

#inDISPENSEable



Pharmacy Awareness Month 2016

TO: All Pharmacies, Pharmacists and Pharmacy Technicians

While it may only be January, Pharmacy Awareness Month is just around the corner and it's time to prepare! Pharmacy Awareness Month kicks off March 1st and this year's campaign has been built around the tagline #inDISPENSEable. The stylized tag will appear on all materials developed by PANS to promote pharmacy during the month of March. There are a number of elements to our campaign this year. We will highlight them below with instructions on how you may want to implement them. Please take some time to review this letter and the enclosed materials and put a plan in place to make this the best Pharmacy Awareness Month yet. We are pretty excited about the theme and would love to see it take off.

Weekly Themes

We know that maintaining the momentum of pharmacy awareness month for 30 days can be difficult. To make this a little easier, like last year, we have created a weekly focus for each of the 4 weeks. These are:

- Week 1: Injections and Immunizations
- Week 2: Dispensing
- Week 3: Chronic Disease Management
- Week 4: Minor Ailments

We will provide some written materials (electronic) for each of these weeks, including one-page information sheets, articles for submission to local papers, tweets and FAQs. We encourage you to run with these themes and perhaps put up information boards each week or put the information sheets in your waiting room. You might want to promote travel health during week 1 and highlight the importance of travel vaccines. You might want to think about a coffee/tea and goodies night in week 2 where your students could take some time to discuss what a pharmacist "really" does behind the counter. You could offer some clinics for your chronic disease patients in week 3, etc. If you have a great idea and want to share it, please send it along and we will post it to our resource page for others to see.

Public Contest

We know from previous years, that the most effective way to engage the public during PAM is through the inclusion of a contest. So like last year, we are offering a chance to win \$2500 in travel gift cards.

1. Members of the public can enter a draw to win the \$2,500 gift card by paper ballot, online on the PANS website and through TWITTER and FACEBOOK.
 - a. To enter by paper ballot, individuals must complete a ballot and place it in a ballot box at your pharmacy (50 ballots are contained in this package for you). Each store must create their own ballot box and submit all of the paper ballots to PANS (to be received by PANS no later than April 14th). Additional ballots can be obtained through our on-line store (details below).
 - b. To enter on-line, an individual can go to the PANS website at www.pans.ns.ca and follow the instructions.
 - c. To enter on Twitter, an individual must first “follow” PANS @PharmacyNS and then use the hashtag #inDISPENSEable and include the name of the pharmacist and the pharmacy where they work. The tweet must be public and the pharmacist and pharmacy must be in Nova Scotia.
 - d. To enter on Facebook, an individual must first “like” PANS (facebook.com/PharmacyNS) and then tell us why their pharmacist is indispensable and include the hashtag #inDISPENSEable, the name of the pharmacist and the pharmacy where they work. The post must be public and the pharmacist and pharmacy must be in Nova Scotia.
 - e. You must keep a copy of the contest rules on-hand in the pharmacy should someone wish to review them.
 - f. We have included one poster in this package to promote PAM and the contest. You should put this in the dispensary and near the ballot box.

Pharmacist Contest

We want to see #inDISPENSABLE go viral! We want everyone to know how indispensable you really are so promote, promote, promote. The pharmacist who receives the greatest number of mentions (paper ballot, online entry via PANS website, FACEBOOK, and TWITTER combined) will win \$1000 so encourage your patients to enter the contest and you could win too! While patients can only submit one paper ballot, they may submit as many as they want through Twitter, Facebook and the PANS website.

Television and Online Promotion

PANS will run the animated commercials that were developed for the last two television campaigns, modified to include the #inDISPENSEable tagline and the contest. The commercials will air on CTV television and CTV.ca for approximately 3 weeks.

Promotional Materials

PANS has worked with our partner, Atlantic Digital, to develop materials for your pharmacy's use to promote PAM, the contest and our profession. In this package we have included a number of sample #inDISPENSEable items for your use during Pharmacy Awareness Month and beyond. Most of the items are not dated nor do they have the PANS logo on them. The items included are:

- 1 T-shirt
- 1 11x17 Vinyl Poster (this has a special non-residue glue which may be used on many surfaces, including windows)
- 2 Postcards
- 2 Bumper stickers
- 1 Button
- 1 Pen
- 1 Ballot Pack
- Contest Rules

These are intended to give you a taste of what is available and the basics required for the contest. We encourage all stores to make operational and marketing plans for Pharmacy Awareness Month and to order additional materials to

support that. As an example, the postcards have traditionally been a great success in raising awareness with patients. If you like the sample cards, you can order more on the online store - www.atlanticdigital.ca/pans. We have already met with most of the head offices to review the marketing materials and encourage you to reach out to them before ordering to see if they intend to make bulk purchases.

All of the items in this kit (and many more) may be purchased on the PANS online store. Many other additional items to support Pharmacy Awareness Month and the profession of pharmacy can also be purchased. Some items may also be branded specifically for your pharmacy. Additional items include pins/buttons, hats, jackets, various sizes of posters, clings, hoodies, and more. If there is a particular item you would like to see added to the store, please let us know. The store will be available this week and will be in place on a long term basis so you can order promotional materials beyond PAM.

The online store has been upgraded significantly and functions as many other online stores. The full cost of your order will be provided, including shipping, before you "check out." Additionally, there will be online tracking of your orders available through the store. You can reach the online shop at: www.atlanticdigital.ca/pans

Social Media Promotion

In addition to getting the public talking about why their pharmacist is #inDISPENSEable, PANS will be profiling pharmacists from across the province and in all areas of the profession. These profiles will be used as part of our social media campaign. If you know of someone who you think should be profiled, please let us know. Contact Amy Wagg at amy@pans.ns.ca. Tweets and Facebook posts will go out daily and we encourage you to retweet/post – we want to get everyone talking about pharmacy!

PANS Website

The PANS website will promote PAM and the contest. Not only can the public enter the contest there but they will be able to find materials explaining pharmacy services and other useful tools. If you have any ideas that you would like to see added to the public section of our website for PAM (or permanently), let us know.

We will also prepare electronic resources and materials for pharmacists related to Pharmacy Awareness Month. These will be posted to the PANS website at www.pans.ns.ca/pam2016 Let us know if there is something you would like to have.

We hope you like this year's theme. Let us know if you need anything. If you can, send us pictures of what your pharmacy is doing to promote pharmacy so we can share them with others.

Best Regards,



Allison Bodnar, CEO



Amy Wagg, Director of Communications