

# APhM

American Pharmacists Month

## Resource Toolkit



OCTOBER

HOW PHARMACISTS  
CAN HELP

TIPS ON GETTING  
A PROCLAMATION

HOW TO GET  
INVOLVED ON SOCIAL

APhM ASSETS

*You Stand By Us All*

# October Is American Pharmacists Month

It all started in October 1925. For one week, radio stations across the country broadcasted special programming to highlight the profession of pharmacy. In 2004, after celebrating National Pharmacy Week for nearly 8 decades, the American Pharmacists Association, the voice of pharmacy and the only organization advancing the entire pharmacy profession, was honored to lead and recognize October as American Pharmacists Month and has done so ever since.

It's a time to celebrate our pharmacists and to give thanks and appreciation for the important role they play in public health, while bringing awareness to all that they do every day for our health, our communities, and our lives.

## Your Pharmacist: Improving Health. Increasing Access.

This year's American Pharmacist Month theme, *Your Pharmacist: Improving Health. Increasing Access.*, speaks to the pharmacist's vital role as a member of the health care team and a provider of patient care services, and their accessibility to all communities. Pharmacists have long been considered one of the most trusted and accessible health care professionals. In fact, nearly 90% of the U.S. population lives within 5 miles of a pharmacy.

## You Stand By Us All

Pharmacists impact on public health by the numbers:

**90%**  
of the U.S. Population live  
within 5 miles of a pharmacy

**300 Million**  
COVID-19 vaccines  
administered

**60–70%\***  
of vaccinations during  
flu season took place  
at pharmacies

**85%\*\***  
of vaccines administered  
in the U.S. were given  
at pharmacies

**Over 90%\*\*\***  
of COVID-19 vaccinations  
were delivered  
at pharmacies

\* 60–70% of vaccinations during flu season (third and fourth quarters) taking place at pharmacies (2018–2021)

\*\* Over 85% of vaccines administration at a pharmacy (influenza, shingles, pneumococcal)

\*\*\* More than 90% of COVID-19 vaccinations provided through either medical centers or pharmacies were delivered at pharmacies (Excluding temporary, government public health sites and sites where a claim would not be generated)

# 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 30 million people in the United States have diabetes, and more than 96 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 360,000 immunization-trained pharmacists in the U.S. As part of your immunization neighborhood, pharmacists are there for you. In fact, pharmacists accounted for more than 50% of all COVID-19 vaccinations in the U.S.

Your pharmacist also can guide you through other vaccine-preventable diseases, such as pneumonia, shingles, or HPV, 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 25 million people in the United States have asthma, and 4 million of those are children? Or that 15 million people are currently diagnosed with 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

**G**etting 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. Localize relevant facts about pharmacy and simply explain why American Pharmacists Month should be recognized by your city or state.
- 2. Try to elicit support from other pharmacist leaders in your city or state.** You can have them 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 thanks 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, start 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 communities throughout the COVID-19 pandemic.
- 4. Find out how you can help your sponsor ensure passage of the resolution.** Like any bill, you have to lobby. 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.
- 5. After the resolution is passed, show appreciation to your sponsor and to everyone who supported the resolution.**
- 6. See sample proclamation below/next page.** 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 who ensures optimal medication therapy outcomes, and helps to ensure patients are adherent to their medications; and serve as providers during public health emergencies; 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 in helping patients overcome illness and live healthier lives through chronic disease management and the fully 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, President Joseph R. Biden, Jr., 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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# How to Get Involved On Social

Pharmacists play an important role every day in our health, our communities, and our lives.

This October, we're celebrating American Pharmacists Month. The strength in social media lies with its influence and its power to engage and inspire people.

Social media creates a digital platform that gives you the power to elevate the pharmacy profession and all that you do.

The following are some ideas on how you can engage and have your impact recognized during American Pharmacists Month.

## Share The Moments & Memories

*“Sometimes you will never know the value of a moment until it becomes a memory.”*

— Dr. Seuss

Those moments in life are what build our memories.

Share a photo with a caption explaining a moment and memory which made a difference. Don't forget to tag us and use our hashtags (find it all below).

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

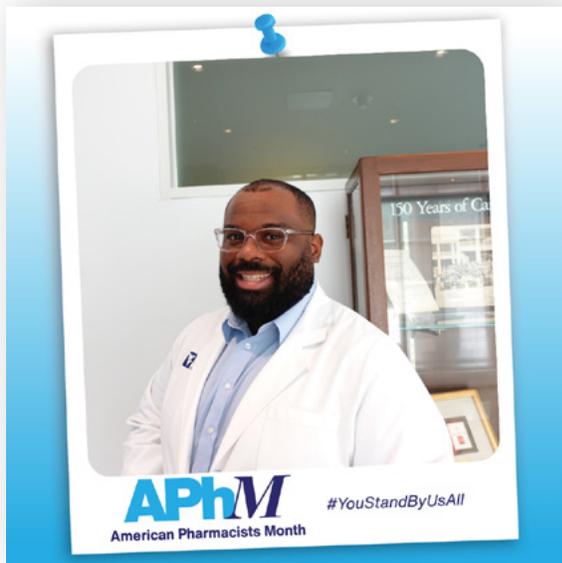
Through thick and thin, pharmacists have navigated countless challenges, but they've done it with an incredible amount of perseverance.

This month we want those in the pharmacy profession to feel the love. Don't forget to tag us and use our hashtags (find it all below).

Here are some ideas to spread the love:

- People you love in the profession.
- People doing great work in the profession.
- What you love about the profession.

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



[LINK TO CANVA](#)

#### Instructions for polaroid asset:

1. Open link to Canva page (below).
2. Click use template.
3. Upload the photo in the upload sections on the left hand side.
4. Drag the photo you uploaded into the polaroid.
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. This serves as a reminder to all of their hard work and dedication to the profession (find it all below),

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 to Draw Inspiration From:

- This October we're celebrating American Pharmacists Month! Pharmacists play a critical role in the health care space. Thank you to my pharmacy colleagues for all they do! I'm grateful to have been guided by you.
- During #PharmacistMonth, let's celebrate all the amazing people who inspire us, support us, and make our jobs possible. I'm shouting out *[insert name of individual or group]* for \_\_\_\_\_.
- It's #APhM2023! Whether you're a pharmacist, a pharmacy technician, or an aspiring student, thank you for all your hard work and dedication. Let's help elevate the profession together!
- From the pharmacist who greets you at the counter, to the ones who work behind the scenes, thank you for making me feel like I belong in this industry.
- A big shout out to all my pharmacist family! This journey wouldn't be possible without you.
- Thank you to my pharmacists for all of their guidance, support, and education.
- 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!

### Hashtags

- #APhM2023
- #PharmacistsMonth
- #YouStandByUsAll
- #forpharmacy

### 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 Why #YouStandByUsAll!

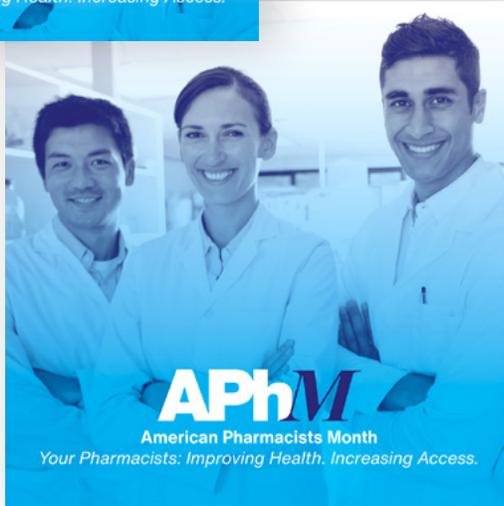
Download the media/promotion assets below and share your story across your social media channels.

## Social Media Banner Posts



Option 1

Facebook  
& LinkedIn  
1200x680



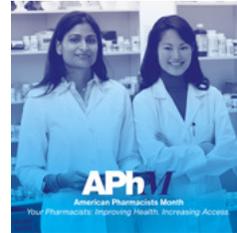
All Other  
Social Media  
1080x1080



Option 2



Option 3



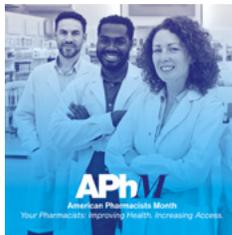
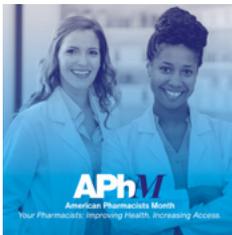
Option 4



Option 5



Option 6



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E-mail and Web Banners

E-mail Banner  
630x200



Web Banner  
630x400



Option 1



Option 4



Option 5



Option 2



Option 3



Option 6



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**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 Bella+Canvas Unisex Triblend T-Shirt



APhM Bella+Canvas Unisex Triblend Long-Sleeve T-Shirt



APhM Bella+Canvas Unisex Sponge Fleece Pullover Hoodie



APhM 1 Inch Button



APhM 11" Navy Balloon



APhM Convention Tote



APhM 40 oz. Vacuum Insulated Tumbler Mug w/ Handle



APhM 12 oz. Tumbler



APhM Journal Notebook



APhM 1" Soft Enamel Lapel Pins



APhM Kooler Lunch Bag



24" x 48" Banner

[CLICK TO ORDER MERCHANDISE](#)

# APhM

## American Pharmacists Month

*Your Pharmacists: Improving Health. Increasing Access.*

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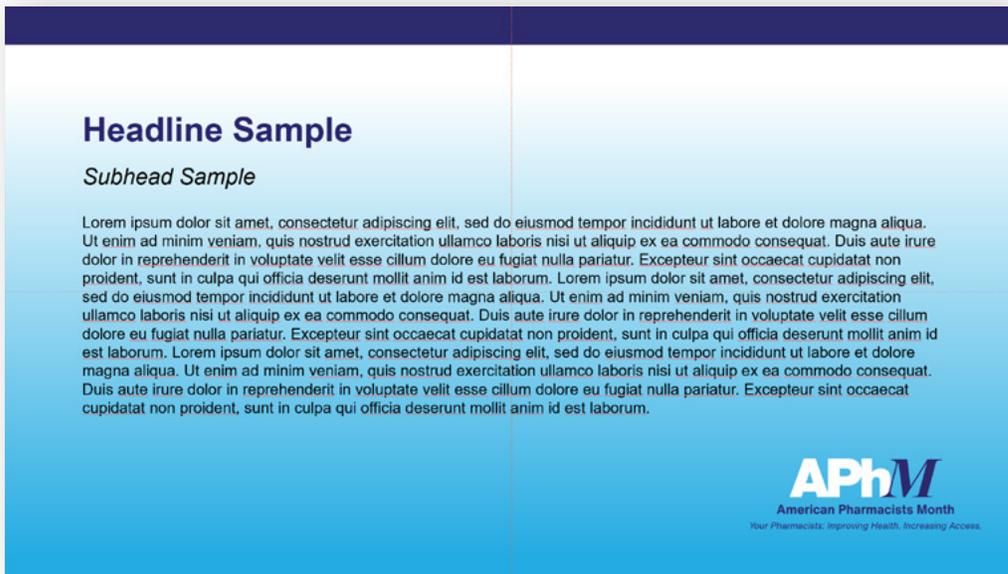


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Powerpoint Template



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Zoom/Microsoft Teams Background



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