

*Celebrate Your Month.*

## *American Pharmacists Month*

*October 2010*

October is American Pharmacists Month; a time to celebrate your profession, recognize your pharmacy staff, and reach out to your patients. PPA has compiled some creative ways for you and your colleagues to celebrate American Pharmacists Month; no matter what your practice setting.

So use the ideas below, build on them, or come up with your own unique ideas and enjoy!

### **In the Community Pharmacy Setting**

- ◆ Use a special answering message promoting American Pharmacists Month when you answer your phone, “Thank you for calling. We are celebrating American Pharmacists Month. How can I help you?”
- ◆ Conduct an Immunization Day, hold a flu clinic, blood pressure clinic or osteoporosis screening. Create a patient care center in your pharmacy.
- ◆ Hold a week long event of brown bag medication reviews in your pharmacy.
- ◆ Decorate\* your pharmacy for the month of October with banners and posters highlighting American Pharmacists Month.
- ◆ Hold an educational session with snacks at a convenient time, call it “Education & Cookies” and invite the public.
- ◆ Hold an “open house” at your pharmacy and hand out goody bags with an informational brochure\*\* inside.
- ◆ Give an OTC tour to your patients on how to select the best OTC products for their individual condition.
- ◆ Invite local students to visit your pharmacy for a class trip and give them a tour of the pharmacy.

### **Hospitals, Institutions, Managed Care & Long Term Care Settings**

- ◆ Place information in your facility’s newsletter about American Pharmacists Month.
- ◆ Decorate\* the hospital or institution lobby with posters or displays. Create a lunch tray tent card explaining the goals of the pharmacy and services you offer.
- ◆ Hold an “open house” for all employees to visit the pharmacy.
- ◆ Host a visit for your senator or representative and provide him/her with a view of the role of the pharmacist.

### **Student Pharmacists/Colleges of Pharmacy**

- ◆ Create a plan and be prepared to help your part-time employer or rotation site hold activities and events for the month of October.
- ◆ Create a banner and ask your school to display the banner to promote American Pharmacists Month.
- ◆ Hold a t-shirt fundraiser at your school in honor of American Pharmacists Month.
- ◆ Talk to high school students about pharmacy careers.
- ◆ Write an article for your college newspaper & encourage your fellow student pharmacists to get involved in their state association.

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## **Get out into the Community**

- ◆ Senior Citizen Centers are always looking for new, exciting educational events. Set up a brown bag medication review event at a local Senior Citizen Center.
- ◆ Hold a healthcare event in your community or get involved in your local health fair.
- ◆ Present information on pharmacy to people in the community. Promote the event in advance and invite the public, and distribute brochures.\*\* Presentations available upon request.\*\*\* See below.
- ◆ Speak with the local school nurse on educating high school teachers about pharmacy. Ask the guidance counselor if you can set up a presentation on careers in pharmacy\*\*\* for career day.
- ◆ Contact the media in your area, write a news release and talk with the media about American Pharmacists Month.

## **Make sure to Recognize & Honor your Pharmacy Staff during American Pharmacists Month!**

October is the perfect time for managers and supervisors to show their appreciation for the great work the pharmacy staff does throughout the year. Make an extra effort to recognize pharmacy technicians on National Pharmacy Technician Day. Thank them for their support and the invaluable contributions they make to the profession.

## **Resources**

\*APhA has a webpage where you can order American Pharmacists Month promotional materials online. Visit <http://aphanet.source4.com/b2c/Sites/APHANet/index.asp> for more information.

\*\*APhA also has several patient education brochures you can use to create a patient education center in your pharmacy available at [http://www.pharmacist.com/AM/Template.cfm?Section=Patient\\_Education\\_Brochures1](http://www.pharmacist.com/AM/Template.cfm?Section=Patient_Education_Brochures1).

\*\*\*PPA has the following presentations available to members on topics including:

- ◆ **Asthma**
- ◆ **Diabetes**
- ◆ **Careers in Pharmacy**
- ◆ **Medication Use (provided by APhA)**

Presentations are available to members only upon request. If you would like to request a presentation, send us an email at [ppa@papharmacists.com](mailto:ppa@papharmacists.com).

Visit the PPA website at <http://www.papharmacists.com/PharmacyMonth.htm> to see how others celebrated in 2009! This page also includes this flyer, along with links to the resources listed above.

***Please send PPA information on your plans for celebrating American Pharmacists Month. Send us an email at [ppa@papharmacists.com](mailto:ppa@papharmacists.com). Make sure to include names of those who are participating and send photos, if available. This is a celebration of pharmacists and pharmacy. Show us that Pennsylvania is celebrating!***