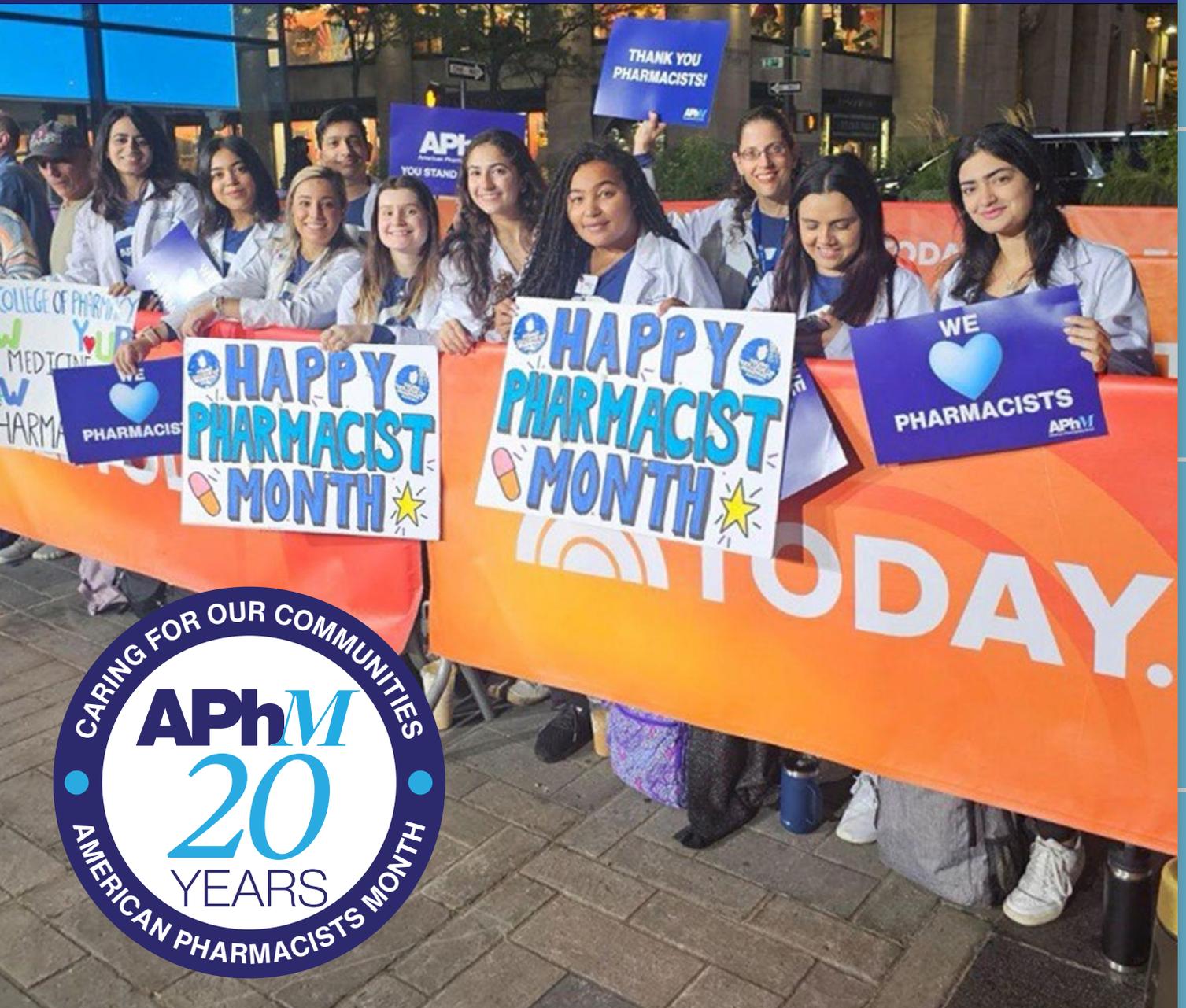


AphM

American Pharmacists Month

Resource Toolkit



Caring for Our Communities

OCTOBER

HOW PHARMACISTS CAN HELP

TIPS ON GETTING A PROCLAMATION

HOW TO GET INVOLVED ON SOCIAL

APhM ASSETS

October Is American Pharmacists Month

This year's American Pharmacist Month (APhM) theme, **Caring for Our Communities**, reflects the fundamental commitment each and every pharmacist makes.

There are over 700,000 pharmacy professionals and student pharmacists and each one is dedicated to improving public health by providing vital services in keeping their communities safe: services such as immunizations, diabetes management, blood pressure monitoring, and other cardiovascular risk reduction efforts. About 90% of all Americans live within five miles of a pharmacy, which is, and in some cases, the only accessible form of health care available in the community.

To celebrate APhM's 20th anniversary, the **Caring for Our Communities** theme is dedicated to the single thread that runs through all pharmacy professionals and the services they provide. Each and every one dedicated equally to caring for and lifting up the community around them, regardless of their practice setting.

A pharmacist's commitment of care for their community also reflects the oath taken by every pharmacist at the dawn of their career, when they vow to devote themselves to a lifetime of service to others through the profession of pharmacy, forever cementing the bond between pharmacists and their patients.

APhM 20 YEARS

Pharmacy numbers at a glance:

700,000
pharmacy professions
in the U.S.*

90%
of the U.S. population lives
within 5 miles of a pharmacy

500,000
immunization-trained pharmacy
professionals in the U.S.*

74%
of vaccinations during flu season
took place at pharmacies**



* Number includes pharmacists, student pharmacists, and pharmacy technicians.

** During the 2023–2024 respiratory season, nearly 74% of influenza, COVID-19, and RSV vaccines were administered by pharmacy teams.

How Pharmacists Can Help

In addition to safely administering immunizations and providing medicine, pharmacists offer lots of different services as part of their commitment to helping patients live healthier lives. Beyond treatments for everything from asthma to diabetes and heart disease to providing personalized counseling and care, pharmacists can simplify your care with easy access to answers that bring you relief. Pharmacists can also help address known barriers to care and, as scope of practice expands, so does the recognition of the pharmacist as the central support of a patient's health care team optimizing patient health and wellbeing. Building a relationship and getting to know your local pharmacist can make a big difference in your health. Visit your local pharmacy today and see what your pharmacist can do for you!



Diabetes

A spoonful of sugar doesn't always help the medicine go down. Did you know that more than 38 million people in the United States have diabetes, and more than 97 million U.S. adults have prediabetes? You can prevent—or manage—diabetes with help from your health care team, including your pharmacist. Pharmacists use their expertise to help you get your blood glucose under control and reach your goals.

You're not alone in managing your diabetes. Visit your pharmacist.

Safe medication use

You have medication questions; your pharmacist has answers. Pharmacists can help you maximize the benefit and minimize the risk of your medications by taking a broader and all-encompassing look at a patient's medication list. Did you know your pharmacist can explain a medication label, tell you about interactions with other drugs or foods, package your tablets, reconcile and evaluate multiple medications to avoid errors, and be a bridge between you and your prescriber? Pharmacists are easy to reach and ready to help.

Make sense of your medications. Visit your pharmacist.

COVID-19, flu, and other disease prevention

There are more than 500,000 immunization-trained pharmacists, student pharmacists, and pharmacy technicians in the United States. As part of your immunization neighborhood, pharmacists are there for you. In fact, pharmacists accounted for more than 74% of all vaccinations given during the 2023–2024 respiratory season in the U.S. Your pharmacist also can guide you through other vaccine-preventable diseases, such as pneumonia, shingles, or human papillomavirus, and help determine which immunizations are appropriate for you or a loved one.

Protect your health. Visit your pharmacist.

Asthma and COPD

It's time to breathe easier. Did you know that more than 27 million people in the United States have asthma, and 4.5 million of those are children? Or that nearly 16 million people are currently diagnosed with chronic obstructive pulmonary disease (COPD)? You can control your asthma or manage your COPD with help from your pharmacist, including instruction on how to use your inhaler properly to maximize your benefit.

*Pharmacists provide care to improve your quality of life. **Visit your pharmacist.***

OTC

Cough and cold. Pain. Fever. Upset stomach. Did you know that more than 300,000 OTC products are on the market to treat these and more? Pharmacists are trained in both prescription and OTC medications. They can tell you about potential interactions with foods, other drugs, or dietary supplements. They can also help you pick the perfect product.

*The right remedy is just a pharmacist away. **Visit your pharmacist.***



Supplements

Before you choose and use a dietary supplement, talk with your pharmacist. Did you know that FDA does not regulate supplements as it does with prescription and OTC medications? Pharmacists can tell you whether a supplement is from a reputable manufacturer that follows quality standards. They can also tell you how supplements, medications, and foods may interact.

*Team with your pharmacist to live your best life. **Visit your pharmacist.***

High blood pressure

Did you know that high blood pressure puts you at risk for heart disease and stroke? About one in two U.S. adults has high blood pressure. Measure up to your health and wellness goals by controlling your blood pressure. Pharmacists can help you prevent and manage high blood pressure through team-based care and ensure your blood pressure is tested and documented on a regular basis.

*Don't stress about your blood pressure when pharmacists can save the day. **Visit your pharmacist.***

Pain management

Pain is the leading cause of adult disability and, if you have pain, you want relief. Pharmacists can take an active role in your pain management and help you make the best use of your medications.

*Manage pain safely with a plan from your care team, including your pharmacist. **Visit your pharmacist.***

Tips On Getting A Proclamation

Getting a proclamation for American Pharmacists Month can be easier if you know how to go about it. In many areas, a mayor or governor can issue a proclamation without action from the city council or state legislature.

Here are some tips on how to get a proclamation issued with or without legislative action.

When a public official can issue a proclamation without legislative approval

- 1. Call your mayor's or governor's office to determine how proclamations are issued.** When you call, be prepared to learn that the process may take a few months. Also, have your materials ready, such as the sample proclamation below. Understand the issues facing the pharmacy profession in your city or state and vocalize those to the mayor's or governor's office, as well as the media, as local issues are far more likely to be picked up by the media in your city or state.
- 2. Try to elicit support from other pharmacist leaders in your city or state.** Ask them to contact their mayors, city councils, and local and state officials about American Pharmacists Month. Letters to the governor from local pharmacists' associations will reflect statewide interest and support.
- 3. When a proclamation is issued, express your gratitude and appreciation.** Include the governor and/or mayor in ceremonies planned for the month. Remember to inform the media about American Pharmacists Month and the official attention you have received. Finally, send a letter of appreciation to the official after the month's activities are over.

When legislative action is required to issue a proclamation

- 1. If you need to work through the city council or state legislature, start now.** Again, begin by finding out what the process is for getting official recognition. Your local representative's office can tell you how to start (even if you intend to ask another representative in your state to sponsor the proclamation).
- 2. A resolution will need to be sponsored by a member of the appropriate governmental body.** Find someone who is supportive of pharmacy or who has voiced an interest in health care concerns. (This would also be a good time to educate a government official who has not previously worked with you.) In several states, pharmacists are members of the legislature. If you reside in one of those states, your pharmacist-legislator may be a good person to ask to be the sponsor.
- 3. Again, have prepared materials for use in drafting a resolution or proclamation.** Be ready to share your insight about pharmacy and the significance of American Pharmacists Month. For example, indicate how many pharmacists are in your city or state, the valuable contribution they make to the community, how much the resolution will mean to the [NUMBER OF] pharmacist constituents/voters, and how this recognition might have a positive impact on overall community health. Emphasize the work pharmacists and the pharmacy team have done to protect and serve individuals and their communities.
- 4. Find out how you can help your sponsor ensure passage of the resolution.** Like with any bill, lobbying is involved. This will require a plan and some hard work. You may need to get other legislators to co-sponsor the resolution. You can start by writing your legislators about the resolution and soliciting their support. Telephone follow-up may be needed with your sponsor and with other legislators to remind them of the importance of this issue to pharmacists. They may be in a good position to help your sponsor in moving the bill. Contact mmurphy@aphanet.org and your state pharmacist/pharmacy association if you need assistance.
- 5. After the resolution is passed, show appreciation to your sponsor and to everyone who supported the resolution.**
- 6. See sample proclamation below.** This sample may be used as a template.

Sample Proclamation

THE WHITE HOUSE PROCLAMATION

Whereas, _____ pharmacists are the most accessible health care providers delivering critical services to patients and contributing to the health and well-being of all people; and

Whereas, _____ pharmacists are best positioned to be the health care provider that ensures optimal medication therapy outcomes, and helping ensure patients are adherent to their medications; and

Whereas, _____ with a community pharmacy located within five miles of nearly all Americans, pharmacists and pharmacy personnel are best suited to work collaboratively with other health care providers and are making an impact helping patients overcome illness and live healthier lives through chronic disease management and the full, effective use of their medicines; and

Whereas, _____ today, there are over 300,000 licensed pharmacists, over 400,000 pharmacy technicians, and 47,000 student pharmacists providing care and serving as patient advocates for ensuring access to the best and safest therapy to the patients they serve; and

Whereas, _____ the American Pharmacists Association and [INSERT STATE ASSOCIATION NAME], have declared October as American Pharmacists Month.

Now, therefore, be it resolved that I, [INSERT ELECTED OFFICIAL], do hereby proclaim October as American Pharmacists Month and urge all our citizens to acknowledge the valuable services of pharmacists to provide safe, accessible, affordable, and beneficial patient care services and products to all residents and protect the public health of our communities.

*In witness whereof I have hereunto set my hand
and caused this seal to be affixed.*

[PRESIDENT'S/GOVERNOR'S/MAYOR'S SIGNATURE]

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OCTOBER

HOW PHARMACISTS
CAN HELP

TIPS ON GETTING
A PROCLAMATION

HOW TO GET
INVOLVED ON SOCIAL

APhM ASSETS

Get Involved on Social

Pharmacists play an essential role every day caring for our communities.

October is American Pharmacists Month (APhM) and we're celebrating the amazing work that pharmacists do every day. This year's theme, Caring for Our Communities, really hits home. With over 700,000 pharmacy professionals and student pharmacists across the country, we play a vital role in keeping our communities safe and healthy. Let's celebrate 20 years of APhM by recognizing the incredible commitment each pharmacist makes to caring for their community.

Let's use the power of social media to recognize and elevate the important work pharmacists do. Share your stories, photos, and shoutouts to pharmacists who have made a difference in your life.

Share how we care

Share a photo with a caption explaining a moment or memory that made all the difference.

Here are some ideas to get you started:

- A moment with a patient you felt made a difference.
- A moment in your pharmacy career that impacted you.
- A memory in a pharmacy that stuck with you.

Share the love

Through thick and thin, pharmacists have navigated countless challenges, and they've done it with an incredible amount of perseverance.

This month we want those in the pharmacy profession to feel the love.

Here are some ideas to spread the love:

- Share about people you love in the profession.
- Share about people doing great work in the profession.
- Share about what you love about the profession.



Be sure to use our assets below to help you share the love.



AphM
Canva Template
1080x1920

[LINK TO CANVA](#)



AphM
Canva Template
1080x1080

[LINK TO CANVA](#)

Instructions for APhM assets (4 total to choose from):

1. Open link to Canva page (below).
2. Click use template.
3. Upload the photo in the upload section on the left-hand side.
4. Drag the photo you uploaded into the frame.
5. Download your photo clicking share on the upper right-hand size, click download, save as png.
6. Save download to computer and post on social.

Share your appreciation

This month, we want pharmacists and pharmacy professionals to feel valued and appreciated.

Here are some small ways to make them feel appreciated:

- Write a thank you letter.
- Share the love for them on social.
- Give them a token of appreciation.
- Write an e-mail sharing thanks.
- Be a part of APhM events.

Even something as small as saying **“thank you”** can make a big impact.

Copy Ideas From Which to Draw Inspiration:

- Happy American Pharmacist Month! This year's theme, Caring for Our Communities, highlights the incredible dedication of over 700,000 pharmacy professionals and student pharmacists across the country. From immunizations to diabetes management, pharmacists play a crucial role in keeping our communities safe and healthy. Let's celebrate their commitment to caring for us all.
- Happy American Pharmacists Month! Let's give a big shoutout to all the incredible pharmacists who work tirelessly to keep us healthy. Join us in celebrating the 20th anniversary of American Pharmacists Month! Tag a pharmacist who has made a difference in your life and let's celebrate their hard work together!
- Happy American Pharmacist Month! This year's theme, Caring for Our Communities, reflects the unwavering dedication of over 700,000 pharmacy professionals and student pharmacists. Let's show our appreciation for their commitment to caring for and lifting up the community around them. Thank you, pharmacists!
- During #PharmacistMonth, let's take a moment to celebrate all the incredible individuals who make our jobs possible! I want to give a big shoutout to *[insert name of individual or group]* for their unwavering support and inspiration. Thank you for everything you do! Let's continue to make a difference together.
- Happy #APhM2024! Shoutout to all the incredible pharmacists, pharmacy technicians, and future professionals out there. Your dedication to serving and uplifting our community does not go unnoticed. Thank you for all that you do! Let's show them some love this month.
- It's American Pharmacists Month! I'd like to give a big shout out to all my pharmacist family. This journey wouldn't be possible without you. Thank you pharmacists for your commitment to caring for our communities.
- I'd like to shoutout *[insert name of individual]* because they taught me _____. Thank you for _____.
- Thank you to all the pharmacy health care professionals who helped guide me through my career. I'd like to share my favorite pharmacy story with *[insert name of individual or group]*. *[Explain story]* Their impact truly made a difference!
- Hey pharmacist fam! A big shout out to all of you for being rockstars in the health care world. Your dedication, expertise, and kindness are truly appreciated. Thank you for everything you do to keep our communities healthy and safe.

Hashtags:

- #APhM2024
- #PharmacistsMonth
- #Caringforourcommunities
- #forpharmacy
- #Indispensable

Tags:

Tag the American Pharmacists Association (APhA) on all your posts, so we'll see and can engage and potentially share your content.

Facebook & LinkedIn

@American Pharmacists Association

Instagram & TikTok

@apharmacists

Twitter (X)

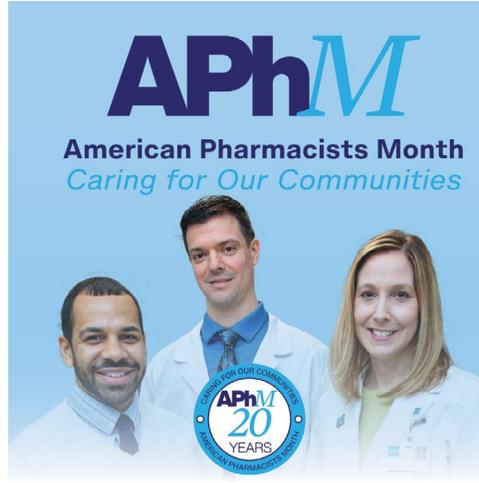
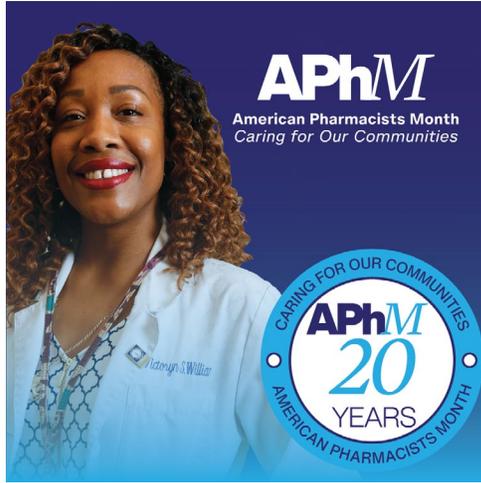
@pharmacists

Share #APhM2024!

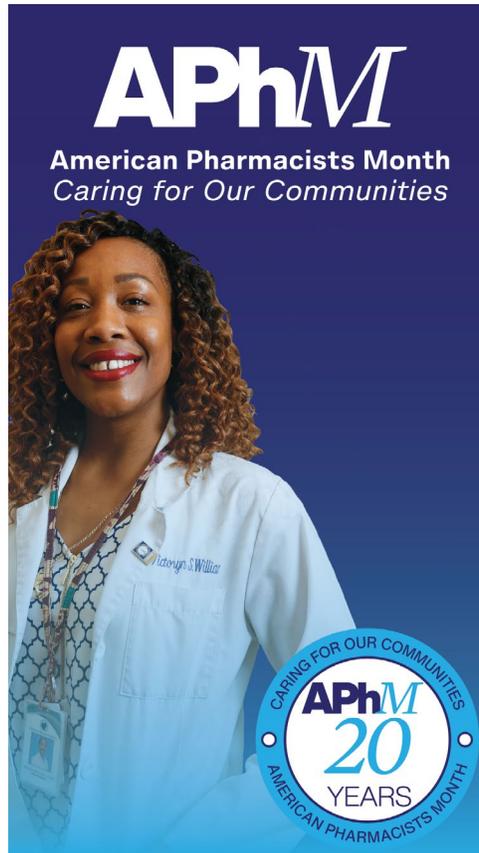
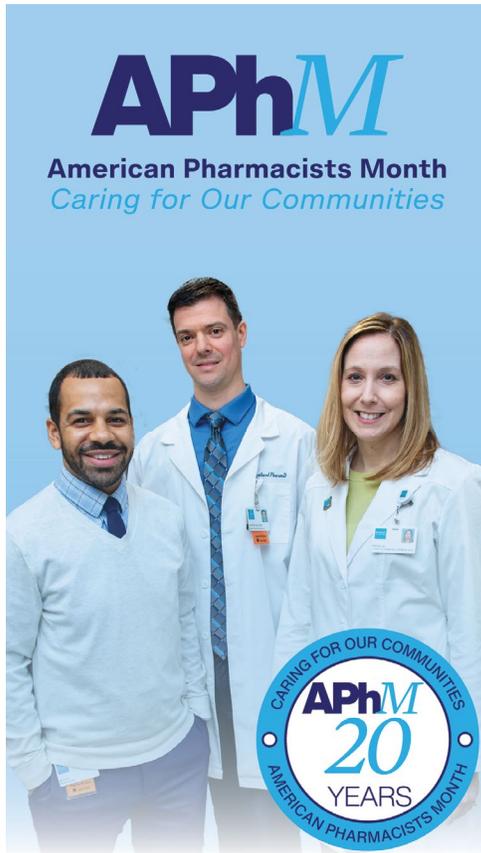
Download the media/promotion assets below and share your story across your social media channels.

Social Media Banner Posts

All platforms:
LinkedIn,
Facebook,
X (Twitter),
Instagram,
and TikTok
1080x1080



Stories:
LinkedIn,
Facebook,
and TikTok
1080x1920



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E-mail and Web Banners



E-mail
Banner
630x200



Web
Banners
815x315



OCTOBER

HOW PHARMACISTS
CAN HELP

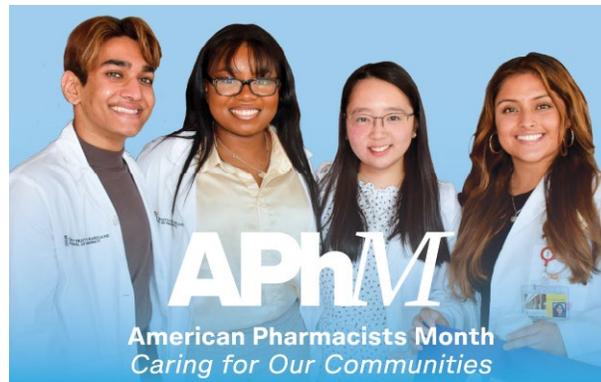


LinkedIn
Banner
1128x191

TIPS ON GETTING
A PROCLAMATION



HOW TO GET
INVOLVED ON SOCIAL



E-mail
Banner
630x400

X (Twitter)
Banner
1500x500



CLICK TO DOWNLOAD

Celebrate in style!

American Pharmacist Month Merchandise is now available to order! Whether you're looking for something for yourself, your team, or just want to show a pharmacist how much you appreciate them, we have several items available to do just that!



APhM T-Shirt



"Caring for Our Communities" T-Shirt



APhM Long Sleeve



"Caring for Our Communities" Long Sleeve



APhM Hoodie



"Caring for Our Communities" Hoodie



APhM Sweat Pants



APhM Hat



APhM 1" Button



APhM Balloon



APhM 24" x 48" Banner



APhM Journal Notebook



APhM Cooler Lunch Bag



APhM 12 oz. Tumbler



APhM 40 oz. Tumbler

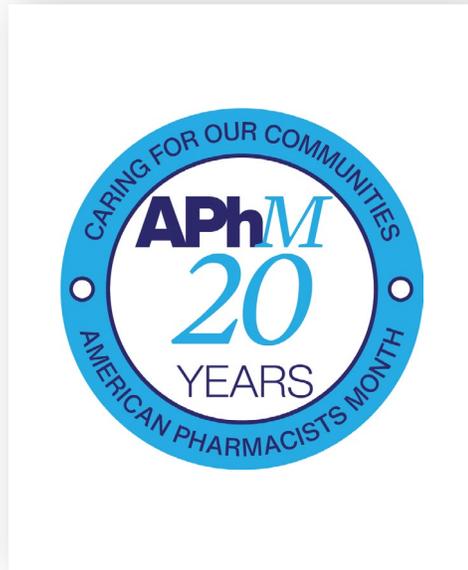


APhM 1" Soft Enamel Lapel Pins

[CLICK TO ORDER MERCHANDISE](#)



APhM
American Pharmacists Month
Caring for Our Communities



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Powerpoint Template



Zoom/Microsoft Teams Background



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