



**THANK YOU  
PHARMACY**

# **PHARMACY APPRECIATION MONTH**

MARCH 2022 | #PAM2022

**Communications Toolkit**

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# About PAM

Pharmacy Appreciation Month (previously “Pharmacy Awareness Month”) is the annual national campaign that shines a spotlight on all things pharmacy. Celebrated each March, PAM is a time to highlight the role pharmacy professionals play in our health-care system and thank them for their extraordinary efforts.

Pharmacy professionals have taken on a lot to help us through this pandemic over the past two years. They've gone to extraordinary lengths to help protect our communities and be there, every day, for patients. Join us in celebrating them. Join us in celebrating **Pharmacy Appreciation Month** this March!

## This toolkit

This toolkit includes a range of information and resources to help you celebrate PAM and communicate your activities to your stakeholders, patients and the public. National and provincial pharmacy associations, pharmacy students and pharmacy professionals from across Canada will be celebrating PAM 2022 throughout March. Join the conversation and use some of these resources to get started.

Visit [pharmacists.ca/pam](http://pharmacists.ca/pam) for more resources and information.

## About CPhA



Canadian  
Pharmacists  
Association  
Association des  
pharmaciens  
du Canada

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).

## Follow us:



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



[@cpha\\_aphc](https://www.instagram.com/cpha_aphc)



[CPhATV](https://www.youtube.com/CPhATV)

# 10 simple ways to get involved

## 1. Social media

Join the conversation on social media throughout the month of March to celebrate Pharmacy Appreciation Month. Use the sample messages and graphics in this toolkit to get started, and don't forget to use the hashtags **#PAM2022** and **#ThankYouPharmacy**.



## 2. Say thanks or share some kudos

A thank you is pretty simple... but can be pretty powerful too! Whether you're a patient who wants to thank the pharmacy team you depend on or a pharmacy professional who wants to acknowledge your colleagues, don't be shy this March! Don't forget to use the hashtag **#ThankYouPharmacy** if you are using social media.

## 3. Engage your patients

Start a conversation with your patients to let them know about the support and services you provide. Host a community or virtual info session to describe the services available at your pharmacy or to highlight a particular health issue you can help them with (e.g., medication management, diabetes or heart health).



## 4. Be part of the 31 Days of Pharmacy

We'd love to feature you and your pharmacy team in our PAM 2022 materials so we can show Canadians even a small piece of your world! Snap a pic of yourself or your pharmacy team in action and **email us** at [socialmedia@pharmacists.ca](mailto:socialmedia@pharmacists.ca) to participate. Please include the name and location (city and province/territory) of your pharmacy and the full names of any team members in the photo.

## 5. Email and newsletters

Use/adapt the newsletter template or use the key messages found in this toolkit to communicate to your members or stakeholders about Pharmacy Appreciation Month.

## 6. Celebrate your pharmacy team

Put the 'appreciation' in Pharmacy Appreciation Month! It's been a very challenging time for front-line pharmacy professionals, so give your pharmacy team (and yourself) a much-deserved pat on the back! If you are an owner or manager, we've put together a few simple ways (see pg. 9) you can show your pharmacy team some love!

## 7. Get Inspired

Contact your provincial pharmacy associations or follow them on social media to gain inspiration from what others are doing to promote PAM.

### Alberta Pharmacists Association

Twitter: [@ABPharmacists](#)  
Facebook: [RxA](#)  
Website: <https://rxa.ca/>

### Association québécoise des pharmaciens propriétaires

Twitter: [@VotrePharmacien](#)  
Facebook: [@pharmaciensproprietaires](#)  
Website: <http://www.monpharmacien.ca/>

### British Columbia Pharmacy Association

Twitter: [@bc\\_pharmacy](#)  
Facebook: [@BCPharmacy.ca](#)  
Website: <https://www.bcpharmacy.ca/>

### Pharmacists Manitoba

Twitter: [@PharmacistsMB](#)  
Facebook: [Pharmacists-Manitoba](#)  
Website: <https://www.pharmacistsmb.ca/>

### New Brunswick Pharmacists Association

Twitter: [@PharmacistsNB](#)  
Facebook: [@NBPharmacists](#)  
Website: <http://www.nbpharma.ca/>

### Ontario Pharmacists Association

Twitter: [@OntPharmacists](#)  
Facebook: [@OntPharmacists](#)  
Website: <http://www.opatoday.com/>

### Pharmacists' Association of Newfoundland & Labrador

Twitter: [@PANLupdates](#)  
Facebook: [@pharmacistsnewfoundlandandlabrador](#)  
Website: <http://panl.net/>

### Pharmacy Association of Nova Scotia

Twitter: [@PharmacyNS](#)  
Facebook: [@PharmacyNS](#)  
Website: <http://www.pans.ns.ca/>

### Pharmacy Association of Saskatchewan

Twitter: [@PAS\\_SK](#)  
Facebook: [@saskatchewanpharmacists](#)  
Website: <http://www.skpharmacists.ca/>

### Prince Edward Island Pharmacists Association

Twitter: [@PEIPharmacists](#)  
Facebook: [PEI Pharmacists](#)  
Website: <https://peipha.com/>

## 8. Help curate the soundtrack to PAM!

We are calling on the pharmacy community to help curate the ultimate PAM playlist. We've come up with a few themes to help get you started. Check out [#PAM2022Playlist](#) or visit our [PAM webpage](#) for more info.



## 9. Share our #MyFavePharm PAM contest

We are asking patients to tell us why they love their pharmacy team in our #MyFavePharm contest! Those who complete nomination forms will be entered into a draw for an opportunity to win a tablet for both themselves and their favourite pharmacy team member. Share the [contest link](#) with your network!

## 10. Spread the word with your local community and media

Reach out to local TV, radio, newspapers or community groups to tell them about Pharmacy Appreciation Month and talk to them about your pharmacy's services and what pharmacists can do! Take a look at some of the messaging in this toolkit for some inspiration.

# Key messages

**What is PAM?** Pharmacy Appreciation Month (previously “Pharmacy Awareness Month”) is the annual national campaign that shines a spotlight on all things pharmacy. Celebrated each March, PAM is a time to highlight the role pharmacy professionals play in our health-care system and thank them for their extraordinary efforts.

**Pharmacy has played an essential role on the front lines of the pandemic:** Pharmacy professionals have helped us through this pandemic in many ways and have been a key part of our nation-wide public health efforts to screen, test and vaccinate Canadians. Pharmacies have remained open and accessible to their patients, and team members have showed up each day ready to care for, support, educate and guide their communities through the many challenges of the pandemic.

**Pharmacy teams have vaccinated millions of Canadians:** Pharmacy teams have played a central role in the vaccine roll out, most recently working extremely hard to vaccinate our kids and meet the surge in demand for COVID-19 booster shots. They’ve administered more than 17 million COVID-19 vaccines across Canada—in addition to the vaccines they provide for many other preventable diseases and the millions of flu shots they deliver each year

**Pharmacists have an important and growing role in public health:** Over the past 2 years, pharmacists have truly embraced their role in public health, expanding their practices to fill critical gaps in care exposed by the pandemic. In addition to screening, testing and vaccinating patients, they’ve been involved in educating the community on evolving medical evidence and policies. Pharmacists have played a valuable role in mitigating the spread of misinformation. In addition, their responsibilities are also expanding in areas like mental health, point-of-care testing, and fighting the opioid crisis

**The pharmacy profession is at a crisis point:** The COVID-19 pandemic and the latest Omicron wave have stretched pharmacy teams to the limit. With high workloads and human resource shortages, we are seeing pressures on our workforce like never before. The past 2 years have been very challenging for pharmacy professionals, and it has become clear that their unwavering commitment to meet the increased public demand for their knowledge and services has put their own mental health and wellness at risk.

**Pharmacists are able to offer their patients more health-care services than ever before:** Although each province and territory is different, pharmacists across the country are able to deliver a broader range of services than they could even just a few years ago. There are many more reasons for you to visit your pharmacy these days, as the ability to renew/extend prescriptions, order lab tests and assess and prescribe for common ailments has enabled Canada’s pharmacists to ensure Canadians have reliable and easily accessible care.

**Pharmacists are valuable 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 save the health-care system money. With a greater scope of practice, pharmacists could deliver even greater efficiencies to Canada’s health system.

## Quick facts:

- Most Canadians live within 5km of a pharmacy.
- There are more than 45,000 pharmacists and 9,900 pharmacy technicians in Canada, working in over 11,000 pharmacies.
- Pharmacists consistently rank as one of the most trusted professions in Canada and Canadians see their pharmacist more often than any other health-care professional.
- Every week pharmacists see about 10 million patients across the country.

# Email & newsletter template

Here is an email/newsletter template to help you communicate to your members or stakeholders about PAM 2022. Customize it to fit your organization, consider adding your own social media handles and highlight any PAM events you may be holding.

## Pharmacy Appreciation Month 2022

Join us this March to celebrate Pharmacy Appreciation Month (PAM), the annual national campaign that shines a spotlight on all things pharmacy. PAM is an important opportunity to reflect on and acknowledge the extraordinary efforts and contributions of pharmacy professionals to Canada's health-care system.

It's clear that pharmacy professionals have taken on a lot to help the country through the pandemic. You have stayed open and accessible for your patients, showing up each day ready to care for and support them. You've been leaders in your community, educating and guiding the patients you serve through the many challenges over the past two years.

#TeamPharmacy has played a huge role in the nation-wide public health efforts to fight COVID-19, administering more than 17 million COVID vaccines across Canada. This is on top of all your regular duties and everything else you do for your patients that isn't captured or tracked anywhere. There are many, many reasons to be proud of yourself and your colleagues. We see you and we salute you for your countless achievements big and small.

It's also clear that pharmacy professionals have been called upon over and over again and that the pandemic and latest Omicron wave have put pressures on the profession like never before. So, while PAM is a time to appreciate and celebrate the pharmacy community and the role you play, it's also an important opportunity to acknowledge the challenges you've faced over two difficult years. It's a time for us to rally together as a community and stand strong and proud for how far we've come and what we've been able to accomplish as a profession.

Join the conversation on social media (#PAM2022) and take the time to thank and appreciate your pharmacy team and our broader pharmacy community. We have a lot to be proud of. Let's share that pride with our patients, ourselves and all Canadians this month.

There are many ways to celebrate PAM. Visit [www.pharmacists.ca/pam](http://www.pharmacists.ca/pam) for ideas and resources to get you started.

Be sure to follow CPhA on Twitter ([@CPhAAPhC](https://twitter.com/CPhAAPhC)), Facebook ([@CPhA](https://www.facebook.com/CPhA)) and Instagram ([@cpha\\_aphc](https://www.instagram.com/cpha_aphc)) during PAM for daily info and special announcements.

Happy Pharmacy Appreciation Month and #ThankYouPharmacy for all you've done and continue to do!

# #MyFavePharm Contest

We are asking patients to tell us why they love their pharmacy team in our **#MyFavePharm** contest! Those who complete and submit nomination forms before 11:59pm ET on March 21 will be entered into a draw for an opportunity to win a tablet for both themselves and their favourite pharmacy team member! Use the following resources to help us share the contest with your networks:



## Social Media

Here are a few posts you can use to promote the contest. Don't forget to include the **#MyFavePharm** hashtag and the [link to the contest form](#).

Love your pharmacy team? For Pharmacy Appreciation Month we want to hear from patients about your favourite pharmacy team member! Enter the **#MyFavePharm** contest and you could win a tablet: <https://www.surveymonkey.com/r/MyFavePharm> #PAM2022

Did you know March is Pharmacy Appreciation Month? Tell us why you appreciate your **#pharmacy** team by entering our **#MyFavePharm** contest and you could win a tablet for yourself and your favourite pharmacy team member:

<https://www.surveymonkey.com/r/MyFavePharm> #PAM2022

Patients: Do you have a **#pharmacy** team member who always goes above and beyond? Tell us what makes them so special and you could win a tablet for them and yourself by entering the **#MyFavePharm** Contest:

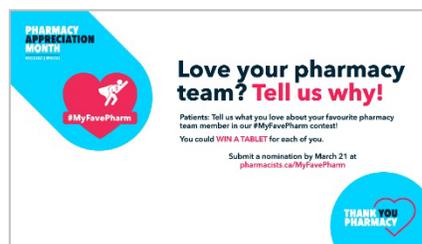
<https://www.surveymonkey.com/r/MyFavePharm> #PAM2022

Patients: Share some love for Pharmacy Appreciation Month! Tell us about your favourite pharmacy team member and you could win a tablet for each of you by entering the **#MyFavePharm** Contest:

<https://www.surveymonkey.com/r/MyFavePharm> #PAM2022

## Graphic

Include this graphic in your social media posts promoting the contest.



Download

## Poster

Print and put the poster up in your pharmacy.



Download

# Celebrate your pharmacy team

Put the ‘appreciation’ in Pharmacy Appreciation Month! Pharmacy professionals have taken on so much and have faced a lot of challenges over two difficult years. If you are a **pharmacy owner or manager**, we’ve put together a few simple ways you can show your pharmacy team some love.

## Express your gratitude

A simple thank you, whether delivered verbally or with a handwritten note can be powerful. The pandemic has put immense stress on front-line workers and health-care providers. Let your team know that you see and appreciate them. Want to go the extra mile? Include a small token of appreciation like treats or gift cards.

## Take your appreciation online

Does your pharmacy have a Facebook page, Twitter or Instagram account? Why not profile your pharmacy team (with their permission) for PAM. Check out the hashtags **#PAM2022** and **#ThankYouPharmacy** for some inspiration.

## Host a PAM party

Get the full team together safely for a virtual party to mark Pharmacy Appreciation Month.

## Let your patients do the talking

Share the [#MyFavePharm contest](#) on your pharmacy social media accounts (use the social media posts in this toolkit to get your started), giving patients the opportunity to nominate one of your team members for going above and beyond! Put up a [contest poster](#) at the pharmacy counter or waiting area.



## Make a #PAM2022 appreciation wall

Share a note of appreciation for each member of your team and post them at the pharmacy. Here’s a template to print to get you started. Encourage your team members to post kudos to each other as well. And you could even open it up to patients.



### Appreciation Notes Template:

1. Print this PDF
2. Cut along the dotted lines
3. Write your message of appreciation!

# Social media posts

Sample 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/territory. Remember to use the hashtags **#PAM2022** and **#ThankYouPharmacy** in your posts.

## General

Pharmacy professionals have taken on a lot to help us through the pandemic over the past 2 years. Join us this March during Pharmacy Appreciation Month to celebrate the pharmacy teams that have been there every day for their patients and communities. **#PAM2022** *[Add link to your website if applicable]*

Pharmacy Appreciation Month is the annual national campaign that shines a spotlight on all things pharmacy. Celebrated each March, **#PAM2022** is a time to highlight the role pharmacy professionals play in our health-care system and thank them for their extraordinary efforts!

Happy Pharmacy Appreciation Month! With a widely expanded role over the past decade, there are more reasons than ever to appreciate your pharmacist! **#PAM2022**

Let's help Canadians appreciate their **#pharmacy** teams this March! Visit [www.pharmacists.ca/pam](http://www.pharmacists.ca/pam) for some resources to get you started! **#PAM2022**

Your pharmacy team at **[insert name of pharmacy or handle]** has been here for you throughout the pandemic. This month we are celebrating the **#pharmacy** professionals that have made that possible for Pharmacy Appreciation Month! **#PAM2022**

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 clinics. For more information, visit **[insert your website]** **#PAM2022**

March is Pharmacy Appreciation Month. Next time you're at our pharmacy take a few minutes to ask us how we can help you manage your health. **#PAM2022**

With more than 45,000 pharmacists in Canada working in over 11,000 pharmacies, pharmacists are the most accessible health provider in the country. Visit your pharmacist to learn more about the care and advice they can provide. **#PAM2022**

## **#ThankYouPharmacy**

Join us this March to say **#ThankYouPharmacy**! Pharmacies have remained open and accessible to their patients and pharmacy teams have showed up each day ready to care for, support, educate and guide their communities through the many challenges we've faced. **#PAM2022**

Pharmacy teams have played a huge role in the nation-wide public health efforts to fight COVID-19, administering more than 17 million COVID vaccines across Canada! **#ThankYouPharmacy** **#PAM2022**

Pharmacy professionals have helped us through this pandemic in many ways and have been a key part of our nation-wide public health efforts to screen, test and vaccinate Canadians! **#ThankYouPharmacy** **#PAM2022**

This March let's celebrate and appreciate the pharmacy professionals who have been there for Canadians throughout the pandemic. #PAM2022 #ThankYouPharmacy

How has your pharmacist helped you or a family member recently? Tell us about how your pharmacist has made a difference in your life! #PAM2022 #ThankYouPharmacy

March is Pharmacy Appreciation Month. While the past two years have been full of challenges, your #pharmacy team is still here for you. Join us in saying #ThankYouPharmacy this month! #PAM2022

It's Pharmacy Appreciation Month. Next time you are at your local pharmacy take a few moments to say #ThankYouPharmacy to your pharmacy team and learn more about all the ways they can help you manage your health. #PAM2022

Pharmacy has played an essential role on the front lines of the pandemic. Join us this March in saying #ThankYouPharmacy to your pharmacy team during Pharmacy Appreciation Month! #PAM2022

## **Did you know?**

#DYK pharmacists can help with lots of health conditions, not just medications? Talk to your pharmacist! #PAM2022

#DYK there over 45,000 #pharmacists in Canada providing accessible, high-quality health care in every community? Even through #COVID19, pharmacists have been there every day to help. #PAM2022

#DYK your #pharmacist is an important and accessible resource to help you manage your blood pressure and medications? #PAM2022

#DYK your #pharmacist can play a big role in helping you quit smoking? Many pharmacies offer smoking cessation programs and support. #PAM2022

#DYK there are over 45,000 pharmacists and 9,900 pharmacy technicians in Canada, working in over 11,000 pharmacies? #PAM2022

#DYK pharmacists can help you manage chronic diseases like #diabetes or #hypertension. #PAM2022

#DYK that our pharmacy now offers [*insert new service*]? Stop in during Pharmacy Appreciation Month and ask us how we can help you better manage your health. #PAM2022

## **Patient Tips**

Pharmacy teams are busier than ever! Here are a few simple tips you can keep in mind ahead of your next #pharmacy visit to help them out: <http://ow.ly/vzeb50Hlxxo>

Try to use the same #pharmacy for all your prescriptions so your health file is always up to date. #PAM2022

Your pharmacist is a medication expert, but can also help with many other health-related topics. Just ask! #PAM2022

Talk to your #pharmacist about everything you take. Even over-the-counter medications, vitamins and natural health products matter. #PAM2022

If you're thinking about quitting smoking, your #pharmacist can help with support, products and medication if needed. #PAM2022

Don't throw old or unused medications in the garbage or down the toilet! Your pharmacy will take it back and dispose of it safely. #PAM2022

Questions about your medications? Pharmacists are the most equipped health-care provider to help you understand and manage your medications. For more information, visit **[insert your website]**. #PAM2022

Pharmacists are your medication experts and so much more. Ask a pharmacist during Pharmacy Appreciation Month about all the ways they can help improve your health. #PAM2022

## **Pharmacist Story Videos**

Ever wonder what goes on behind the counter at your #pharmacy? While you wait for your medication there is a lot going on behind the scenes! #PAM2022 <https://youtu.be/fd0fRRR37lc>

Although each province and territory are different, pharmacists across the country are able to deliver a broader range of services compared to just a few years ago. Learn more about pharmacy in Canada for #PAM2022 <https://youtu.be/ZbCJtCNzg78>

Meet Caitlin McGrath, an AB #pharmacist with a special place in her local community. #PAM2022 <https://youtu.be/cO41rh4lpo8>

Meet Nadine Grimm, a clinical pharmacist from Halifax, NS, who works in a neonatal intensive care unit, caring for ill and premature newborn babies. #PAM2022 <https://youtu.be/hbjRA2DajjE>

Meet Peter Dumo, a community pharmacist from Windsor, ON, who specializes in deprescribing. #PAM2022 <https://youtu.be/zl43AoTUV1Q>

Meet Melanie McLeod, one of only two psychiatric #pharmacists in Saskatchewan, who opened a Regina pharmacy that specializes in #mentalhealth care. #PAM2022 <https://youtu.be/VNux9dhvqhc>

Meet Angela Sheasgreen a #pharmacist at the Elsipogtog Pharmasave in New Brunswick, the first band-owned pharmacy in Canada. #PAM2022 <https://youtu.be/sjscPxemZ74>

Meet Craig Plain, a Vancouver, BC, #pharmacist on the front lines of the #opioidcrisis. His unique practice brings him out from behind the pharmacy counter and into the community to help his patients. #PAM2022 <https://youtu.be/0ezsxo5j0Lg>

## **#MyFavePharm Contest**

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Patients: Do you have a #pharmacy team member who always goes above and beyond? Tell us what makes them so special, and you could win a tablet for each of you by entering the #MyFavePharm Contest: <https://www.surveymonkey.com/r/MyFavePharm> #PAM2022

# Graphics



## PAM 2022 call for photos

We'd love to feature you and your pharmacy team in our PAM 2022 materials so we can show Canadians even a small piece of your world! Snap a pic of yourself or your pharmacy team in action and [email us at socialmedia@pharmacists.ca](mailto:socialmedia@pharmacists.ca) to participate. Please include the name and location (city and province/territory) of your pharmacy and the full names of any team members in the photo.

## Graphics for social media posts

Here are a few graphics to get you started. Find more at [www.pharmacists.ca/pam](http://www.pharmacists.ca/pam).



Remember to use the hashtags **#PAM2022** and **#ThankYouPharmacy** in your posts!

## Email signature graphic



## Cover photos

Use these for your Facebook, Twitter and LinkedIn profile cover photos.



# Printable materials

## Posters

Display PAM posters at your pharmacy counter or waiting area.



Download



Download



Download

## PAM Placard Sign

Tell us why you're proud to be a pharmacy professional, share a message to the pharmacy community, or share a patient tip using our PAM placard. It's simple—print the sign, write your customized message and post a picture of yourself holding it on social media. Don't forget to include the hashtag #PAM2022! Looking for inspiration? There are lots of messages in this toolkit to get you started.



Download