



# HOSPITAL PHARMACY DAY Toolkit

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# Hospital Pharmacy Day

**The 27<sup>th</sup> of March will be the 1<sup>st</sup> World Hospital Pharmacy Day. A day created to highlight the importance and to celebrate the work done by hospital pharmacies. This day wants to celebrate all hospital pharmacy teams.**

This toolkit includes campaign materials, best practices, and other useful resources to successfully create your own campaign for Hospital Pharmacy Day. It can be used by hospital pharmacy professionals, hospitals, associations and public institutions to raise awareness about the impact that hospital pharmacies have on patients around the world.

# About the 2024 Campaign

## Key messages:

- Hospital Pharmacies are an essential force to ensure the correct functioning of the healthcare systems by ensuring timely and equal access to appropriate and safe medication and medical devices with high-quality pharmaceutical care.
- Staff working in hospital pharmacies are also increasingly present on wards and at interfaces of care which not only improves patient outcomes, in relation to polypharmacy and drug adherence but also leads to reduced costs.
- Hospital pharmacists, technicians, nurses, administrative staff, and other professionals working in the hospital pharmacy need to be celebrated!
- National authorities and all relevant stakeholders need to understand the importance of having well-funded and well-prepared hospital pharmacies to ensure better patient outcomes in the hospital setting.
- Hospital pharmacies are essential for providing solutions in difficult circumstances like medicinal products and medical devices shortages.
- Hospital Pharmacies were in the frontline of the fight against the COVID-19 pandemic.

# Time to plan your own campaign

3  
weeks  
before

- Discuss this with your colleagues at the hospital pharmacy and see how to better celebrate this day to raise awareness
- Create your own posts/ideas
- Follow EAHP on social media

1-2  
week  
before

- Discuss with your hospital management to formulate a message that can be sent to other colleagues from the hospital.
- Decide what you want to do for the 27th of March
- Follow EAHP and re-post the content published

27th of  
March

- Share Social Media posts
- Host on-site activities in your city or hospital
- Host online activities

# Messages you can use on social media

Below are some captions you can use on X, Facebook, LinkedIn or Instagram. Use the #HospitalPharmacyDay when you post on social media.

#HospitalPharmacies are an essential force to ensure the correct functioning of the healthcare systems by ensuring timely and equal access to appropriate and safe medication within high-quality pharmaceutical care.

#HospitalPharmacyDay

Hospital pharmacists, technicians, nurses, administrative staff, and other professionals working in the hospital pharmacy need to be celebrated! Thanks to all my colleagues for their passion and dedication to the profession.

#HospitalPharmacyDay

I work in a #hospitalpharmacy and I celebrate the #Hospital Pharmacy day. Join me!

#HospitalPharmacyDay

# Materials you can use

Below are materials you can use for your campaign. [Click](#) on the corresponding squares beneath to have access to it.

**Banner for  
your email**

**Example for a  
Press Release**  
(available on the 15th of  
March)

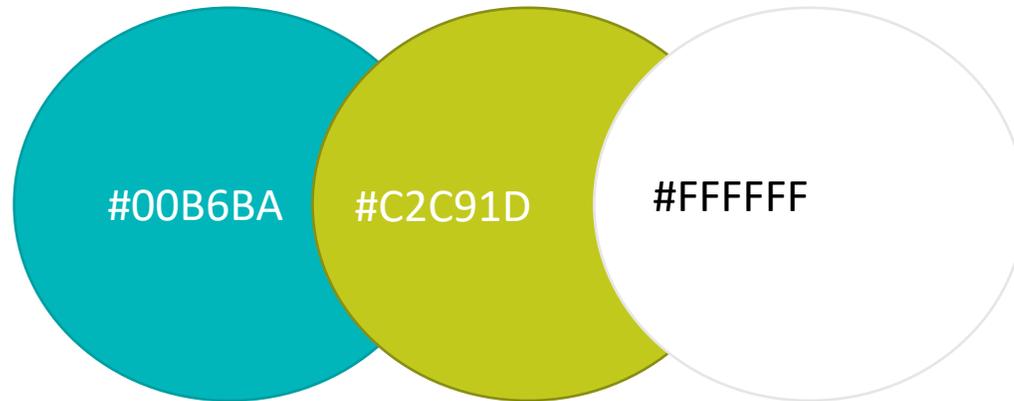
**Banner for your  
Social Media  
Pages**

# Materials you can use

Below are materials you can edit and use for your campaign. Click on the posts below to access the Canva Template, for easy designing. If you would like to alter the posts in photoshop or another editing software, you can find the files by clicking [here](#).



# Logos and colours



On the right you can find the campaign logos in colour and in white, click on the logo to access all the logos.

On the left you can find the official colours of the campaign, that you can use in your own designs.



# Pro-tip

Are you coming to the EAHP Congress in Bordeaux? Stop by the EAHP #9 Booth to get materials to promote the Hospital Pharmacy Day within your hospital.



**CONGRESS**



**28<sup>TH</sup> EAHP CONGRESS**

**20-21-22 MARCH  
2024**

*Bordeaux*

**Sustainable healthcare -  
Opportunities & strategies**

*EAHP thanks the continued support of Corporate Partner Omnicell*

# Ideas for live and online activities

The below activity ideas can give you inspiration for campaigning activities you could do with your organisation.

## On-site activities

- Ask your hospital management to publish something about Hospital Pharmacy Day in your hospital's website (or via an email sent to your colleagues).
- Organise a gathering with your colleagues during the week of the 27th. Maybe invite them for a coffee or a cake at the hospital pharmacy?
- Print out a poster and hang it in the pharmacy
- Use the stickers collected in Bordeaux

## Online activities

- Record a podcast or short video on a recent development within your hospital pharmacy.
- Make a video or a TikTok explaining why you love being part of a hospital pharmacy team and post it on social media.
- Prepare short videos/interviews with early career staff in your hospital pharmacy explaining why they chose a career in a hospital pharmacy.

# Resources

- [European Statements of Hospital Pharmacy](#)
- [EAHP Investigation of the Hospital Pharmacy Profession](#)
- [EAHP 2023 Shortages Survey](#)
- [EAHP Oath to Society](#)
- [Special Interest Group report](#)
- [EAHP Position Papers](#)
- [Good Practices Initiative in European Hospital Pharmacy](#)
- [EAHP Spotify Account](#)

# Good luck with your Hospital Pharmacy Day Campaign!

Click below to follow us on social media and learn more  
about the campaign!

