

Think Pharmacists



PAM
PHARMACIST AWARENESS MONTH

Communications Toolkit

About PAM

Each March Pharmacist Awareness Month (PAM) celebrates the contributions that pharmacists make to our health care system and helps educate Canadians about the health care services and advice their pharmacists are now delivering.

PAM 2018 tagline: Think Pharmacists

Pharmacists across Canada have had a widely expanded scope of practice over the past decade that has them doing more for their patients than ever before. We want to celebrate the great strides the profession has made, highlight the health care services now offered at the pharmacy, and encourage Canadians to **Think Pharmacists** this March.

About this Toolkit

This toolkit includes a range of information and resources to help you communicate your PAM activities to your stakeholders, patients and the public. National and provincial pharmacy associations, pharmacy students and pharmacists from across Canada will be celebrating PAM 2018 throughout March. Join the conversation and use some of these resources to get started!

About CPhA

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



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PHARMACISTS
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What's in the Toolkit?

- Key messages
- Social media messages
- Newsletter template
- Links to Graphics, videos and other PAM resources

Resources:

Visit www.pharmacists.ca/pam for more information, ideas and downloadable resources to get you started.

Follow us:

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

facebook.com/CPhA

[CPhA YouTube Channel](https://www.youtube.com/channel/UC...)

Join the conversation!

Join the conversation on social media by using the hashtag **#PAM2018**

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Getting Started

Get involved

Take time now to prepare for Pharmacist Awareness Month. Here are some ideas to help you get involved:

- Make Pharmacist Awareness Month [posters and patient handouts](#) available at your pharmacy counter and waiting area.
- Join the conversation on social media using the hashtag #PAM2018. Use the sample messages and graphics in this toolkit to get your started.
- Become more familiar with [expanded scope of practice](#) in your province and incorporate new services into your daily practice.
- Talk to patients to let them know about the support you provide. Host a community information session to describe the services available at your pharmacy.
- Take one of CPhA's high-quality [continuing professional development programs](#) to help you deliver expanded services to your patients.
- Sign up for one of CPhA's [pharmacy practice webinars](#) or check out our webinar archives for lots of great learning opportunities.

Visit www.pharmacists.ca/pam for more ideas.

Get Inspired

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

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| Alberta Pharmacists Association Twitter: @ABPharmacists Facebook: RxA Website: https://pharmacists-rxa.ca/ | Association québécoise des pharmaciens propriétaires Twitter: @VotrePharmacien Facebook: @pharmacienproprietaires Website: http://www.monpharmacien.ca/ |
| British Columbia Pharmacy Association Twitter: @bc_pharmacy Facebook: @BCPharmacy.ca Website: https://www.bcpharmacy.ca/ | Pharmacists Manitoba Twitter: @PharmacistsMB 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: http://www.peipharm.info/ |

Key Messages

Key messages to help you communicate the significant and growing role pharmacists are playing in the health care system.

Why “Think Pharmacists”?

Pharmacists are accessible

With more than 41,000 licensed pharmacists in Canada, working in over 10,000 pharmacies, pharmacists are the most accessible health care providers 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 doing more than ever before

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. By providing new services, such as renewing prescriptions, administering vaccinations, medication management services and prescribing for minor ailments and conditions, Canada’s pharmacists are doing more for their patients than ever before.

Pharmacists are providing value 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 to save the health care system money. With an even greater scope of practice, pharmacists could deliver even greater efficiencies to Canada’s health system.

Pharmacists are trusted

Pharmacists consistently rank as one of the most trusted health care professionals in Canada. More than half of patients with health care issues seek out a pharmacist first, before any other health care practitioner. Canadians are increasingly aware of and rely on the services pharmacists can provide.

Pharmacists are health care leaders

As members of a collaborative health care team, pharmacists are playing a leading role in helping to find solutions to some of the key challenges facing our health care system, such as addressing the opioid crisis and improving mental health care.

Social Media Posts

Sample tweets and Facebook 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. Remember to use the hashtag **#PAM2018** in all your posts.



Twitter

General

March is #Pharmacist Awareness Month! Let your patients know how you can help #PAM2018 *[Add link to your website if applicable]*

#Pharmacists what are you doing for Pharmacist Awareness Month? How do you let your patients know what you can help them with? #PAM2018

#Pharmacists how did you help your patients this week? Tell us for Pharmacist Awareness Month! #PAM2018

Let's Think Pharmacists this March! Visit www.pharmacists.ca/pam for some resources to get you started! #PAM2018

March is #Pharmacist Awareness Month! Take our #PAM2018 quiz to learn more about Canada's pharmacists: <http://ow.ly/kKvp30hRfWC>

Awareness

#Pharmacists: Become familiar with scope of practice changes in your area: <http://ow.ly/Tn4x308SSqj> #PAM2018

Test your pharmacy knowledge with our #Pharmacist Awareness Month quiz! <http://ow.ly/kKvp30hRfWC> #PAM2018

Pharmacists are an important & accessible resource for ensuring medications are safe & effective. Think Pharmacists! #PAM2018

#Diabetes or another chronic condition? Pharmacists can help you manage. Think Pharmacists! #PAM2018

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! https://youtu.be/daqS_rTnQPs #PAM2018

#Pharmacists are the most accessible health professionals in Canada, dispensing & providing advice on 600 million prescriptions a year #PAM2018

Many #pharmacists across Canada provide convenient access to #vaccinations, including the flu shot & travel vaccines. Think Pharmacists! #PAM2018

#Pharmacists can help you manage chronic diseases like #diabetes or #hypertension. Think Pharmacists! #PAM2018

Many #pharmacists can prescribe for certain minor ailments and conditions. Think Pharmacists! #PAM2018

#Pharmacists are doing more than ever before! Stop into your local pharmacy to learn about all the services they can now provide. Think Pharmacists! #PAM2018

Compared to only 10 years ago #pharmacists are doing a lot more for their patients #PAM2018 *[Add link to your website if applicable]*

Did you know?

#DYK pharmacies will take back your old and unused medications? Think Pharmacists and learn more about all the ways they can help! #PAM2018

#DYK pharmacists can help with lots of health conditions, not just drugs? Talk to your pharmacist! #PAM2018

#DYK there over 41,000 #pharmacists in Canada providing accessible, high-quality health care in every community? Think Pharmacists! #PAM2018

#DYK your #pharmacist is an important & accessible resource to help you manage your blood pressure & medications? Think Pharmacists! #PAM2018

#DYK your #pharmacist can play a big role in helping you quit smoking? Many pharmacies offer smoking cessation programs & support. Think Pharmacists! #PAM2018

#DYK there are over 41,000 #pharmacists in Canada working in over 10,000 pharmacies? #PAM2018

#DYK there are 27 pharmacies per 100,000 Canadians? #Pharmacists are conveniently located in every community across the country! Think Pharmacists! #PAM2018

Patient Tips

Try to use the same #pharmacy for all your prescriptions so your health file is always up-to-date #PAM2018

Looking for graphics & videos for your social media posts?

Visit www.pharmacists.ca/pam for a range of downloadable resources, including graphics and videos you can add to your tweets and posts.

When it comes to your health & safety there's no such thing as a bad question. Talk to your pharmacist! #PAM2018

Your pharmacist is an expert on medication but can also help with many other health-related topics. Just ask! #PAM2018

Talk to your #pharmacist about everything you take. Even over-the-counter medications, vitamins & natural health products matter #PAM2018

If you're thinking about quitting smoking, your #pharmacist can help with support, products & medication if needed. Think Pharmacists! #PAM2018

Don't throw old or unused medications in the garbage or down the toilet! Your pharmacy will take it back & dispose of it safely #PAM2018

Facebook

Pharmacist Awareness Month (PAM) is a time to educate and show Canadians all the valuable services pharmacists provide that contribute to their health care. Take part in Pharmacist Awareness Month by posting signs, hosting information sessions and talking to patients. For ideas on how to get involved, visit www.pharmacists.ca/pam #PAM2018

Let's Think Pharmacists this March! Visit www.pharmacists.ca/pam for Pharmacist Awareness Month ideas and resources. #PAM2018

March is #Pharmacist Awareness Month! Take our #PAM2018 quiz to learn more about Canada's pharmacists: <http://ow.ly/kKvp30hRfWC>

Do your patients understand all the ways you can help them live healthy lives? Take part in Pharmacist Awareness Month to improve the public's understanding of the expanding role of pharmacists. Visit www.pharmacists.ca/pam for ideas and resources. #PAM2018

March is Pharmacist Awareness Month. Drop by our pharmacy today and ask us how we can help you. Think Pharmacists! #PAM2018

It's Pharmacist Awareness Month! Stop in at your community pharmacy and ask us how we can help you better manage your health. Think Pharmacists! #PAM2018

Have you visited your pharmacist lately? March is Pharmacist Awareness Month, and our role is changing to help you better manage your health. Talk to us! #PAM2018

How has your pharmacist helped you or a family member recently? Tell us about how your pharmacist has made a difference in your life! #PAM2018

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! https://youtu.be/daqS_rTnQPs #PAM2018

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 settings. For more information, visit *[insert your website]* #PAM2018

March is Pharmacist Awareness Month! Learn more about Canadian pharmacists and their expanding role: <http://ow.ly/GTvQ308SQj7>. Think Pharmacists! #PAM2018

With more than 41,000 pharmacists in Canada working in over 10,000 pharmacies, pharmacists are the most accessible health provider in the country. Visit your pharmacist to learn more about the accessible health care services and advice they can provide. #PAM2018

Did you know that our pharmacy now offers *[insert new service]*? Stop in during Pharmacist Awareness Month and ask us how we can help you better manage your health. Think Pharmacists! #PAM2018

Pharmacists are your medication experts and so much more. Ask a pharmacist during Pharmacist Awareness Month about all the ways they can help improve your health. Think Pharmacists! #PAM2018

Check with your local pharmacist to find out what services are available in your province. Think Pharmacists! #PAM2018

Questions about your medications? Pharmacists are the most equipped health care provider to help you understand and best use your medications. For more information, visit *[insert your website]* #PAM2018

Did you know that your pharmacist may provide convenient access to vaccinations, including the flu shot and travel vaccines? Stop in during Pharmacist Awareness Month to learn more about the services your pharmacy offers: *[insert your website]*. Think Pharmacists! #PAM2018

Your pharmacist can help you manage chronic diseases like diabetes or hypertension. Stop in during Pharmacist Awareness Month to learn more about all the ways your pharmacist can help you manage your health. Think Pharmacists! #PAM2018

Did you know your pharmacist can play a big role in helping you quit smoking? Many pharmacies offer smoking cessation programs and support. Think Pharmacists! #PAM2018

Newsletter Template

Here is a newsletter template to help you communicate to your members or stakeholders about PAM 2018. Feel free to customize it to fit your organization, consider adding your own social media handles and highlight any PAM events you may be holding.

Pharmacist Awareness Month 2018

The month of March marks Pharmacist Awareness Month (PAM) in Canada! With the PAM 2018 tagline, **Think Pharmacists**, we want to let Canadians know about the health care services and advice that pharmacists can now deliver.

Pharmacist Awareness Month provides an important 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 and expanded 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 2018. The Canadian Pharmacists Association (CPhA) has produced a number of downloadable materials, including posters, social media posts and graphics, patient handouts and videos to help you celebrate PAM. These can be downloaded at www.pharmacists.ca/pam.

In addition, be sure to follow CPhA on twitter at [@CPhAAPhC](https://twitter.com/CPhAAPhC) or on Facebook at 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. Pharmacists have much to be proud of - now let's make sure that your patients and all Canadians are aware of everything that we can do to help them live healthier lives. Let's encourage them to **Think Pharmacists** this March!

More Resources

Visit pharmacists.ca/pam to download a range of materials to help you celebrate PAM, including:

- Logos and banners
- Infographics for social media
- Posters and handouts
- Videos
- And much more!

