American Pharmacists Month is a golden opportunity to celebrate the pharmacy profession, recognize your pharmacy staff and reach out to your patients.

In the following pages, you'll find ideas for special activities and events that spotlight pharmacists’ contributions toward improving medication use and advancing patient care in all practice settings including community pharmacies, hospitals, academic settings, managed care and long-term care facilities.

American Pharmacists Month is your time to shine. Every practice setting is different—so use these ideas as a launching pad for creating unique celebrations in your local community. Be creative and receptive to providing a wide range of activities.

The American Pharmacists Month Planning Guide will help you increase community consciousness about the care provided by pharmacists. Use this guide to plan promotions during American Pharmacists Month in October and throughout the year.

We will provide you with some creative ideas on how you might celebrate during the month. We have included many exciting tips and real-life examples of successful activities for every practice setting. The American Pharmacists Month Product Guide offers festive promotional items such as T-shirts, travel mugs, golf balls and tote bags that can help promote your activities. To learn more, visit us online at www.pharmacist.com, or call APhA’s External Communications Department at 800-237-APhA, ext. 7558, if you have any questions.
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.
The fourth Tuesday of October has been designated National Pharmacy Technician Day to recognize the invaluable contributions technicians make in all practice settings throughout the year. Pharmacists: take a moment this month to acknowledge the work of the technicians at your practice site and thank them for all they do for you and your patients. The *American Pharmacists Month Product Guide* includes recognition items designed specifically for pharmacy technicians: A group outing—for lunch or a fun social event—can be a great morale builder. Pharmacy technicians: use the ideas below to promote American Pharmacists Month with your fellow technicians and pharmacists in your practice setting!

**Help decorate the pharmacy** with banners, posters and balloons announcing American Pharmacists Month.*

**Assist with special health events** planned for American Pharmacists Month. Conduct blood pressure screenings and encourage patients to take advantage of other pharmacy-based patient care services.

**Encourage the pharmacist to replace your usual bags** with American Pharmacists Month plastic bags, or put American Pharmacists Month stickers on pharmacy bags and purchases.*

**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?”

**Co-host a party for the public!** Pick one or more days during American Pharmacists Month to offer cake or other treats. Hand out patient education brochures and small promotional items, like magnets, tote bags and pens. Volunteer during the event by welcoming patients and demonstrating the prescription-filling process. Show them how your crucial role in the pharmacy impacts their positive experience in improving their medication use.

For additional information, go to www.ptcb.org.
Highlight Pharmacy Department Contributions

1 **Visit patients in their hospital rooms.** Introduce yourself and answer any questions they may have about pharmacy services or drug therapy. Provide patient education brochures and small American Pharmacists Month-themed giveaways, like magnets, pens, tote bags, etc.*

2 **Talk to your administrator(s).** Explain the goals and the patient education benefits of American Pharmacists Month to help build a sense of teamwork within the health system. Be sure to invite them to participate in the month’s activities.

3 **Create a lobby display.** Use it to promote the pharmacy department. Include information about pharmacy services and photos of the pharmacy staff. If your facility is large, consider changing the display weekly to focus on a different pharmacy activity or function. Make the display colorful and fun, with eye-catching elements like red and white streamers or American Pharmacists Month balloons and banners.*

4 **Set a goal.** Choose activities that will best help you meet your needs. For instance, if you’d like to focus on educating patients about safe medication use, a “medication check-up” or a brown bag workshop would be a great choice.

5 **Schedule an “open house.”** Invite all hospital employees to visit the pharmacy. Conduct brief tours that showcase daily pharmacy operations, and describe how medications move from the initial physician order to the patient. Demonstrating how a pharmacy really operates could prove to be a real draw!

6 **Get the word out.** Tell people about American Pharmacists Month and the activities you have planned. Use bulletin boards and internal e-mail systems to communicate with hospital staff. Spread the word to patients using notes on meal trays, announcements on the public address system or with personal room visits.

7 **Hold a community event.** Be sure to publicize your event like a health fair at least four weeks in advance with notices at libraries and grocery stores and announcements in local papers.

8 **Host a visit for your senator or representative.** Provide your legislators with an invaluable view of the contemporary roles of pharmacists. Be sure they see a pharmacist in your facility conducting valued patient care services that warrant compensation, such as drug therapy management, participation in patient education and wellness activities, and other clinical activities.

9 **Hold a drug information call-in day** for the public. Invite them to talk with pharmacists to get answers to their medication therapy questions.

10 **Educate patients.** Utilize opportunities to educate patients about your role in their care or messages related to their medication therapy.

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

Celebrate National Hospital & Health-System Pharmacy Week

The week will focus on the important contributions made by pharmacists and technicians to promote the safety and well-being of patients in our nation’s health care institutions.
Schedule special health events. Use this time to 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).

Hold one or more “medication check-ups” or “brown bags.” Invite patients to bring all their medications—prescription and nonprescription—to the pharmacy. Pharmacists can examine them for expiration dates, potential drug interactions and other problems.

Create a festive atmosphere for an open house. Serve refreshments and offer small takeaways, like buttons, magnets, pens or pencils.* Invite attendees to enter a drawing for small prizes, like gift certificates to area restaurants or local movie theaters.

Highlight your pharmacy technicians. Get technicians involved by recognizing their contributions to your operation. Post their photos in the lobby. Give them a “thank you” luncheon complete with a cake. Purchase tokens to distribute on National Pharmacy Technician Day.*

Purchase children’s activity books for your facility. While parents are waiting, the kids will have something to keep them busy.

Develop a calendar of events. Laminate your calendar and distribute it to your staff.

Arrange “curbside consultations” for patients and caregivers. Encourage them to talk with pharmacists about medication therapy issues. Hold the sessions in a conference room or other relatively private area, and allot from 5 to 10 minutes per person.

Decorate ambulatory care pharmacies. American Pharmacists Month banners, posters and balloons are great ways to publicize your events.*

Have a drug information call-in day for the public. Invite patients to call and get answers to their medication therapy questions.

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

During the month of October, pharmacy staff were encouraged to wear their “Celebrate Pharmacy” T-shirts at Kaiser Permanente.
Invite residents and their guests to a special American Pharmacists Month party. Try holding an ice cream social, afternoon tea or other fun event. Make the atmosphere festive by decorating the designated areas with streamers and American Pharmacists Month balloons, banners and posters. Provide patient education brochures and small themed giveaways, like magnets, pens, etc.*

Visit individual patients in their rooms and give them your full attention. Introduce yourself and answer any questions they may have about pharmacy services or drug therapy.

Schedule informational programs for residents and/or their families. Possible topics include the pharmacist’s role in medication regimen review, the ten most common and/or hazardous drug interactions among older patients and basic medication safety. If possible, use this opportunity to explore launching a long-term monitoring program for residents.

Develop lunch tray tent cards. Explain the goals of the pharmacy and the services that you offer to the residents. If they have questions about their medication, encourage them to ask to speak with a pharmacist.

Don’t be shy! Invite your local newspaper or television reporter to the party. You just might end up with some valuable publicity! Go to www.pharmacist.com/aphm to get news release templates and additional information about using the media to tell your story.

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

Student pharmacists from the University of Arkansas for Medical Sciences spread a little APhM cheer at a local long-term care facility.
Don’t Forget Those Pharmacists in Uniform!

Pharmacist organizations of each branch of the military (United States Air Force, United States Army, and the United States Navy) can and do celebrate American Pharmacists Month. If you know pharmacists who are stationed overseas, send them a care package with American Pharmacists Month items.

For pharmacists within the United States Public Health Service and the Department of Veterans Affairs, with flu season starting right around October, why not schedule a day to give flu shots to your civilian counterparts? Or conduct brown bag medication review consults or educational sessions. This will give you an opportunity to demonstrate the valuable role that pharmacists play on the health care team. What a perfect opportunity to celebrate your achievements!

American Pharmacists Month is all about celebrating the profession. Looking to make a big splash, but working on a small budget? Why not partner with your local pharmacists association or a school of pharmacy? Your local pharmacists association may have access to more resources and be willing to work with you. Student pharmacists are arguably the American Pharmacists Month biggest champions, so why not use the students on rotation or working in your pharmacy to host diabetes or hypertension screenings for your patients? During the month it’s important to focus on the quality of outreach activities, not just the quantity. Make the experience for your pharmacists, technicians and patients a memorable one! Demonstrate your pride in being a pharmacist!
OCTOBER IS AMERICAN PHARMACISTS MONTH

AMERICAN Pharmacists Month

Product Guide

Know Your MEDICINE
Know Your PHARMACIST

American Pharmacists Association
Improving medication use. Advancing patient care.
Decorate Your Pharmacy

Banner
$45.00
White vinyl banner measures 3’ x 7’. Hemmed and includes grommets for durability and easy hanging. Displays the American Pharmacists Month logo in red.

Apothecary Jar
$11.00
12.25 oz. glass apothecary jar adds an inviting touch to your pharmacy counter. American Pharmacists Month logo displayed on custom pewter medallion.

Mousepad
$3.75
7 ½” x 8” fabric surface mousepad with a heavy duty rubber base. American Pharmacists Month logo artfully displayed.

Balloons
$5.50 per pack
(25 per pack)
Red 9” balloons add a festive touch to any event. Displays a white American Pharmacists Month logo.

Calculator
$4.00
Soft-touch keys and grips, 8-digit display, full function and opens at the flick of a switch. Prominently displays the American Pharmacists Month logo.

Lapel Button
$10.00 per pack
(25 per pack)
Rectangular 1 ¼” x 2 ¼” buttons display a two-color version of the American Pharmacists Month logo.

Lanyard
$3.00
Red lanyards are ¾” wide with white “Know Your MEDICINE Know Your PHARMACIST” message repeated around 32” cord. Versatile “O-ring” holds most badges.

Classic T-Shirt
$7.00 (S-XL)
$8.25 (XXL)
Sporty Hanes heavyweight 50/50 T-shirts prominently display the American Pharmacists Month logo. Available in white with red logo or red with white logo.

Baby Rib Cap Sleeve T-Shirt
$10.00 (XXS-XL)
Form-fitting 100% cotton baby rib T-shirt with cap sleeves and durable double-stitched bottom hem. Red with white American Pharmacists Month logo.

Form-fitting 100% cotton baby rib T-shirt with cap sleeves and durable double-stitched bottom hem. Red with white American Pharmacists Month logo.

For a complete listing of products available and ordering information, visit www.pharmacist.com/aphm
Phone orders can be placed by calling 301-948-0700

Year-round products do not specifically mention APhM.

American Pharmacists Month | Product Guide
Thank Your Patients

Insulated Lunch Bag
$5.00
Fully insulated, front mesh pocket and comfort grip top handle. Prominently displays American Pharmacists Month logo.

Neon Pencils
14.50 per pack
(50 per pack)
Quality #2 pencils come in an assortment of yellow, pink, green, orange, and purple. Each pencil displays “Know Your MEDICINE Know Your PHARMACIST” message.

Pens
$16.00 per pack
(25 per pack)
Retractable pens with 3-sided barrel and black ink. Display the messages “Know Your MEDICINE Know Your PHARMACIST” and “Talk To Your Pharmacist Today!”

Emergency Magnets
$15.00 per pack
(50 per pack)
2” x 3 ½” magnets with ink-receptive surface for important numbers. These adhere to metal surfaces keeping your message on display. Magnet displays a red American Pharmacists Month logo. Can be personalized.

Notepads
$9.00 per pack
(5 per pack)
Each notepad has 50 pages and artfully displays American Pharmacists Month logo.

Activity Book
$38.00 per pack
(50 per pack)
Fun 16-page activity books are 8” x 10 ½” and teach children about A Visit to the Pharmacy. Book features a full-color cover and may be purchased with American Pharmacists Month logo or your own personalized message.

Logo Magnets
$15.00 per pack
(50 per pack)
Red 2” x 3 ½” magnets prominently display white American Pharmacists Month logo.

“TALK TO YOUR PHARMACIST TODAY!” Stickers
$10.00 per roll
(100 per roll)
Red 2” round lapel stickers adhere easily to virtually any surface. Displays “I Talked To My Pharmacist Today!” message.

For a complete listing of products available and ordering information, visit www.pharmacist.com/aphm. Phone orders can be placed by calling 301-948-0700.

Year-round products do not specifically mention APhM.
**Recognize Your Colleagues**

**Pharmacy Technician Day Gift Chocolate**

$7.00

These delightful 2.5 oz. molded chocolates are a great way to say “thank you” on Pharmacy Technician Day. Each gift chocolate proudly displays the American Pharmacists Month logo in a gold gift box with Pharmacy Technician Day message.

**Bistro Mug**

$8.00

14 oz. ceramic mug has a shiny, fine-glazed finish. Red mug displays a white American Pharmacists Month logo.

**Red Travel Mug**

$7.00

Red 16 oz. insulated mug with satin touch acrylic shell and chrome finish liner. Displays white American Pharmacists Month logo. Patented spill resistant “S” lid. Fits all standard car cup holders.

**Carry All Tote**

$5.00

YEAR-ROUND

12 ½” x 4” x 17” box-style tote prominently displays American Pharmacists Month logo. Black with red trim and lining and 11” handle.

**Book Light**

**YEAR-ROUND**

$5.00

Compact 5” LED book light shines directly where needed. Includes batteries and gift pouch. Stainless steel bookmark clip displays American Pharmacists Month logo.

**Flash Drive**

$15.00

YEAR-ROUND

125 MB compact flash drive. Protective stainless steel cover displays “Know Your MEDICINE Know Your PHARMACIST” message. Includes keychain, lanyard, and 2-piece gift box.

**Pen With Laser Pointer**

$10.00

YEAR-ROUND

Elegant, satin pearl finish pen with laser pointer. Foam grip, black ink with “Know Your MEDICINE Know Your PHARMACIST” message displayed on barrel. Packaged in tin gift box.

**Student Pharmacist H₂O Bottle**

$5.00

YEAR-ROUND

Red 18 oz. high-density, polycarbonate bottle with leakproof cap attached to the bottle. Prominently displays “Proud To Be A Student Pharmacist” message.

**Fleece Blanket**

$16.50

YEAR-ROUND

Red lightweight 50”x 60” stadium blanket with matching whip stitch and non-pill fleece displays “Proud To Be A Pharmacy Technician” message.

**Golf Balls**

$8.00 per set

YEAR-ROUND

Pinnacle Gold Distance golf ball set with (6) 2 ¾” tees with American Pharmacists Month logo.

**CD Visor Holder**

$9.50

YEAR-ROUND

Black organizer holds up to 10 compact discs. Includes pocket for maps and elastic loop for pen or tire gauge. Adjustable, universal attachment system fits most vehicles’ visors. Prominently displays “Proud To Be A Pharmacy Technician” message.

**Red Bistro Mug**

$8.00

YEAR-ROUND

14 oz. ceramic mug has a shiny, fine-glazed finish. Red mug displays a white American Pharmacists Month logo.

**Red Travel Mug**

$7.00

YEAR-ROUND

Red 16 oz. insulated mug with satin touch acrylic shell and chrome finish liner. Displays white American Pharmacists Month logo. Patented spill resistant “S” lid. Fits all standard car cup holders.

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Red 18 oz. high-density, polycarbonate bottle with leakproof cap attached to the bottle. Prominently displays “Proud To Be A Student Pharmacist” message.

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**Golf Balls**

$8.00 per set

YEAR-ROUND

Pinnacle Gold Distance golf ball set with (6) 2 ¾” tees with American Pharmacists Month logo.
American Pharmacists Month is an excellent opportunity for student pharmacists and APhA Academy of Student Pharmacists (APhA-ASP) chapters to go out into the community and work directly with the public to promote the profession and the valuable services pharmacists provide. Many of the ideas presented in the previous pages could be adapted for use by student pharmacists and APhA-ASP chapters. Below are some more…

**Individual Student Pharmacist Activities**

1. If you work part-time in a pharmacy, take the initiative and help your supervisor plan activities and events for American Pharmacists Month. Browse through this guide for ideas specific to your practice site.

2. Make an extra effort to recognize pharmacy technicians on National Pharmacy Technician Day. Thank them for their support and the invaluable contributions they make to the profession.

3. Write an article for your college newspaper to raise awareness about pharmacists’ role in helping patients manage specific health conditions.

**APhA-ASP Chapter Activities**

1. Plan a fundraiser to sell American Pharmacists Month T-shirts or other promotional items to student pharmacists and faculty. Contact APhA’s promotion company, Source 4, for more information about bulk sales at 800-759-6614.

2. Schedule Operation Immunization, Operation Diabetes, and Heartburn Awareness Challenge programs in October, and promote American Pharmacists Month during these events. Consider decorating the event area with themed balloons, posters or banners.*

3. Celebrate American Pharmacists Month on campus by holding a celebratory lunch for all student pharmacists. Invite an honored local practitioner to discuss the importance of leadership and professionalism in pharmacy.

4. Partner with faculty members to conduct free health screenings, “medication check-ups” or other community education events for area businesses, civic organizations and corporations.

5. Find out how your local or state pharmacy association plans to observe American Pharmacists Month. Look for ways to participate, and make suggestions for additional events.

6. Visit a local high school to talk with students about careers in pharmacy.

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

Even the President of the United States has acknowledged American Pharmacists Month! Encourage your elected representatives—mayors, city managers, county executives and state governors—to designate October as American Pharmacists Month. The proclamation signing ceremony can serve as a great photo opportunity for your practice site! Securing an American Pharmacists Month official proclamation can be easy if you know how to go about it. In many locales, mayors or governors can issue proclamations without action from the city council or state legislature.

When a Public Official Can Issue a Proclamation Without Legislative Approval...

1. Call the office of your mayor or governor to determine how proclamations are issued. The process could take several months, so have your materials ready early! Feel free to use the sample proclamation located on www.pharmacist.com/aphm. Localize relevant facts about pharmacy and 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. Letters to the governor from local pharmacists associations will reflect statewide interest and support.
When a proclamation is issued, express your thanks and appreciation. Include the governor and/or mayor in ceremonies planned for the week. Remember to alert the media about 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 are instructed to work through the city council or state legislature, start working as early as possible. Your local representative’s office can tell you how and where to begin.

2. A resolution must be sponsored by a member of the appropriate governmental body. Identify an official who is supportive of pharmacy or who has voiced interest in health care concerns. This would also be a good time to educate a government official who has not yet worked with you. In several states, pharmacists are members of the legislature. If you reside in one of those states, your pharmacist-legislator is an ideal candidate to sponsor the proclamation.

3. 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 practice in your city or state and describe the valuable contributions they make to community health.

4. Find out how you can best help your sponsor ensure passage of the proclamation. As with any bill, you must lobby potential supporters and identify cosponsors. This will require a solid plan and hard work. Start by writing your legislators about the proclamation and soliciting their support. Remember a follow-up phone call might be necessary to remind legislators about important pharmacists issues.

After the proclamation is secured, show appreciation to your sponsor and supporters.

Minnesota pharmacy owners invited their congressman, James L. Oberstar (D-Minn.), to visit Globe Drug in Grand Rapids to discuss issues such as Medicare Part D and the role of the local pharmacy in the community.
Don’t neglect the community at large when planning events to promote and celebrate American Pharmacists Month. It’s a natural time for pharmacists to increase their visibility and the public’s awareness of their contributions to community health. Patients of all ages can benefit from discussions and information about how to use medications safely and effectively.

1. **Approach the management of a local shopping mall** about sponsoring a health fair or staging an exhibit or booth at which pharmacists and student pharmacists can answer shoppers’ questions about their medications.

2. **Create a medication information and education display** for your local library, YMCA or other suitable community site.

3. **Encourage local merchants** to announce American Pharmacists Month on their marquees, over store broadcast systems, on electronic signs and cash register receipts.

4. **Visit elementary, middle and high schools** to talk with students about medication safety, the dangers of prescription abuse, and careers in pharmacy.

5. **Conduct “medication check-up” reviews or offer medication information seminars** at senior citizen centers and housing complexes.

6. **Give educational talks and presentations** to civic, neighborhood and church groups. Consider distributing patient education brochures and small American Pharmacists Month-themed giveaways.
Immunization Message – “Walk the Talk”

- Encourage patients to get immunized, especially against influenza. Demonstrate the importance of getting immunized by getting vaccinated yourself, as well as encouraging your coworkers to get vaccinated. Let your patients know you were vaccinated by wearing a button saying: “I got vaccinated against the flu…How about you?”

To Patients

- Pharmacists are more than medication dispensers; they are health care professionals offering multiple services to help you achieve increased health and wellness.
- There are different types of pharmacists in various practice settings. It is important to know your pharmacist’s name and understand what resources he or she has to offer.

To Health Care Professionals

- Pharmacists are extensively trained health care professionals and medication experts; they play a valuable role on a patient’s health care team.
- Working together as a team, pharmacists can help patients achieve established therapy outcomes.

To Pharmacists

- Show your pride in being a pharmacist.
- Be a positive role model to your staff, students and community members.

Some of the Available Brochures

- Ask Your Pharmacist About All Your Prescription and Nonprescription Medications
- Making Your Medicines Work Better
- Understanding Food-Drug Interactions
- What You Should Know About Over-the-Counter Medicines and Drug Interactions
- And more

American Pharmacists Month offers a wide selection of items for promoting your pharmacy and the profession. Most products can be personalized with the pharmacy’s logo and specific information for use as giveaways.

APhA Patient Education brochures are ideal for individual patient counseling, American Pharmacists Month displays, health fairs, screenings and community presentations. Information is available on a wide variety of subjects and many brochures are also available in Spanish.

To view the brochures go to the Clinical Resource page of the Education section on www.pharmacist.com.
Targeting Appropriate Media Outlets!

Start by reading the publications you would like to cover your story and by watching and listening to radio and TV newscasts. Become familiar with the different types of stories they cover and their target audiences. Don’t limit your investigations or contacts to the health reporter. For example, you might discover that your story would be more appropriate for the metro, business or style section of a newspaper.

1 **Cut the job down to size.** If your stories are likely to have primarily local appeal, concentrate your efforts on local media. If you think your story warrants regional or national coverage, be prepared to devote quite a bit more time and energy to contacting the right venues.

2 **There are more news outlets than you might think.** The more outlets you target, the better your chance for coverage. Don’t overlook these important sources:
   - Daily newspapers publish public opinion pieces and letters to the editor.
   - Radio programming may include talk shows, public affairs programs and public service announcements. Tap into local college radio stations as well.
   - TV stations have local news programs, editorial and “talk back” segments, public affairs programs, one-on-one interviews and other special content.
   - Community cable stations may offer local news programming, community access channels and public affairs programs.
   - Public TV stations provide local news programming and a diverse mix of locally produced public affairs programs.

3 **Reporters are always looking for good stories!** However, it’s important to target the right reporters (or editors or producers) if you want your story to be considered. Knowing who to contact is half the news battle. Call the various media outlets and ask to speak to the party responsible for covering your issue area. Many news outlets also have Web sites where news stories and community events are posted. Use these sites to obtain reporter contact information. You can e-mail reporters and editors directly.

4 **Develop a media list.** Include the names, titles, phone numbers and e-mail addresses of appropriate reporters, editors and producers at various news outlets. Take the time to verify all contact information before reaching out to pitch a story. This way, your pitch or story won’t end up in the wrong hands.

Student pharmacists from schools in the New York region gathered in the early morning at the “Today Show” in New York to kick off American Pharmacists Month.
How Does the Media Learn About News?
Numerous tools can be used to communicate potentially newsworthy events to the media. The American Pharmacists Month Web site (www.pharmacist.com/aphm) provides samples and instructions for their use.

- **Pitch Letters**
  A pitch letter is used to introduce yourself to an editor or producer, to suggest ideas for feature stories or editorials or to obtain coverage for special events and news conferences.

- **News Releases**
  A news release is a summary of details about an event and key points about an issue of importance to you and your audiences. News releases should include basic information: who, what, where, when and why the event is taking place, along with the issue you will cover.

- **Media Advisories (or Media Alerts)**
  A media advisory or alert is used to draw attention to an event that you want the media to attend. Unlike news releases, media advisories should not provide all of the details about the event—only enough information to entice reporters to attend.

- **Media Kits**
  A media kit is a collection of print materials that “package” an entire story or issue. Media kits are easy and inexpensive to prepare. They are particularly important for special events and press conferences. Your media kit should include a news release that explains the purpose of your event, background on American Pharmacists Month (which can be found on www.pharmacist.com/aphm), information about your practice site and important contact numbers the media should know.

American Pharmacists Month offers many opportunities to generate favorable publicity for both your practice and the pharmacy profession. But to be successful, you must understand and meet the specific editorial needs and requirements of print media (newspapers and periodicals) and broadcast media (radio and TV). You should also be familiar with some basic media tools. For answers to specific questions, send an e-mail to aphm@aphanet.org.
Define Your Story

Consider why, specifically, you’re seeking media attention. Do you want to get publicity for a special event at your practice site? Do you want to bring attention to some unique service you provide? Do you want to communicate a specific message about medication use or pharmacy services? The subject matter and the kind of coverage you have in mind will influence who you contact, and how.
What determines whether a story is newsworthy?
- Timeliness
- Local appeal
- Interesting subject matter

Different media have different needs.
- TV needs pictures
- Radio needs voices
- Newspapers and magazines need quotes

What types of news coverage, aside from “straight” or “hard” news, are there?
- Feature stories have an entertaining or educational angle.
- Opinion pieces or editorials express an opinion or point of view. They can be serious, satirical or light-hearted.

Public service announcements, or PSAs, are brief messages that provide helpful information to the public, solicit support for a particular cause or offer an organization’s free services. Download the American Pharmacists Month PSA script by clicking on www.pharmacist.com/aphm.

Daily newspapers publish opinion pieces and letters to the editor.

Radio programming may include talk shows, public affairs programs and editorial content. Tap into local college radio stations as well.

TV stations have local news programs, editorial and “talk back” segments, public affairs programs, one-on-one interviews and other special content.

Community cable stations may offer local news programming, community access channels and public affairs programs.

Public TV stations provide local news programming and a diverse mix of locally produced public affairs programs.

APhA leaders Winnie Landis and Karen Reed with “Good Morning America” host Robin Roberts in New York
Advise the media of your event well in advance. Send a pitch letter to the most appropriate contacts on your media list about 45 days before the event. 

Prepare and send a media advisory by fax or e-mail the day before or the morning of the event. Include the who, what, when, where, how and why. A follow-up phone call can help increase interest and attendance.

Prepare a press release featuring greater detail—especially the why. The release should provide enough information to help reporters write their stories.

Assemble media kits to distribute at the event and be sure to include the press release and information about your practice site and the services it provides, along with photos and other graphics. Visit www.pharmacist.com/aphm to view sample news releases and other information.

Immediately after the event distribute the release to members of the media who were unable to attend.

Monitor the media for stories about your event. Send a thank-you note (or make a thank-you call) to reporters who covered it.

Keep copies of the press clippings to include in future media kits.
MEMBERSHIP ENROLLMENT FORM

SECTION 1: Contact Information

Mr.  Ms.  Dr.  Other:  ______________  TITLE:  ______________

FIRST NAME  INITIAL  LAST NAME  SUFFIX  DESIGNATIONS (ex. PharmD, RPh)

HOME ADDRESS

CITY  STATE  ZIP CODE  TELEPHONE

WORK NAME & ADDRESS

CITY  STATE  ZIP CODE  TELEPHONE

PREFERRED MAILING ADDRESS:  HOME  WORK

FAX NUMBER  E-MAIL ADDRESS

COLLEGE/SCHOOL OF PHARMACY ATTENDED  YEAR OF GRADUATION

SECTION 2: Develop Your Member Profile Here!

Membership Category:  (Select One)

☐ Active Pharmacist – $228.00
☐ Federal Pharmacist – $114.00
☐ Canadian Pharmacist – $114.00
☐ Spouse Active Pharmacist $114.00
☐ Spouse’s APhA Member ID#  ______________
☐ Retired Pharmacist – $111.00
☐ Nonpharmacist Member – $228.00

Practice Setting (Required):  (Select One)

☐ New Practitioner*
☐ 2007 Graduate $77.00
☐ 2006 Graduate $140.00
☐ 2005 Graduate $186.00
☐ 2004/2003 Graduate $228.00
☐ Technician Member – $60.00
☐ Postgraduate/Resident Member – $60.00
☐ Mail Service Pharmacy
☐ Managed Care Pharmacy
☐ Nuclear Pharmacy
☐ Pharmaceutical Industry
☐ Physician Office-Based Pharmacy
☐ Supermarket Pharmacy
☐ Other

Practice Interest Areas:

☐ ___  Specialized Pharmacy Practice (APhA–APPM)
☐ ___  Nuclear Pharmacy Practice (APhA–APPM)
☐ ___  Hospital & Institutional Practice (APhA–APPM)
☐ ___  Specialized Pharmacy Practice (APhA–APPM)

SECTION 3: Your Dues Payment

Membership Dues Amount (Based on the Membership Category):  $  ______________

Living outside the US or Puerto Rico? Add a $100 postage surcharge for mailing periodicals.

☐ Check made payable to APhA in US dollars drawn on a US bank
☐ Credit Card  ☐ Visa  ☐ MasterCard  ☐ AMEX

CARD/CORDER SIGNATURE

Total Payment  $  ______________

☐ Check made payable to APhA in US dollars drawn on a US bank

SECTION 4 (Required): Customize Your Member Profile!

Academic Sections:  (Indicate your Primary Section with a P and your Secondary Section(s) with an S. The letter P will indicate your Primary Voting Academy and Section.)

☐ Administrative Practice (APhA–APPM)
☐ Basic Pharmaceutical Sciences (APhA–APRS)
☐ Clinical Sciences (APhA–APRS)
☐ Clinical/Pharmacotherapeutic Practice (APhA–APPM)
☐ Community & Ambulatory Practice (APhA–APPM)
☐ Economic, Social, & Administrative Sciences (APhA–APRS)
☐ Hospital & Institutional Practice (APhA–APPM)
☐ Nuclear Pharmacy Practice (APhA–APPM)
☐ Specialized Pharmacy Practice (APhA–APPM)

Practice Interest Areas:  (Check up to 3)

☐ Addiction*
☐ Anticoagulation
☐ Asthma/Respiratory
☐ Complementary/Alternative Medicines
☐ Compounding*
☐ Diabetes
☐ Dyslipidemia
☐ Emergency
☐ Contraception
☐ Emergency Preparedness
☐ Geriatrics
☐ Health/Wellness
☐ Screenings
☐ Hospice/Palliative Care
☐ Other  _____________  TITLE: ___________________________________________________

BCNP – Board Certified Nuclear Pharmacist
BCNSP – Board Certified Nutrition Support Pharmacist
BCOP – Board Certified Oncology Pharmacist
BCPS – Board Certified Pharmacotherapy Specialist
BCPP – Board Certified Psychiatric Pharmacist
CGP – Certified Geriatric Pharmacist
CDM – Certified Disease Manager – Anticoagulation
CDM – Certified Disease Manager – Asthma
CDM – Certified Disease Manager – Diabetes
CDM – Certified Disease Manager – Dyslipidemia
CAPC – Certified Anticoagulation Care Provider
CDE – Certified Diabetes Educator
AE-C® – Certified Asthma Educator
PGY1 Residency
PGY2 Residency

Journals & Publications

Members automatically receive APhA’s DrugInfoLine and Pharmacy Today. Members may also choose between the print and online versions of the Journal of the American Pharmacists Association (JAPhA) or the Journal of Pharmaceutical Science (JPharmSci) below.

Access JAPhA Online only! (Go Green!)
Online option does not include JAPhA in print.
Access JAPhA in print!
Also available online.

Substitute JPharmSci (the Journal of Pharmaceutical Science) for JAPhA. No additional cost!

A portion of your dues payment is allocated to your subscription of JAPhA ($49), Pharmacy Today ($13), and DrugInfoLine ($21). These amounts can not be deducted from your dues total.

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