

# PHARMACY APPRECIATION MONTH

MARCH 2024 | #PAM2024



**Communications Toolkit**

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# About PAM

Pharmacy Appreciation Month is the annual national campaign that shines a spotlight on the pharmacy profession in Canada. 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 across Canada work tirelessly to ensure that patients receive the best possible care and their contributions, especially over the past few years, have been remarkable. 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 2024 throughout March. Join the conversation and use some of these resources to get started.

Visit [pharmacists.ca/pam](https://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](https://www.pharmacists.ca).

## Follow us:



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



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



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



[CPhATV](https://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 hashtag **#PAM2024**.

## 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. Does your pharmacy offer new services that pharmacists can now deliver, such as minor ailment assessment/prescribing? 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., minor 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 2024 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.

## 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 and 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. 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!

## 9. Health-care partners can get involved too!

As we all know, health care is a team sport! We also want to hear from the health-care professional partners you work or interact with. Encourage your non-pharmacist health-care colleagues to share some pharmacy appreciation [here](#).

## 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 the pharmacy profession in Canada. 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:** From coast to coast to coast, pharmacists are being empowered to practise to the full extent of their education, helping them care for their patients with fewer barriers. Recently we’ve seen new authorities allowing pharmacists to assess and prescribe for minor ailments for the first time in some provinces and the expansion of minor ailments programs and funding in others. We are also seeing new ways of delivering pharmacy care, like the growth of pharmacy-led primary care clinics. In many different ways, the role of pharmacists has grown considerably to respond to the needs of patients.

**Pharmacy teams are improving access for patients and reducing strain on our health-care system:** Access to health-care services remains a significant and growing challenge for many people in Canada, making pharmacy teams more essential than ever. Pharmacy professionals have grown their roles as prescribers, as immunizers and as the first point of contact to the health-care system for patients across the country.

**Funding 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 pharmacy care in many parts of Canada. As a result, we are seeing a growing awareness and enthusiasm from patients to access care at their pharmacies. More funding means more patients are able to take advantage of health-care services delivered at the pharmacy.

**Patients’ relationships with their pharmacy teams have never been stronger:** Over the past few years, people in Canada have turned more and more frequently to their pharmacies for health-care services and advice. In the process, they have forged new and lasting relationships with the pharmacy team members who are helping them lead healthier lives.

**Pharmacy professionals across Canada work tirelessly to ensure that patients receive the best possible care:** The contributions of Canada’s pharmacy teams, especially over the past few years, have been remarkable. From supporting their communities through the pandemic to helping patients navigate care amidst Canada’s primary care crisis, managing ongoing drug shortages and everything in between, pharmacy professionals are a critical force in Canadian health care.

## Quick facts:

- 95% of Canadians have a positive impression of pharmacists.
- Most Canadians live within 5km of a pharmacy.
- There are more than 46,000 pharmacists and 10,900 pharmacy technicians in Canada, working in over 11,700 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.
- Every week pharmacists see about 10 million patients across the country.

# Email & newsletter template

Here is an email/newsletter template to help you communicate PAM 2024 to your members or stakeholders. 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 2024

Join us this March to celebrate Pharmacy Appreciation Month (PAM), the annual national campaign that shines a spotlight on Canada's amazing pharmacy professionals.

The contributions of our pharmacy teams, especially over the past few years, have been remarkable. From supporting their communities through the pandemic to helping patients navigate care amidst Canada's primary care crisis, managing ongoing drug shortages and everything in between, pharmacy professionals are a critical force in Canadian health care.

We've seen the role of pharmacy professionals continue to grow to meet our health-care needs. Governments are recognizing the value of our pharmacy teams and empowering them to practice to the full extent of their education, helping them care for patients with fewer barriers.

Pharmacy has a lot to be proud of. Patients' relationships with their pharmacy teams have never been stronger and they are turning more and more frequently to their pharmacies for health-care services and advice. That is a testament to the power of pharmacy and the care you provide.

This March we are encouraging Canadians to *experience the power of pharmacy* and celebrating the pharmacy teams who are helping them lead healthier lives.

Join the conversation on social media (#PAM2024) and take the time to thank and appreciate your pharmacy team and our broader pharmacy community. 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!

# #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 22 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> #PAM2024

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> #PAM2024

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> #PAM2024

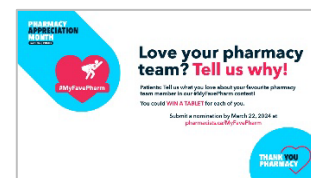
Patients: Share some love for Pharmacy Appreciation Month! Tell us about your favourite pharmacy team member and you could win tablet for each of you by entering the **#MyFavePharm** Contest:

<https://www.surveymonkey.com/r/MyFavePharm> #PAM2024



## Graphics

*Include these graphics in your social media posts promoting the contest.*



Download



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, especially over the past few years, have been remarkable. From supporting their communities through the pandemic to helping patients navigate care amidst Canada’s primary care crisis, managing ongoing drug shortages and everything in between, pharmacy professionals are a critical force in Canadian health care.

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. 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, X (formerly Twitter) or Instagram account? Why not profile your pharmacy team (with their permission) for PAM. Check out the hashtag **#PAM2024** 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.



## Help get their story told

Do you have a team member who exemplifies the power of pharmacy? A story that you think needs to be told? [Reach out](#) to see if they can be featured in CPhA’s [Pharmacy Check-in series](#). This series features Q&As with inspiring pharmacy professionals from across Canada.

## Get other health-care partners involved

Do you work as part of a health team that includes other health-care providers? Or are there health-care colleagues your team regularly interacts with? Encourage your non-pharmacist health-care colleagues to share some pharmacy appreciation too! CPhA is collecting pharmacy kudos from the broader health-care team [here](#).

# 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 hashtag **#PAM2024** in your posts.

## General

The contributions of Canada's pharmacy professionals, especially over the past few years, have been remarkable. Join us this March during Pharmacy Appreciation Month to celebrate Canada's amazing pharmacy teams! #PAM2024 **[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, #PAM2024 is a time to highlight the growing role pharmacy professionals play in our health-care system and thank them for their extraordinary efforts!

Happy Pharmacy Appreciation Month! Pharmacy professionals have grown their roles as prescribers, as immunizers and as the first point of contact to the health-care system for patients across the country! #PAM2024

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! #PAM2024

It's Pharmacy Appreciation Month! Your pharmacy team at **[insert name of pharmacy or handle]** provides you with care close to home. This month we're celebrating the #pharmacy professionals who make that possible! #PAM2024

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]** #PAM2024

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. #PAM2024

Have you heard that the health-care services available at the pharmacy have expanded? Visit **[insert name of pharmacy]** to learn more about the accessible care we offer, close to home.

Health care is closer than you think. The role of pharmacists is growing across Canada to meet the needs of patients and many pharmacies are offering new services. Experience the power of pharmacy today. #PAM2024

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! #PAM2024 <https://youtu.be/fd0fRRR37Ic>

## #ThankYouPharmacy

From supporting their communities through the pandemic to helping patients navigate care, managing ongoing drug shortages and everything in between, pharmacy professionals are a critical force in Canadian health care. #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! #PAM2024 #ThankYouPharmacy

Access to health-care services remains a significant and growing challenge for many people in Canada, making pharmacy teams more essential than ever! March is Pharmacy Appreciation Month. Join us in saying #ThankYouPharmacy this month! #PAM2024

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. #PAM2024

## Did you know?

#DidYouKnow that 95% of Canadians have a positive impression of pharmacists? Happy Pharmacy Appreciation Month! #PAM2024

#DidYouKnow Canada's pharmacy teams administer millions of vaccines each year to help protect our communities? That includes COVID-19 vaccines, flu shots, travel vaccines and more.

#DidYouKnow pharmacists can help with lots of health conditions, not just medications? Talk to your pharmacist! #PAM2024

#DidYouKnow there over 46,000 #pharmacists in Canada providing accessible, high-quality health care in every community? #PAM2024

#DidYouKnow your #pharmacist is an important and accessible resource to help you manage your blood pressure and medications? #PAM2024

#DidYouKnow your #pharmacist can play a big role in helping you quit smoking? Many pharmacies offer smoking cessation programs and support. #PAM2024

#DidYouKnow there are over 46,000 pharmacists and 10,900 pharmacy technicians in Canada, working in over 11,700 pharmacies? #PAM2024

#DidYouKnow pharmacists can help you manage chronic diseases like #diabetes or #hypertension? #PAM2024

#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. #PAM2024

#DidYouKnow that pharmacists have seen their prescribing authority expand in a number of provinces to help improve access to care. Here is a detailed look at how pharmacists' prescribing authority varies across the country: <https://ow.ly/IglW50QBoEp>

## Patient Tips

In many parts of Canada, new health-care services are available at community pharmacies. Ask your pharmacist about new services they might be offering to improve access to care in your community. #PAM2024

Try to use the same #pharmacy for all your prescriptions so your health file is always up to date. #PAM2024

Your pharmacist is a medication expert, but they can also help with many other health-related topics. Just ask! #PAM2024

Talk to your #pharmacist about everything you take. Even over-the-counter medications, vitamins and natural health products matter. #PAM2024

If you're thinking about quitting smoking, your #pharmacist can help with support, products and medication if needed. #PAM2024

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. #PAM2024

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]**. #PAM2024

Pharmacists are your medication experts and so much more. Ask a pharmacist during Pharmacy Appreciation Month about all the ways they can help you improve your health. #PAM2024

## #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> #PAM2024

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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> #PAM2024

# Graphics



## PAM 2024 call for photos

We'd love to feature you and your pharmacy team in our PAM 2024 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.

## PAM logo



Blue background

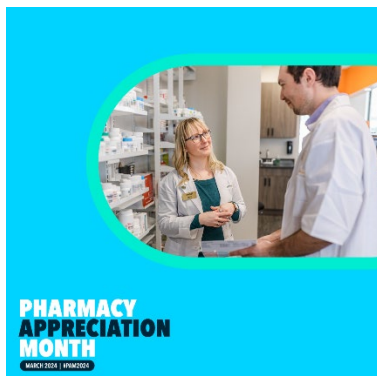
Transparent background – Text only

## 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 hashtag **#PAM2024** in your posts!



Download – 1200x675



Download – 1080x1080



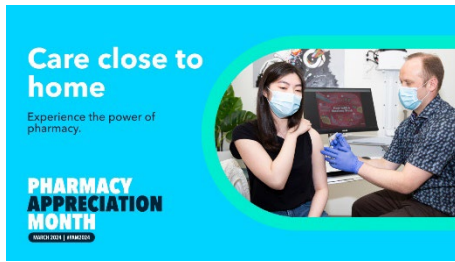
1200x675

1080x1080



1200x675

1080x1080



1200x675

1080x1080

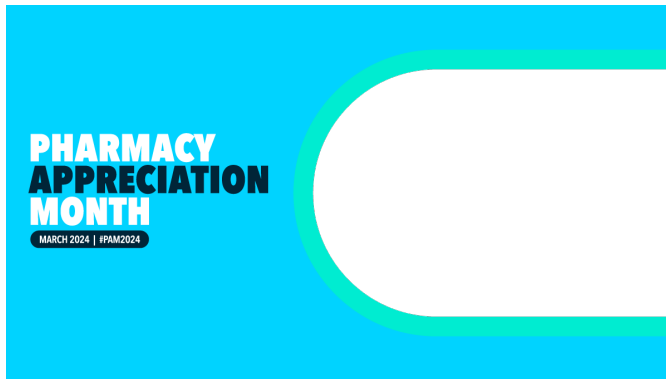


1200x675

1080x1080

## Social media frame

Add your own photo using this PAM graphic template.



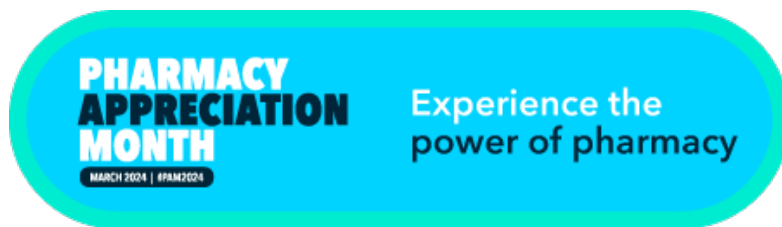
Download – 1200x675



Download – 1080x1080

## Email signature graphic

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



Download

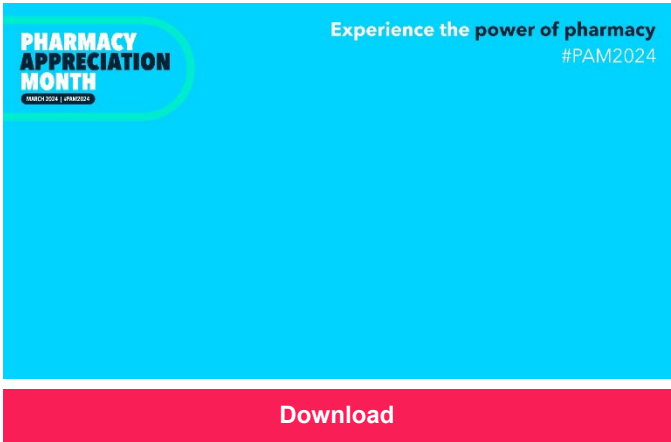
### Cover photos

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



- Facebook
- X (Twitter)
- LinkedIn

### Zoom/virtual meeting background



Download

### Posters

Display PAM posters at your pharmacy counter or waiting area.



Download



Download



Download