

BUILDING AWARENESS GUIDE



A GUIDE WITH TIPS AND TEMPLATES FOR ADVOCATING FOR THE HOSPITAL PHARMACIST PROFESSION

SEPTEMBER 2016

Raising Awareness of Hospital Pharmacy

Hospital pharmacists have a critical role in the care of patients in hospitals. However, the general public may not have an understanding of the value of this profession. Mostly everyone knows what a Doctor or a Community Pharmacist does. Unfortunately, this may not be true for Hospital Pharmacists. To help those outside the profession to better understand this profession, EAHP has produced a short guide with tips and marketing documents explaining what a hospital pharmacist does.

These materials can be used by individual Hospital Pharmacists and National Associations to promote the profession and help the general public understand what a Hospital Pharmacist can do for each one of us.

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1) Celebrate our day / Celebrate our month

25 September is World Pharmacy Day. To celebrate this day and promote the Hospital Pharmacist profession, you can follow the next steps.

We will also start celebrating the Hospital Pharmacy awareness month in May. May is a really important month for the profession in Europe as it was also when the European Statements were adopted in 2014.

How:

a) Customize your e-mail signature

Change your email signature and include one of these sentences. Add a link to EAHP's [PowerPoint on the role of the Hospital Pharmacist / to our website / or any other marketing material](#))

- i) "I am a Hospital Pharmacist. What can I do for you? Ask me about it!"
- ii) "I am a Hospital Pharmacist and I answer to YOUR needs. Click on the link to know what I can do for you."
- iii) "25 September is World Pharmacy Day. I am a Hospital Pharmacists, what can I do for you?"
- iv) "May is Hospital Pharmacy Awareness month. I am a Hospital Pharmacist, what can I do for you? Ask me about it!"
- v) "May is Hospital Pharmacy Awareness month!"
- vi) "I am a Hospital Pharmacist and I work towards the implementation of the European Statements. Do you know them? Click [here](#) to read them!"

Isabel Valero Guerrero

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European Association of Hospital Pharmacists (EAHP)

I am a Hospital Pharmacist. What can I do for you? Ask me about it!



making the difference in medication

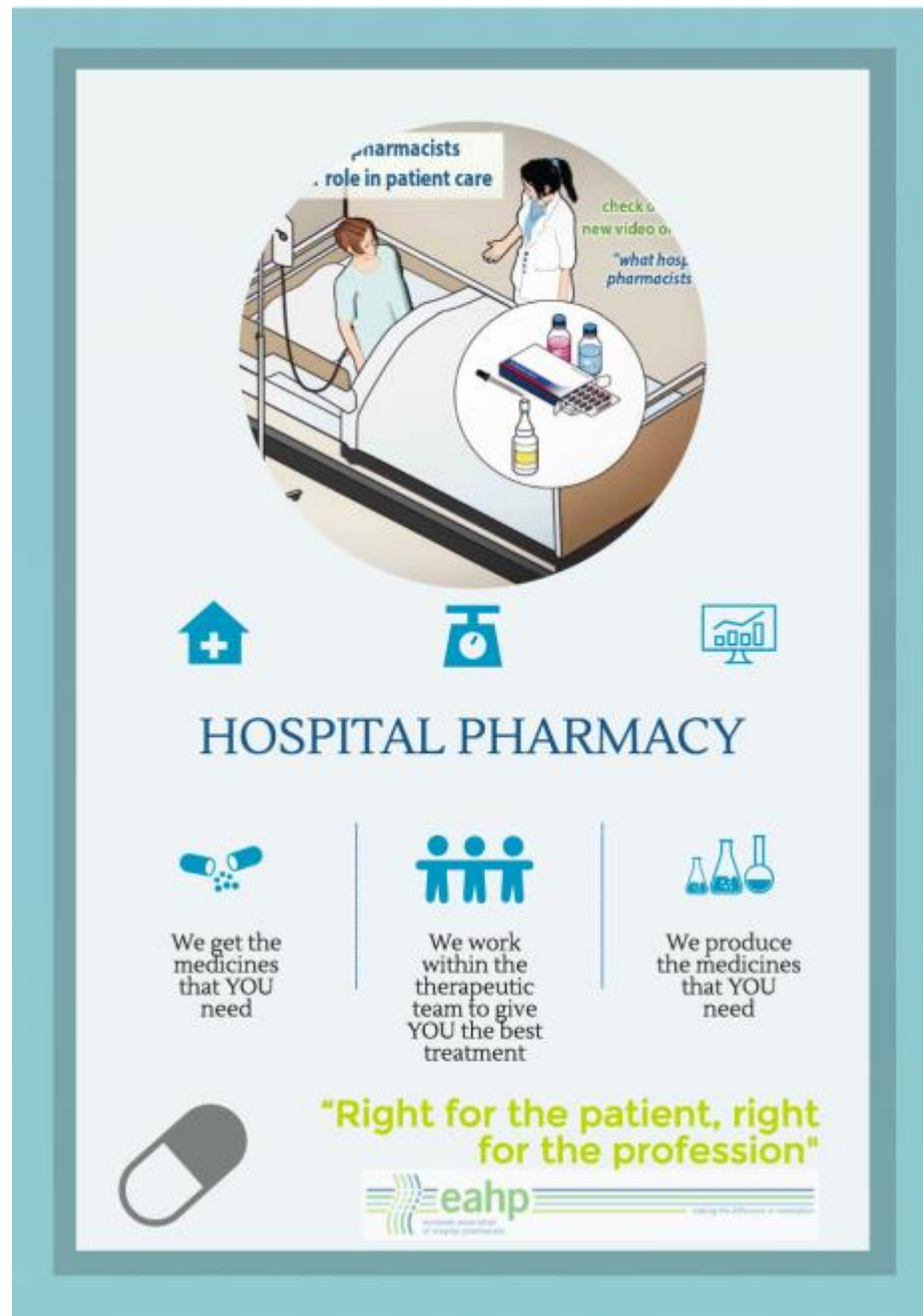


b) Customize your social media accounts

- i) Pictures (include link to pictures for each social media)
- ii) Publish our poster in your social networks



iii) Social media campaign (to be created)



pharmacists
role in patient care

check a new video on
"what hospital
pharmacists"

HOSPITAL PHARMACY

We get the medicines that YOU need

We work within the therapeutic team to give YOU the best treatment

We produce the medicines that YOU need

"Right for the patient, right for the profession"

eahp
european association
of hospital pharmacists

- c) Host a workplace celebration
 - i) Decorate a room with pictures of hospital pharmacists and quotes that describe their job and why they love it;
 - ii) Invite a department head to provide a positive testimonial on how hospital pharmacists improve the work done in a Hospital and the health of the patient, and recommendations for improvement.
- d) View and share EAHP's video
 - i) EAHP encourages its members, and others with an interest in raising awareness of the profession, to share the video with friends, associates and contact lists and promote its message on social media networks.
 - ii) Subtitled versions in multiple [languages](#) are available, as well as promotional printable material, and a list of ideas for how to make use of video.



- iii) Tell your mailing lists about the video and encourage them to share!
 - (1) Your organisation may keep email distribution lists of not only its members, but perhaps also relevant media lists, and potentially stakeholders (e.g. patient groups, other healthcare professional groups, politicians, officials within health ministries and regulatory bodies).
 - (2) EAHP suggests to distribute a short email to such lists alerting the recipients to the existence of the video and (depending on audience) encouraging them to share (e.g. members), or simply

watch to learn more about the role of the hospital pharmacist (e.g. patient groups). **Email template**

iv) Add the video to your email signature, and encourage board members to do so as well:

This is a good way of unobtrusively encouraging professional colleagues, and others you liaise with in a working capacity, to watch the video and take some moments to appreciate the contribution of hospital pharmacists to patient care within health systems.

v) Add the video to your website homepage

You might (time and resource allowing) also create a special section of your website for the video, and general information about the role and nature of hospital pharmacy in your country (e.g. number of hospital pharmacists, nature of education and training etc). If you need help in generate an embed link of the video for this purpose, please contact the EAHP secretariat.

vi) Share the video via Association and/or social media platforms

(1) Social media platforms (e.g. Facebook, Twitter, LinkedIn, Google+, Reddit) are good mediums for promoting the 'viral' spread of videos i.e. one individual choosing to 'share' with their personal network of friends, associates and colleagues on social media channels.

(2) If your organisation does not currently make use of these platforms for communication purposes, the video can also be shared via individuals.

(3) If using Facebook, you could also change your Facebook page cover to promote the video.

Example below.



vii) Use the video inside your organisation and external events

(1) The video can be embedded into the introduction of powerpoint presentations, or played on background screens in foyers during idle time in event and conference schedules e.g. coffee and tea breaks.

(2) More information here: <http://office.microsoft.com/en-us/powerpoint-help/insert-video-into-your...>

viii) Print a flyer for the video & promote on appropriate bulletin boards

(1) As well as the general public, the video is also intended to heighten the appreciation of doctors, nurses, other healthcare professionals and employees in the hospital setting of what it is that their colleagues in hospital pharmacy do. Therefore, organisations could encourage members to place a promotional flyer on appropriate bulletin boards within the hospital.

(2) Download [HERE](#) the English version. EAHP can support with creating a version in your language.

e) Help correct misperceptions

Help correct misperceptions about your profession by sharing [Classic Myths About Hospital Pharmacists \(in progress\)](#)

2) Engage In-Person

a) Lunch-and-learn

Conduct a lunch-and-learn with others in your hospital / at home with friends. Explain what you do and why you do it, and answer questions to clarify their perceptions.

Make sure they understand what it takes to become a Hospital Pharmacist, how you work to ensure and improve the patient's health and safety and how you engage in continued learning.

* During the next EAHP Congress, we will create a video that will show different scenarios where a Hospital Pharmacist engages with others and explains his/her profession ([write script, look for volunteers](#)).

b) PowerPoint template

Use the PowerPoint template to explain your roles and responsibilities [\(in progress\)](#). Download it [HERE](#).

3) Print our materials

- a) Print our brochures
 - i) A5 brochure: summary of this marketing plan [\(in progress\)](#)
 - ii) Brochure for the video: download it [HERE](#)
 - iii) Display a fun poster



4) Create awareness online / Social media

- a) Tips for social media
 - Check this infographic for tips: <https://magic.piktochart.com/output/15774417-social-media-hp>
- b) Join our discussion group on [LinkedIn](#)
- c) Subscribe

Encourage members of your department, board, management, colleagues and patients, to subscribe to our [EU Monitor](#), [Press releases](#), and [Journal \(European Journal of Hospital Pharmacy\)](#).

5) News Media

- a) Publish an article about a topic regarding the Hospital Pharmacist profession in your hospital newsletter, hospital magazine, etc. For a person outside the profession, the word “compounding” might sound completely unfamiliar, why don’t you write an article about it? Let the patient know that you are focusing on him/her.
- b) Publish an article about a topic regarding the Hospital Pharmacist profession in your local newspaper. You could write an article about how you became a Hospital Pharmacist and what your motivation was. This can surely help students all over your country make their minds about their future career!

Hospital Pharmacists

Focus on patient’s safety

This year marks the 40th anniversary of the European Association of Hospital Pharmacists (EAHP). PharmaWorld met President Roberto Frontini (Germany) to describe the state of the art of an emerging job which is becoming increasingly important to ensure patient's safety

Dr. Frontini, which are the main targets achieved in these 40 years of EAHP's history and work?

Surely the most important goal achieved so far is the recognition of our profession and its importance at European level and beyond. The growing participation in our annual convention is our witness as it has counted 3700 international members this year in Milan. Today the conference has become an important event for professionals, so important as to be the second after the U.S. Congress. Another proof of recognition of our professionalism has been the achievement of our

representative in Brussels. Only this way we can make politicians and authorities understand the meaning and objectives of our profession and build an unanimous project among all the Community countries.

Who is the hospital pharmacist?

The hospital pharmacist has mainly three roles. The first, more recent and towards which several EU countries including Italy are moving, is the department pharmacist, the one who must “carry” the active ingredients at the patient's bedside, individualizing his therapy. This means meeting the patient,



Roberto Frontini,
President of the European Association
of Hospital Pharmacists (EAHP)

- c) Send us the link to your article or a scanned version so we can post it in the EAHP website and social media networks!

