**Key Messages**

Pharmacist Awareness Month 2016 Toolkit

*Pharmacists: Doing more. For you.*

Over the past several years, pharmacists have been increasing the number of services they are delivering to patients. From renewing prescriptions, delivering vaccinations, providing medication management services and prescribing for minor ailments and conditions, Canada’s pharmacists are doing more for their patients. The theme for Pharmacists Awareness Month 2016, “***Pharmacists: Doing more. For you,***” aims to celebrate the great strides the profession has made and help educate Canadians about the range of health care services and advice their pharmacists are now delivering.

***Pharmacists are Accessible***

With nearly 39,000 licensed pharmacists in Canada, working in over 9,800 community pharmacies and 285 in-patient hospital settings, pharmacists are the most accessible health provider 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 Trusted***

Pharmacists consistently rank as one of the most trusted professions in Canada. Canadians know that the information and care provided by pharmacists is based on quality, evidence, and in the best interest of the patient.

***Pharmacists are Well Trained***

Pharmacists receive intensive, comprehensive education and undergo a rigorous certification process in order to practice. They also pursue ongoing continuing education, and undertake specialized training courses in specific forms of care. Their health care competency and ability to deliver care is unquestionable.

***Pharmacists Enable a More Sustainable Health Care System***

By reducing the number of people needing hospitalization, visiting emergency rooms, or even needing to book appointments with a family doctor, and by effectively treating conditions early, pharmacists are helping to put the Canadian health care system on a more sustainable footing. With even greater scope of practice, pharmacists could deliver even greater efficiencies to Canada’s health system.

***Pharmacists Provide a Variety of Health Care Services***

Most Canadians are unaware of the range of health-related services that they can now access through a pharmacist. 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. Pharmacists are much more than pill dispensers.