



American Pharmacists Month

Caring for Our Communities

RESOURCE Toolkit

AphM2025

CALENDAR

TIPS ON GETTING
A PROCLAMATION

SHARE ON
SOCIAL MEDIA



October Is American Pharmacists Month

Our theme, **Caring for Our Communities**, reflects the fundamental commitment made by all pharmacy professionals.



There are over 700,000 pharmacists, technicians, and student pharmacists, and each one is dedicated to improving public health by providing vital services in keeping their communities safe. About 90% of all Americans live within 5 miles of a pharmacy, and in some cases, it is the only accessible form of health care available in the community. Patients visit their pharmacy and their pharmacists twice as often as they visit their physician's office and their primary care provider.

To celebrate APhM's 21st 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 is 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 facts:

- As of 2022, 89% or 9 in 10 Americans live within 5-miles of a pharmacy and a pharmacist. (*Berenbrok 2022*)
- There are 15.1% more pharmacy locations within low-income communities than physician practices, and pharmacies offer 95.7% more operating hours than physician practices sites. (*Popovian 2022*)
- Patients visit their pharmacy and their pharmacists twice as often as they visit their physician's office and their primary care provider. (*Valliant 2022, Berenbrok 2020*)
- There are over 340,000 pharmacists in the United States. (*APhA 2024*)

Test and treat data internal to APhA:

- As of November 2024, **pharmacists in 11 states can conduct test and treat for minor ailments** (vary by state but may include, and are not limited to, influenza, Group A streptococcus pharyngitis, COVID-19, RSV, lice, and skin conditions of ringworm and athlete's foot) via prescriptive authority or statewide protocol.
- As of November 2024, **pharmacists in 22 states with some variability can test and treat for COVID-19, influenza, RSV, or strep** via prescriptive authority, statewide protocol, or other means that are limited to collaborative practice agreements or prescriber protocols that allow multiple patients and do not require past prescriber-patient relationship.



Calendar

SEPTEMBER – OCTOBER 2025

S	M	T	W	T	F	S
21	22	23	24	25 World Pharmacists Day #WPD2025	26	27
28	29 WEEK 1 Celebrating 21 Years of APhM	30	1 Kickoff Event APhM #APhM2025	2	3 National Student Pharmacists Day #STUDENT PHARMACIST DAY	4
5	6 WEEK 2 History Week (APhA's Birthday)	7	8	9	10	11
12 Women Pharmacist Day #WOMEN PHARMACIST DAY	13 WEEK 3 Pharmacy Professionals	14	15 National Pharmacy Technician Day #RXTECHDAY	16	17	18
19	20 WEEK 4 Advocacy Week	21	22	23	24	25
26	27 WEEK 5 Immunization/ Caring for Communities	28	29	30	31	

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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Share on Social Media

We're celebrating 21 amazing years of APhM and the incredible pharmacy professionals who care for our communities every single day!

They go the extra mile every day to keep our communities healthy and thriving. Now it's your turn—share your favorite pharmacy moments, photos, or shoutouts below. This month, let's celebrate the moments that matter most!

What you can share during American Pharmacists Month:

- Reflect on a time you made a meaningful impact on a patient's life.
- Share a defining moment in your pharmacy journey that shaped who you are today.
- Post a memory from your time in pharmacy that has stayed with you.
- Celebrate the people you admire and love in the pharmacy profession.
- Spotlight colleagues or mentors who are doing outstanding work.
- Talk about what inspires you most about being in pharmacy.
- Write a heartfelt thank-you note to someone who's made a difference.
- Spread the love—give a public shoutout to a pharmacy professional you appreciate.
- Show your gratitude with a small gesture or token of appreciation.
- Send a thoughtful email to express your thanks.



Copy ideas from which to draw inspiration:

- Happy American Pharmacists 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. Happy to celebrate their commitment to caring for us all this month.
- Happy American Pharmacists Month to the 700,000+ pharmacy pros caring for our communities. Cheers to the heroes in white coats! Tag a pharmacist who has made a difference in your life and let's celebrate their hard work together.
- Happy American Pharmacists Month! From flu shots to friendly advice, pharmacists are the heartbeat of health care. Let's give them the spotlight they deserve!
- October is American Pharmacists Month! Smart, skilled, and always ready to help—pharmacists are your most accessible health care providers.
- Happy #APhM2025! Shoutout to the amazing pharmacists, pharmacy techs, and future pros! Your passion and dedication empower our communities daily. Let's celebrate YOU this month! Drop a comment if you appreciate their hard work and tag a pharmacist who inspires you!
- It's American Pharmacists Month! Thank you to my incredible pharmacist family! Your unwavering dedication and compassion shape healthier communities every day. Thank you for your expertise, support, and tireless work in keeping us safe. Let's celebrate YOU and the vital role you play!
- To celebrate #APhM2025, I'd like to shout out *[insert name of individual]* because they inspired me. Thank you for the influence you had on my pharmacy journey!
- 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!
- Today for American Pharmacists Month, I want to take a moment to express my heartfelt gratitude for the amazing pharmacists and pharmacy technicians who inspire me every day! From meaningful patient interactions to supporting each other during challenges—each moment shapes our profession. Let's celebrate those small victories that make a HUGE difference!

Resource toolkit hashtags:

- #APhM2025
- #PharmacistsMonth
- #Caringforourcommunities
- #forpharmacy
- #Indispensable

Tags:

Tag the American Pharmacists Association (APhA) on all your posts, so we can engage with your content.

Facebook and LinkedIn

@American Pharmacists Association

Instagram and TikTok

@aphapharmacists

Twitter (X) and Bluesky

@pharmacists

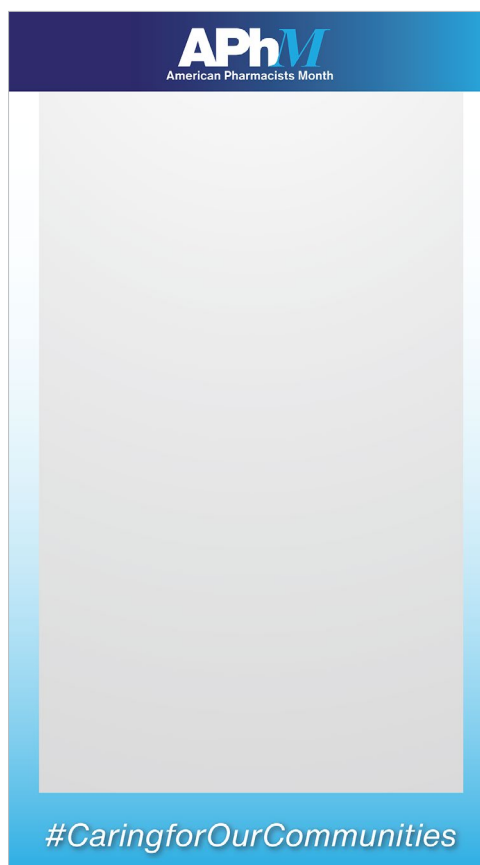
Instructions for APhM assets (4 total to choose from):

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



[LINK TO CANVA](#)

Stories: Facebook, Instagram and Tiktok
1080x1920



[LINK TO CANVA](#)

1. Open link to Canva page (*below*).
2. Click to 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 by clicking share on the upper right-hand side, click download, save as png.
6. Save download to computer and post on social.

E-mail and Web Banners

Web Banners
815x315



LinkedIn Banner
1128x191

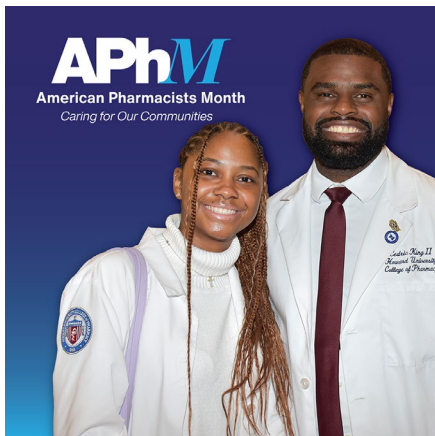


Email Banner
630x400



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Instagram Post
1080x1080



Instagram Story
1080x1920



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P.com and X (Twitter) Banner
1500x500

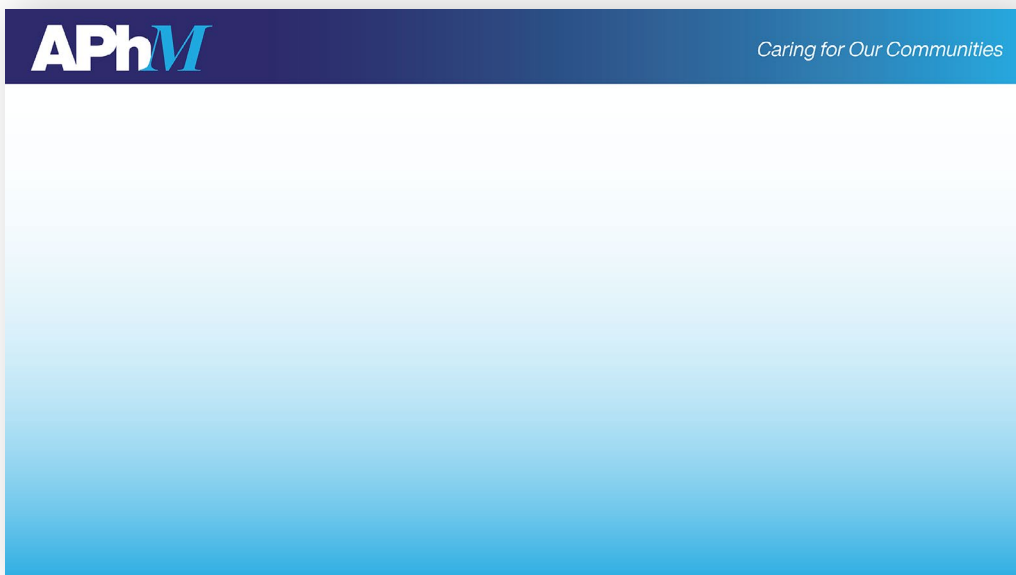


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Powerpoint Template



Zoom/Microsoft Teams Background



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