**Newsletter Template**

Pharmacist Awareness Month 2016 Toolkit

*Pharmacists: Doing more. For you.*

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| Here is a newsletter template to help you communicate to your members and stakeholders about Pharmacist Awareness Month 2016. Feel free to customize to fit your organization, consider adding your own social media handles and highlight any PAM events you may be holding. |

**Pharmacist Awareness Month 2016**

March 2016 marks Pharmacist Awareness Month in Canada! The PAM 2016 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 a key 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 2016. The Canadian Pharmacists Association (CPhA) has produced a number of downloadable materials, including posters, social media posts and graphics, a patient tip sheet and patient handouts, and promotional videos, in order 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/CPhAAPhC) or on Facebook at [www.facebook.com/CPhA](http://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. Feel free to use these resources throughout PAM. Pharmacists have much to be proud of – now let’s make sure that your patients and all Canadians are aware of all that we can do to help them live healthier lives!