

Ideas for Pharmacists in Community Settings

Ten Ways to Celebrate

- 1 Decorate the pharmacy.** You can use banners, posters and balloons to promote American Pharmacists Month.*
- 2 Invite the public to a party!** Pick one or more days during American Pharmacists Month to offer cake or other treats. Hand out patient education brochures and small promotional items. Invite community leaders and legislators. Raffle off an American Pharmacists Month tote bag filled with everyday products that your patients use.*
- 3 Replace your usual bags** with American Pharmacists Month plastic bags, or put American Pharmacists Month stickers on pharmacy bags and purchases.*
- 4 Use a special message** promoting American Pharmacists Month when you answer your telephones and on your voicemail: “Hello, this is Main Street Pharmacy, where we’re celebrating American Pharmacists Month. How may I assist you today?”
- 5 Publish one of the sample articles** (which can be found at www.pharmacist.com/aphm) in your pharmacy’s newsletter, or include it on your Web site. You can also make photocopies of these articles to hand out with prescriptions or at American Pharmacists Month events.

6 Schedule special health events that encourage patients with the message of “talk to your pharmacist today.” Examples include a flu shot clinic or health screening day (e.g., cholesterol, diabetes, osteoporosis screening).

7 Hold one or more “Medication Check-Ups.” Invite your patients to bring all their medications—prescription and nonprescription—to the pharmacy, so pharmacists can examine them

for expiration dates, potential drug interactions and other problems.

- 8 Invite a local elementary school class to visit the pharmacy.** You can demonstrate what it’s like to be a pharmacist. You can use the time to teach some basic medication safety concepts. End the trip by giving each child a small memento to commemorate the visit, like the activity book, *A Visit to the Pharmacy*.*
- 9 Conduct “OTC tours”** geared to the needs of specific groups—parents of young children, older adults, athletes and others. Help each group understand how to select appropriate products for the conditions most likely to affect them. Emphasize the importance of reading product labels, knowing the active ingredients in certain medications and consulting with the pharmacist when questions arise.
- 10 Provide Medicare counseling to the seniors in your community.** List information about your Medicare events in the local newspaper, or send the information to the local radio station. You can also provide personalized counseling in your area by contacting your local office on aging. For the telephone number, visit www.eldercare.gov on the Web.

* Promotional items are displayed in the *APHM Product Guide* and can be ordered on www.pharmacist.com/aphm.



Target pharmacist conducts a hands-on medication lesson with a young consumer.