needed #PAM2017

Don't throw old or unused medications in the garbage or down the toilet! Your pharmacy will take it back & dispose of it safely #PAM2017

## Don't miss the national #inDISPENSEable tweet chat!

**WHEN: March 9, 2017 1-2pm EST**

**TOPIC: How your Pharmacist can help - ask us anything!**

Join CPhA, provincial pharmacy associations, Shoppers Drug Mart and pharmacists from across Canada on March 9, 2017 starting at 1pm EST for a national tweet chat. Join the conversation by following the hashtag **#InDISPENSEable** on twitter and help Canadians better understand the important role pharmacists play in their overall health. You can use [www.tweetchat.com](http://www.tweetchat.com) to make the experience easier.

## Facebook

Pharmacist Awareness Month (PAM) is a time to educate and show Canadians all the valuable services pharmacists provide that contribute to their health care. Take part in Pharmacist Awareness Month by posting signs, hosting information sessions and talking to patients. For ideas on how to get involved, visit [www.pharmacists.ca/pam](http://www.pharmacists.ca/pam) #PAM2017

Are you ready for Pharmacist Awareness Month this March! Visit [www.pharmacists.ca/pam](http://www.pharmacists.ca/pam) for ideas and resources. #PAM2017

Do your patients understand all the ways you can help them live healthy lives? Take part in Pharmacist Awareness Month to improve the public's understanding of the expanding role of pharmacists. Visit [www.pharmacists.ca/pam](http://www.pharmacists.ca/pam) for ideas and resources. #PAM2017

March is Pharmacist Awareness Month. Drop by our pharmacy today and ask us how we can help you! #PAM2017

It's Pharmacist Awareness Month! Stop in at your community pharmacy and ask us how we can help you better manage your health. #PAM2017

Have you visited your pharmacist lately? March is Pharmacist Awareness Month, and our role is changing to help you better manage your health. Talk to us! #PAM2017

How has your pharmacist helped you or a family member recently? Tell us about how your pharmacist has made a difference in your life! #PAM2017

You may not always see them, but pharmacists are key members of health care teams in a broad range of settings across Canada, including community pharmacies, hospitals and primary care settings. For more information, visit *[insert your website]* #PAM2017

March is Pharmacist Awareness Month! Learn more about Canadian pharmacists and their expanding role: <http://ow.ly/GTvQ308SQj7> *Pharmacists: Doing more. For you.* #PAM2017

With more than 42,000 pharmacists in Canada working in over 10,000 pharmacies, pharmacists are the most accessible health provider in the country. Visit your pharmacist to learn more about the accessible health care services and advice they can provide. #PAM2017

Did you know that our pharmacy now offers *[insert new service]*? Stop in during Pharmacist Awareness Month and ask us how we can help you better manage your health! #PAM2017

Pharmacists are your medication experts and so much more. Ask a pharmacist during Pharmacist Awareness Month about all the ways they can help improve your health! #PAM2017

Check with your local pharmacist to find out what services are available in your province. #PAM2017

Questions about your medications? Pharmacists are the most equipped health care provider to help you understand and best use your medications. For more information, visit *[insert your website]* #PAM2017

Did you know that your pharmacist may provide convenient access to vaccinations, including the flu shot and travel vaccines? Stop in during Pharmacist Awareness Month to learn more about the services your pharmacy offers: *[insert your website]*. #PAM2017

Your pharmacist can help you manage chronic diseases like diabetes or hypertension. Stop in during Pharmacist Awareness Month to learn more about all the ways your pharmacist can help you manage your health! #PAM2017

Did you know your pharmacist can play a big role in helping you quit smoking? Many pharmacies offer smoking cessation programs and support. #PAM2017

# Newsletter Template

Here is a newsletter template to help you communicate to your members or stakeholders about PAM 2017. Feel free to customize it to fit your organization, consider adding your own social media handles and highlight any PAM events you may be holding.

## Pharmacist Awareness Month 2017

The month of March marks Pharmacist Awareness Month (PAM) in Canada! The PAM 2017 tagline, *Pharmacists: Doing more. For you*, highlights the expanding role of pharmacists and the increasing number of services they are delivering to their patients.

Pharmacist Awareness Month provides an important opportunity to inform and educate our patients and all Canadians about the significant strides that pharmacists have made in their ability to deliver patient-centred care. It's also an opportunity to highlight the essential role that pharmacists play in our health care system.

There are a number of resources available to assist you in promoting the profession during PAM 2017. The Canadian Pharmacists Association (CPhA) has produced a number of downloadable materials, including posters, social media posts and graphics, patient handouts and promotional videos to help you celebrate PAM. These can be downloaded at [www.pharmacists.ca/pam](http://www.pharmacists.ca/pam).

In addition, be sure to follow CPhA on twitter at [@CPhAAPhA](https://twitter.com/CPhAAPhA) or on Facebook at [www.facebook.com/CPhA](https://www.facebook.com/CPhA). During PAM, CPhA will be sending out daily tips and information to highlight the important role of pharmacists and educate Canadians about the range of health care services and advice their pharmacists are now delivering.

PAM is your opportunity to showcase your profession, and to showcase the value that you bring to the Canadian health care system. Pharmacists have much to be proud of - now let's make sure that your patients and all Canadians are aware of everything that we can do to help them live healthier lives!



# More Resources

Visit [www.pharmacists.ca/pam](http://www.pharmacists.ca/pam) to download a range of materials to help you celebrate PAM, including:

- Logos and banners
- Infographics for social media
- Posters and handouts
- Videos
- And much more!



**Pharmacists:**  
Can help you manage your health

				
Pharmacists are an accessible resource to help you manage your medications.	Many pharmacists provide convenient access to vaccinations, including the flu shot and travel vaccines.	Pharmacists can help you manage chronic diseases like diabetes or hypertension.	Pharmacists can help you quit. Many pharmacies offer smoking cessation programs and support.	Many pharmacists can prescribe for certain minor ailments and conditions.

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pharmacists.ca/pam

