

# PHARMACY APPRECIATION MONTH

MARCH 2023 | #PAM2023



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 growing role pharmacy professionals play in our health-care system and thank them for their extraordinary efforts.

Pharmacy professionals have been an immense force supporting Canadians and our health-care system through the many challenges we’ve faced over the past few years. Join us in celebrating Canada’s amazing pharmacy teams during **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 2023 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:



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



[@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 **#PAM2023** and **#ThankYouPharmacy**.

## 2. Say thanks!

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! And 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., common ailments, 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 2023 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 followers, members or stakeholders about Pharmacy Appreciation Month.

## 6. Celebrate your pharmacy team

Put the 'appreciation' in Pharmacy Appreciation Month! It continues to be a 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. Visit the PAM2023 Kudoboard!

Share stories, photos, congratulations or thanks to your team and pharmacy colleagues for the incredible work they do every day! The [PAM2023 Kudoboard](#) is a virtual appreciation wall where you can go to post kudos alongside other members of the pharmacy community across the country!



## 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 the nominator 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 growing role pharmacy professionals play in our health-care system and thank them for their extraordinary efforts.

**The role of pharmacy professionals is growing to meet our health-care needs:** Over the past year we’ve seen new authorities and new funding for pharmacy services, illustrating that governments are aligning health-care delivery models with patient needs and expectations. From coast to coast to coast, we’ve witnessed pharmacists further empowered to practice towards their full scope, and to serve their patients with fewer barriers.

**Pharmacy teams are improving access for patients and reducing strain on our health-care system:** With a health-care system under significant strain, pharmacy teams are more essential than ever before. Pharmacy professionals have grown their roles as immunizers, as prescribers, and as the first point of contact to the health-care system for patients across the country.

**Funding for pharmacy care and empowering pharmacy professionals improves access to health-care services in our communities:** As provinces and territories recognize the tremendous value that pharmacy teams can bring to their patients and to the health-care system, governments are authorizing new services and increasing funding for pharmacist services in many parts of Canada. As a result, we are seeing a growing awareness and enthusiasm from patients to access care at their pharmacies. In fact, 94% of Canadians agree that governments need to expand and fund community-based care, like health services available through pharmacies. Funding for pharmacy services is key for a healthy pharmacy workforce and a stronger health-care system.

**Since the pandemic, Canadians’ relationships with their pharmacy teams have grown:** Over the past few years Canadians have turned to their pharmacies for health-care services and advice. In the process, they have discovered the power of pharmacy and forged new relationships with their pharmacy teams.

**Pharmacy teams have been an immense force supporting Canadians and our health-care system through the many challenges we’ve faced:** The contributions of Canada’s pharmacy teams over the past few years have been remarkable. From supporting their communities through the pandemic, helping patients navigate care amidst the current health-care crisis, managing ongoing drug shortages and everything in between, pharmacy professionals have proven their value time and time again.

## Quick facts:

- Most Canadians live within 5km of a pharmacy.
- There are more than 46,000 pharmacists and 10,500 pharmacy technicians in Canada, working in over 11,500 pharmacies across the country.
- Pharmacists are consistently ranked as one of the most trusted professions in Canada and Canadians see their pharmacist more often than any other health-care professional.
- Canada’s pharmacy teams have administered more than 25 million COVID-19 vaccines to-date.
- 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 2023. 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 2023

Join us this March to celebrate Pharmacy Appreciation Month (PAM), the annual national campaign that shines a spotlight on all things pharmacy!

It's clear that the contributions of Canada's pharmacy teams over the past few years have been remarkable. From supporting our communities through the pandemic, helping patients navigate care amidst our current health-care crisis, managing ongoing drug shortages and everything in between, pharmacy professionals have been an immense force. We know it has been a challenging time to be a health-care provider.

Governments and Canadians are recognizing the tremendous value of our pharmacy teams. The role of pharmacy professionals is growing with new authorities and funding for pharmacy services being implemented in many parts of Canada. With more than 25 million COVID-19 vaccines administered by Canada's pharmacy teams, millions of flu shots and the introduction of new health-care services at the pharmacy, patients are rethinking and growing their relationships with their pharmacy teams.

There is a clear momentum behind the pharmacy profession as more and more Canadians discover the power of pharmacy. This PAM, we are celebrating our pharmacy teams and highlighting to Canadians that the power of pharmacy is *you*—the amazing individuals who have been there for their communities time and time again.

Join the conversation on social media ([#PAM2023](#)) 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.

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](#)), Facebook ([@CPhA](#)) and Instagram ([@cpha\\_aphc](#)) during PAM for daily info and special announcements.

Happy Pharmacy Appreciation Month and #ThankYouPharmacy!



# #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 20 will be entered into a draw for an opportunity to win a tablet for both them 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> #PAM2023

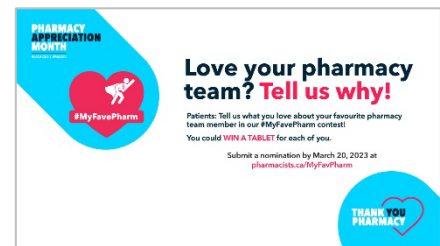
Did you know March is Pharmacy Appreciation Month? Tell us why you appreciate your **#pharmacy** team by entering our **#MyFavePharm** contest and you could win a tablet for yourself and your favourite pharmacy team member: <https://www.surveymonkey.com/r/MyFavePharm> #PAM2023

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> #PAM2023

Patients: Share some love for Pharmacy Appreciation Month! Tell us about your favourite pharmacy team member and you could win tablet for each of you by entering the **#MyFavePharm** Contest: <https://www.surveymonkey.com/r/MyFavePharm> #PAM2023

## 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! The contributions of Canada's pharmacy teams over the past few years have been remarkable. From supporting our communities through the pandemic, to helping patients navigate care amidst the current health-care crisis, managing ongoing drug shortages and everything in between, pharmacy professionals have taken on a lot. 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 and ongoing strain on our health-care system 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 **#PAM2023** and **#ThankYouPharmacy** for some inspiration.

## Host a PAM party

Get the full team together safely 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.



## Celebrate your team on the PAM2023 Kudoboard

Share stories, photos, congratulations or thanks to your team and pharmacy colleagues for the incredible work they do every day! The [PAM2023 Kudoboard](#) is a virtual appreciation wall where you can go to post kudos alongside other members of the pharmacy community across the country!

# 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 **#PAM2023** and **#ThankYouPharmacy** in your posts.

## General

Pharmacy professionals have been an immense force supporting Canadians and our health-care system through the many challenges we've faced over the past few years. Join us this March during Pharmacy Appreciation Month to celebrate Canada's amazing pharmacy teams! #PAM2023 **[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, #PAM2023 is a time to highlight the growing role pharmacy professionals play in our health-care system and thank them for all that they do!

Happy Pharmacy Appreciation Month! With an expanding role that is improving access to care in our communities, there are more reasons than ever to appreciate your pharmacy team! #PAM2023

Let's help Canadians appreciate their #pharmacy teams this March during Pharmacy Appreciation Month! Visit [www.pharmacists.ca/pam](http://www.pharmacists.ca/pam) for some resources to get you started! #PAM2023

Pharmacy professionals have grown their roles as immunizers, as prescribers, and as the first point of contact to the health-care system for patients across the country. They are helping to improve access to care and reduce strain on other areas of our health system. #PAM2023

Your pharmacy team at **[insert name of pharmacy or handle]** has been here for you through all the challenges we've faced together over the past few years. This month we're celebrating the #pharmacy professionals that have made that possible for Pharmacy Appreciation Month! #PAM2023

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]** #PAM2023

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. #PAM2023

With more than 46,000 pharmacists in Canada working in over 11,500 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. #PAM2023

While 95% of Canadians think patients should be able to get the same services from pharmacists regardless of where they live, the publicly funded health services available at pharmacies varies greatly from one province to the next. #PAM2023

## #ThankYouPharmacy

Join us this March to say #ThankYouPharmacy! Despite all the challenges we've faced, our pharmacy teams have showed up each day ready to care for and support our communities. #PAM2023

The contributions of Canada's pharmacy teams over the past few years have been remarkable. From supporting our communities through the pandemic, helping patients navigate care, managing drug shortages and everything in between, #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! #PAM2023 #ThankYouPharmacy

With a health-care system under significant strain, pharmacy teams are more essential than ever before. March is Pharmacy Appreciation Month. Join us in saying #ThankYouPharmacy this month! #PAM2023

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. #PAM2023

## Did you know?

#DidYouKnow Canada's pharmacy teams have administered more than 25 million COVID-19 vaccines?

#DidYouKnow pharmacists can help with lots of health conditions, not just medications? Talk to your pharmacist! #PAM2023

#DidYouKnow there over 46,000 #pharmacists in Canada providing accessible, high-quality health care in every community? #PAM2023

#DidYouKnow your #pharmacist is an important and accessible resource to help you manage your blood pressure and medications? #PAM2023

#DidYouKnow your #pharmacist can play a big role in helping you quit smoking? Many pharmacies offer smoking cessation programs and support. #PAM2023

#DidYouKnow there are over 46,000 pharmacists and 10,500 pharmacy technicians in Canada, working in over 11,500 pharmacies? #PAM2023

#DidYouKnow pharmacists can help you manage chronic diseases like #diabetes or #hypertension. #PAM2023

#DidYouKnow 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. #PAM2023

## Patient Tips

In many parts of Canada new health-care services are being implemented at community pharmacies. Ask your pharmacist about new services they might be offering to improve access to care in your community. #PAM2023

Try to use the same #pharmacy for all your prescriptions so your health file is always up to date. #PAM2023

Your pharmacist is a medication expert, but they can also help with many other health-related topics. Just ask! #PAM2023

Talk to your #pharmacist about everything you take. Even over-the-counter medications, vitamins and natural health products matter. #PAM2023

If you're thinking about quitting smoking, your #pharmacist can help with support, products and medication if needed. #PAM2023

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. #PAM2023

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]**. #PAM2023

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. #PAM2023

## **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! #PAM2023 <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 #PAM2023 <https://youtu.be/ZbCJtCNzg78>

#Pharmacy professionals played a huge role in supporting Canadians through the #COVID19 pandemic. Told through the eyes of Canadian pharmacists, here's the story of how pharmacy teams stepped up for their patients and communities. #PAM2023 <https://youtu.be/xw5BGgAI9h0>

## **#MyFavePharm Contest**

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> #PAM2023

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> #PAM2023

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> #PAM2023

# Graphics



## PAM 2023 call for photos

We'd love to feature you and your pharmacy team in our PAM 2023 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](mailto:socialmedia@pharmacists.ca) 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

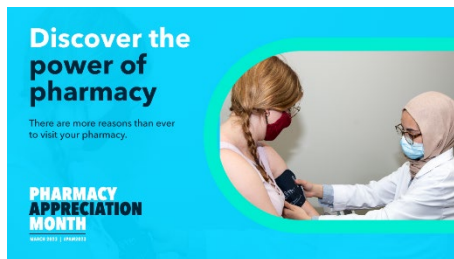
Here are a few graphics to get you started. Find more at [www.pharmacists.ca/pam](http://www.pharmacists.ca/pam). Remember to use the hashtags **#PAM2023** and **#ThankYouPharmacy** in your posts!



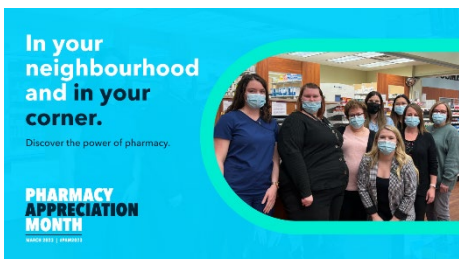
Download



Download



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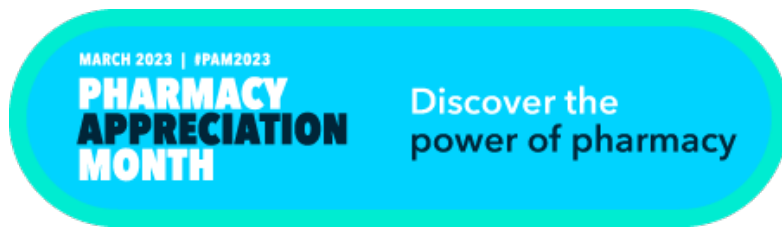
Download



Download

## Email signature graphic

Add this graphic to your email signature during the month of March.



## Cover photos

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



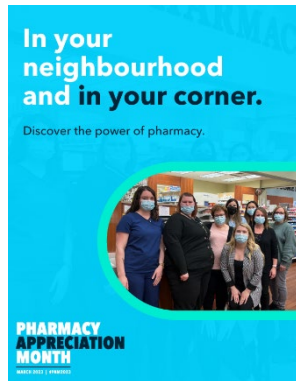
# Printable materials

## Posters

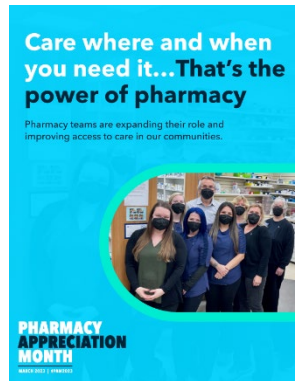
Display PAM posters at your pharmacy counter or waiting area.



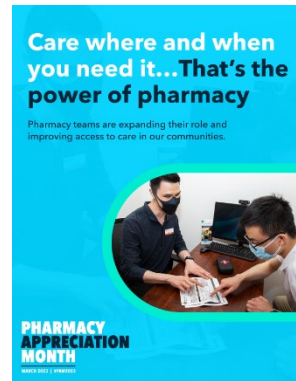
Download



Download



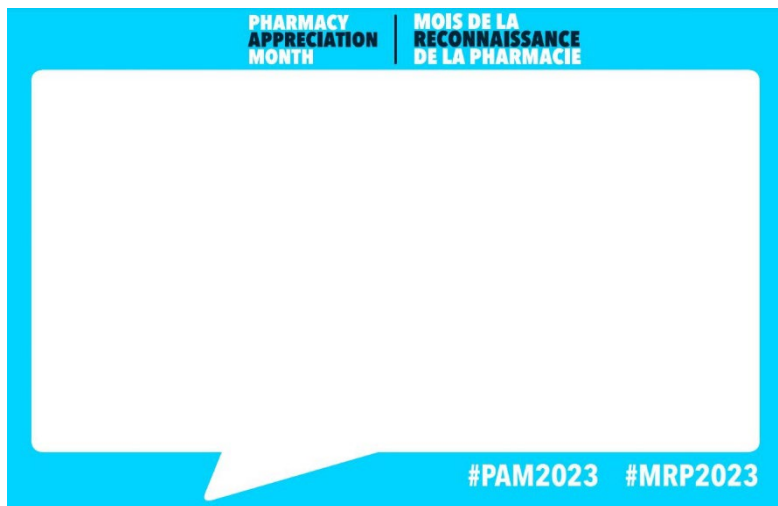
Download



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 #PAM2023! Looking for inspiration? There are lots of messages in this toolkit to get you started.



Download