

CSHP-BC BRANCH PHARMACY AWARENESS MONTH CHECKLIST

Pharmacy Awareness Month (PAM) takes place annually during the month of **March**, and advance planning and organization are necessary for executing a successful campaign. Below is a suggested timeline and checklist to consider when preparing for PAM at your site.

****NOTE:** the number, size, and target population(s) of PAM activities will vary between sites, and it is not expected that each site will carry out all activities described

Early-to-Mid January:

- PAM Representative(s) recruit staff to form PAM Planning Committee
- Set specific goals and objectives for your PAM campaign
- Decide whether there will be an overarching theme for your site's campaign (*CSHP-National usually has a theme each year as well*)
- List events and activities that you would like to include in your campaign (*see below for more ideas*). For each event/activity, consider the following:
 - What events/activities have been included in past PAM campaigns? For each, was it worthwhile? What went well and what could be improved?
 - In what way(s) does the event/activity promote PAM and achieve your site's goals/objectives for the campaign?
 - What resources (e.g., materials, facilities, time in planning/executing, manpower) are necessary for the event/activity?
 - Are there other local or provincial events that you can coordinate with?
- Consider hospital pharmacy advocacy initiatives (e.g. led by CSHP-BC Branch and/or CSHP National) and whether they may be incorporated into your PAM campaign
- Determine whether PAM-related materials (e.g. promotional items, handouts) are available from previous year, and what additional resources may be needed
 - CSHP-BC Branch PAM Lead will connect with PAM Representative(s) to confirm quantity of CSHP promotional items to be allocated to your site by mid-late January
- Determine whether funding from your department is available and establish a budget (funding may be for additional promotional items, printing of posters/brochures, prizes for games, renting a room and/or equipment for a booth or event, etc.)
- Based on the above, determine which events/activities are feasible to successfully execute for your PAM campaign
 - Delegate individuals from the Planning Committee to each event/activity
 - Determine the steps/tasks necessary to successfully carry it out
- Obtain approval from department and/or hospital to carry out the chosen events/activities

Late January:

- Establish a PAM itinerary
 - Will the planned events/activities take place over the course of the month? Or will they be condensed into 1-2 weeks?
- Book or reserve equipment or locations if needed
- Contact guest speakers and/or media outlets if needed
- If leading a presentation, start preparing materials (and/or updating materials from previous years)
 - If presenting on particular topic (e.g. diabetes, heart disease, etc.) determine whether local or national organizations have materials they may offer to support the presentation
- Create and/or order educational and promotional materials if needed (in addition to those that will be provided by the CSHP-BC Branch)
 - Explore tools and resources available on CSHP-National website: www.cshp.ca/pharmacy-awareness-month

February:

- Finalize PAM itinerary, as well as event locations and speakers
- Advertise/inform about PAM events/activities as well as advocacy initiatives. For example:
 - Within your institution via email, newsletters, posters, announcements, etc.
 - With site and/or health authority administrators to inform of PAM activities (*for health authority administrators, may coordinate communications with PAM Representatives at other sites within the health authority*)
 - With local media (e.g. news article or press release)
- Ensure all necessary materials (e.g. signage, brochures, promotional materials, prizes for games/contests) are prepared
- Confirm availability of all individuals planned to participate in/facilitate events/activities

March:

- Carry out planned PAM events/activities

After PAM:

- Have meeting with PAM Committee to debrief: what went well and what didn't? What could be improved for next year?
- Create an article to highlight PAM campaign at your site, and share it via media platform (e.g. department and/or hospital newsletter or website)

- **Apply for the CSHP-BC Branch Pharmacy Awareness Month Award** (More information available at: [cshp-bc.com/awards-2/pharmacy-awareness-month-award/](https://www.cshp-bc.com/awards-2/pharmacy-awareness-month-award/))

IDEAS FOR PAM EVENTS / ACTIVITIES:

- PAM Booth in high traffic area (e.g. outside of cafeteria; main hallway or lobby) with pamphlets, games with prizes, promotional items, etc.
- Presentation(s), such as:
 - Noon or Grand rounds
 - An educational session for a specific patient group/population
 - An educational session at an elementary and/or high school
 - An informative session highlighting pharmacists', pharmacy technician, and pharmacy assistants' roles in the healthcare team
- Tour of the pharmacy department / dispensary
- Photo campaign (photos/videos of patients and/or staff, check with your institution to see whether a signed consent form is required)
- Games and contests (e.g. trivia, Jeopardy, Family Feud, Who Wants to Be a Millionaire, crossword, word search, 'Decipher this Prescription', etc.)
- Write a feature article for the hospital newsletter and/or website:
 - Promote PAM and why it is important
 - Highlight/spotlight role of specific pharmacist(s)
 - Informative article on a select topic
- Community outreach initiatives
- Social media promotion of PAM events/activities at your site, CSHP- and advocacy-related initiatives, etc.
- News release or communication memo (e.g. Health Authority, hospital board, hospital CEO, local media, MLA/MPs, local newspaper or news station)