



# Pharmacy Awareness Week

March 6-12, 2000 • March 5-11, 2001  
March 4-10, 2002



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**Pharmacy Awareness Week  
is Brought to You by:**



Canadian Association of Chain Drug Stores



Canadian Association of Pharmacy Students and Interns



Canadian Pharmacists Association



Canadian Society of Hospital Pharmacists

**Keep this manual for PAW  
2000, 2001 and 2002!**



## PAW Product Ordering Information

The Pharmacy Awareness Week program offers an extensive line of products to support your efforts to promote your profession. Each year, a catalogue of products is published and sent to you. If you have not received yours, you can still order products — including patient education pamphlets, t-shirts, buttons, balloons, mugs, temporary tattoos, colouring books, tear-off pads, posters, fridge magnets, pharmacy services cards, medication tips sheets.



## Here's How to Order



**PHONE**  
1-800-917-9489 or  
(613) 523-7877



**FAX**  
1-800-601-1904 or  
(613) 523-0445



**MAIL**  
Canadian Pharmacists  
Association,  
1785 Alta Vista Dr.,  
Ottawa ON K1G 3Y6



**THE WEB**  
**CAPSI** [come.to/capsi](http://come.to/capsi)  
**CPhA** [cdnpharm.ca/cphanew/  
nv/PAW-intro.htm](http://cdnpharm.ca/cphanew/nv/PAW-intro.htm)  
**CSHP** [cshp.ca](http://cshp.ca)



**FAX INFO-LINE**  
1-613-842-4172,  
document #1209



**EMAIL**  
[orders@cdnpharm.ca](mailto:orders@cdnpharm.ca)

## A Note About this Manual

This manual has been developed to serve you for the next three Pharmacy Awareness Week campaigns (PAWs 2000, 2001 and 2002). In past years, we developed a new resource manual for each campaign. This year, PAW organizers decided that, since good advocacy efforts never go out of style, the manual would be developed for use over three PAW campaigns. Its contents should help make your efforts during PAW easier.

We will continue to publish, annually, a catalogue of products and information pertinent to each year's specific theme and to provide updates on our web sites.

This Resource Manual is a special supplement produced by the organizers of Pharmacy Awareness Week, distributed in partnership with the *Canadian Pharmaceutical Journal (CPI)* and the four PAW partners, and paid for by our generous sponsors.

## If You Need Help

The following individuals and/or associations are available to offer advice and assistance on PAW:

**Judy Schlachter**  
British Columbia Pharmacy  
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(604) 279-2053

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Alberta Pharmaceutical Association  
(780) 990-0321

**Dean Bradley**  
Representative Board of  
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(306) 359-7277

**Susan Selby**  
Manitoba Pharmaceutical  
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(204) 233-1411

**Bettyanne Sherrer**  
Ontario Pharmacists' Association  
(416) 441-0788

**Julie Gauthier**  
Association québécoise des  
pharmaciens propriétaires  
(514) 254-0676

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Association Inc.  
(506) 357-9723

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Pharmacy Association  
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(902) 422-9583

**Diane MacKinnon**  
Prince Edward Island  
Pharmaceutical Association  
(902) 672-1496

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Association  
(709) 753-5877

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*CPhA Staff Pharmacist*

**Deb Saltmarche**,  
*CACDS Representative*

# Pharmacy Awareness Week... "What's in it for Me?"

In the short term, you'll gain recognition for both you and your profession plus the satisfaction of knowing you helped increase your patients' understanding of your role in their health care. In the long term, you will be building a better foundation for your practice plus that of the profession of pharmacy.

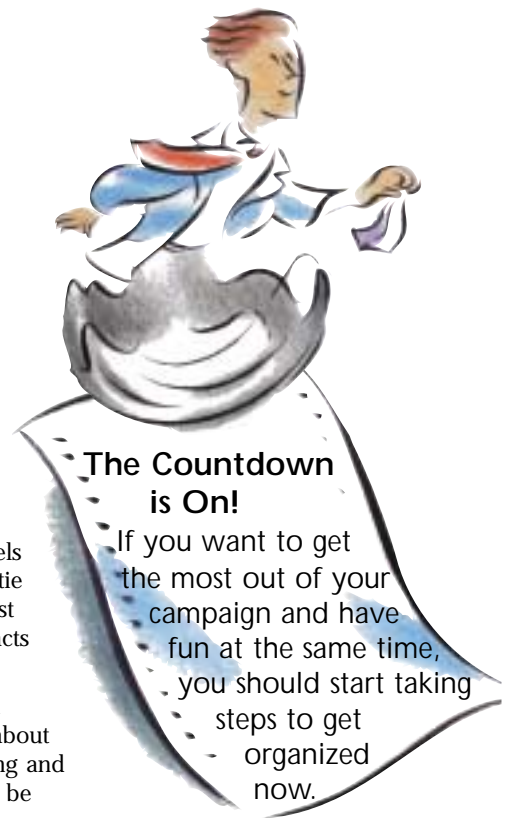
The more we work together to promote the national profile of pharmacists, the better able your local, provincial and national associations will be to advocate and negotiate on your behalf with the stakeholders of our profession, including third-party payers, government, the media and community leaders.

Pharmacy Awareness Week should be used as an opportunity to remind patients that pharmacists, in addition to being experts on medication and its proper use, can answer many other related health care questions. We must increase efforts to inform the public about pharmacists' roles and responsibilities as primary providers of pharmaceutical care. The best way to do this is to highlight for the public what we do everyday, quietly, in pharmacy after pharmacy, in all practice settings.

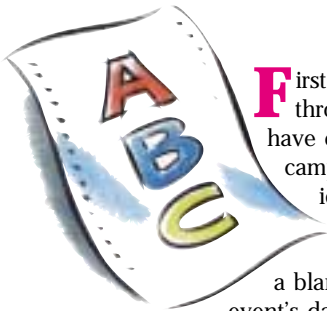
Our advice and interventions go a long way to helping our patients get a better handle on their health, feel well and enjoy a better quality of life. We're there to help them manage their chronic illnesses, such as diabetes, asthma and high blood pressure. We help them understand their prescription medications, select the right over-the-counter medications and make informed choices about herbals and natural health products. Whether we practice in a retail, clinic or hospital environment, we ensure that the right medications in safe, appropriate dosages are dispensed to

our patients. We are available to help our patients make sense of all the health information that's in the news and on the Internet. We do a great deal to improve and protect our patients' quality of life.

We also need to be proactive in informing the public about the "bigger picture" and the millions of dollars pharmacists save Canada's health care system every year. Study after study shows the value of the pharmacist as a primary health care provider in both saving the system money and helping our patients enjoy better health.



## Start Making Your Plans Now



First, take a few moments to read through the entire manual, even if you have organized activities during past PAW campaigns; you might come upon an idea you had not thought of before.

When planning for a successful event, the best way to start is to take a blank piece of paper and write the event's date on the top of the page. Picture

the kind of event you want to have; what are your goals and objectives? Then, define and list the steps it will take to host the event (e.g., designing, printing and mailing invitations in time to have it received, read and responded to by potential guests or participants).

Break each step into tasks and assign a reasonable period of time to complete each task. Then, plot your tasks on a calendar, working backward from the date of the event. For a March PAW campaign, you should have your first planning meeting as early as possible in the new year.

### Some general steps to take in planning Pharmacy Awareness Week:

- Decide who you want to involve in PAW activities and call them together for a meeting.
- Share this Resource Manual with them to generate discussion.
- Find out if there are PAW events being planned at the local

and provincial levels to which you can tie your efforts (see list of provincial contacts on page 2).

- Set your goals and objectives. Think about your practice setting and what events might be appropriate for you.
- Regardless of your practice setting, if you have a specific area of interest or professional specialty, build your awareness campaign around it. Use PAW as an opportunity to inform or remind your patients that you can provide even more in-depth services in your area of expertise.
- Determine a budget based on all available resources.

If you work in community pharmacy and are part of a chain, you may need to check with your head office or district manager to get input/approval for the event/activity you are planning. There may be money or other resources available, or activities planned at the head office level that you need to be aware of when making plans at the local level.

# Events for Every Practice Setting

Wherever you work — community or hospital pharmacy, industry or health administration — the activities you organize put you and your profession front and centre. Ideas in this Resource Manual will help you celebrate

our profession in a variety of ways. Rely on this manual and the products that are developed each year for PAW. By using the products, resources and media tools, you will be echoing the same theme as your colleagues across the country and

providing the media and public with a consistent message about pharmacy. You will also save the time and money it would take to develop campaign materials from scratch.

## Setting Your Plan in Motion

- If you are planning events outside your pharmacy setting, contact the people with whom you will have to make arrangements. Start thinking about invitations. They should be sent three to four weeks before the event.
- Order your educational and promotional materials early. See the products and ordering information on page 2 of this manual. Also, if you plan to run information days on specific topics, such as high blood pressure or asthma, check with appropriate organizations, such as the Heart and Stroke Foundation or the Canadian Lung

Association, to see what resources they may be able to offer. Ask your suppliers if they have free resource materials that might suit the activities you are planning.

- If you are planning to speak in public, prepare your speech well in advance and practise it. Consider what hand-outs you might bring along.
- It is never too soon to start making contacts with the media. See the media tips section in this manual for more information. Get copies of media samples now through the

CPhA, CSHP and CAPSI web sites (listed below) or CPhA's Fax-Info Line (documents are listed in the media section). For a complete media kit tailored to this year's campaign, call the PAW coordinator at 1-800-917-9489 ext. 267 or e-mail [paw@cdnpharm.ca](mailto:paw@cdnpharm.ca).

## What to Plan for PAW

It can be as simple as hanging a poster or as intricate as organizing a medicine cabinet clean-up and brown bag review in the community at large. Everything counts!



- Hang the PAW poster in a highly visible spot. You will receive a free copy of the poster with the December/January issue of *CPI*, through a mailing of CSHP and/or through your senior CAPSI representative. Additional copies can be purchased (see page 2 for ordering information) and used as part of a display in the pharmacy area. Brighten up the pharmacy with our colourful balloons, complete with the PAW logo.
- Order t-shirts and buttons for you, your colleagues and staff to wear during PAW. Use them as thank you gifts for your staff for going above and beyond the call of duty during PAW.
- Be sure to have lots of information on hand to distribute to patients or coworkers. We have added to the selection of education materials you can use to reinforce the theme and messages for PAW. For ordering information, turn to page 2.
- Mention Pharmacy Awareness Week in any written material produced in your pharmacy practice newsletter, receipts, bag stuffers or flyers. Incorporate this year's theme whenever possible. For camera-ready material or prepared text, contact the PAW coordinator at 1-800-917-9489 ext. 267 or e-mail [paw@cdnpharm.ca](mailto:paw@cdnpharm.ca).
- If you work in a pharmacy in a mall, ask management to place the dates and theme of Pharmacy Awareness Week on the marquee or electronic sign. Ask other local merchants and banks to do likewise. Often, malls display posters near entrances or in the food court when there is a special event, such as a craft show or when Santa arrives...or Pharmacy Awareness Week. If your pharmacy is not situated in or near a mall but you will be involved in setting up a display in a mall, enlist the management's help in promoting the event. After all, the publicity is in the mall's best interest too.
- In a hospital setting, enlist the help of the public relations department in spreading the message that the first full week of March is Pharmacy Awareness Week.
- If you belong to a community organization such as Rotary, Kiwanis, Lions Club or the Chamber of Commerce, organize a reception at your pharmacy for your fellow club members or volunteer to speak at the next meeting about what you do.
- Do not forget the Internet. If you have a web site, include some information on PAW. Consider setting up a link to the PAW information on the CAPSI, CPhA and CSHP web sites:

**CAPSI** [come.to/capsi](http://come.to/capsi)

**CPhA** [cdnpharm.ca/cphanew/nv/PAWintro.htm](http://cdnpharm.ca/cphanew/nv/PAWintro.htm)

**CSHP** [cshp.ca](http://cshp.ca)

## Focus on Children

When children are sick, parents worry about how they can help them feel better. Parents need information about choosing the best medicine, how to give it, what to do if a baby won't take it or spits it up, and whether you can treat the child for a fever if you are already medicating for something else.

To support your work with parents of young children, PAW organizers developed the *Your Child's Health* brochure. It deals with questions that parents — especially first-time parents — might have about their child's medication and how best to give it. Each package of brochures includes a sign that you can display in your pediatric medication section. It directs parents to come to you with their questions about which medicine is best for their child. It will ease all of you into a dialogue during which you can answer questions and build customer loyalty.

- Two additional areas in which parents need information about their children's health are immunization and poison prevention. You can get brochures on immunization, developed by the Canadian Immunization Awareness Program (CIAP), by calling CPhA at 1-800-917-9489 or (613) 523-7877; faxing 1-800-601-1904 or (613) 523-0445 or sending an e-mail to

orders@cdnpharm.ca. The Canadian Paediatric Society also has a variety of resources available. Visit the Society's web site ([www.cps.ca](http://www.cps.ca)), call 613-526-9397 to order a catalogue or send an e-mail to [publications@cps.ca](mailto:publications@cps.ca). Also, ask your regional health authority for information.

- Contact your local poison control centre or regional health authorities for information on poison prevention.
- If you are interested in directing more of your practice development toward children, consider preparing a list of reference books to recommend to parents about children's health issues in general (such as the *What to Expect* series published by Workman Publishing Company, Inc. and available in your local bookstore). This sort of information reinforces the pharmacist as an information provider, while providing parents with invaluable tools. Go one step further: if your pharmacy is near a bookstore, join forces in a cross-promotion. During PAW, ask the bookstore staff to tell shoppers purchasing these books about you (perhaps by slipping a bag stuffer in with the books purchased) while you refer parents to the bookstore to buy the books on your list. Enlist the store's help in developing your list.



## Fun Ideas for Kids

- Ask the local newspaper to run the information and pictures from the tear-off pads in its Saturday morning children's section (for product ordering information, refer to page 2). Suggest that the newspaper run a colouring contest using your material. Arrange to award a small prize to children who complete and deliver the picture to your pharmacy.
- You might consider an essay-writing contest for children. Ask them to write a short note about what a pharmacist is and does and why you are their friend. Encourage them to draw pictures. Remember to give lots of information to help them write the essay. Offer prizes, such as temporary tattoos or colouring books. Use the entries to make a display in your pharmacy.
- Contact the local schools and offer to speak on the proper use of medications and other health issues. You might also offer to speak to older students about pharmacy as a career.

## Focus on Herbal and Natural Health Products

Canadians are turning to herbal and natural health products (NHPs) in record-breaking numbers to do everything from preventing sickness and curing what ails them, to enhancing and maintaining wellness.

Herbal and NHPs are part of a fast-growing trend that is not likely to go away any time soon.

Whatever your level of knowledge and comfort in advising about these products, it is wise to be prepared for questions from your patients. Even if you think you will be unable to answer the questions yourself, gather sources that either you or your patients can turn to for information.

One such source is *Thinking About Herbal and Natural Health Products? Talk to Your Pharmacist*. PAW organizers developed this pamphlet as a tool to help you inform your patients that, just because herbal and NHPs are natural, they are not necessarily safe. Like you, this pamphlet does not claim to have all the answers. It is not a "laundry list" of individual herbal products and their properties; rather it is an honest attempt to let your patients know that they should be well informed about these products and should talk to a knowledgeable health professional.

## Focus on Seniors

There are many issues surrounding seniors' health and their use of medication. The literature tells us that, although seniors represent only 12% of the population, they are the largest consumers of prescription medications in Canada (between 28% and 40% of all prescription drugs; Health Canada, 1997).



Proper use of medications contributes to both length and quality of life. However, if medications are used improperly, seniors will be prevented from receiving maximum benefit from them and, in some instances, suffer severe health complications, hospital admissions and even death.

One excellent program that can be applied to patients in all practice settings is *Just Checking... Am I Getting the Most from My Medication?* The program provides a screening questionnaire and support tools for you to help your patients get the best from their medication. *Just Checking* is sure to help improve communication and build customer loyalty. (For ordering information, refer to page 2.)

# What to Plan for PAW . . .

## Focus on “Dr. Internet”

**A**s more and more people purchase home computers and hook up to the World Wide Web, increasing numbers of your patients are turning to the Internet for information and advice about their health. However, some health “advice” on the web may come from less-than-reliable sources and, even if reliable, may require further explanation. That’s where you can help.

When patients come to you with questions you suspect have come from a search on the World Wide Web, ask them what sites they visited. Discuss with your patient the pros and cons of information gained from the Internet. Remind them that, along with the many valid information sites, there are also many “sales” sites whose



main objective is not to educate but to promote a specific product. Explain how important it is that they do not rely on this information in isolation; rather they should use the Internet as an additional source of information in conjunction with the knowledge and expertise of the appropriate health care professional.

To help you, PAW organizers have developed a pamphlet entitled *Looking for Health Answers Online? Talk to Your Pharmacist*.

The pamphlet discusses the reasons why this information, even if reliable, should be used only in consultation with the appropriate health professional.

## Focus on Other Health Care Providers



- Target professionals who are likely to work closely with infants and young children — such as public health nurses, nurses at a local maternity ward, staff at child care centres, social workers, family physicians and pediatricians — and arrange to meet with them and provide them with copies of the *Your Child’s Health* brochure.
- Send PAW information to the doctors, community care access centres, dentists and other health care professionals you deal with regularly. In a hospital setting, this could also include nurses, physiotherapists, occupational therapists, dietitians, and social and case workers.
- Contact your community’s public health department and talk to public health nurses, who are prime community educators in a variety of areas, such as pre- and postnatal care, parenting skills, immunization clinics and schools. Tell them about the services you offer your patients. Take advantage of *their* community outreach networks to get *your* message across.
- Arrange a session with home care workers who are not trained health professionals. Give them a talk on medications and the importance of administering them properly.
- Ask your drug company reps if they also visit other health professionals in the community. Then ask them to mention Pharmacy Awareness Week.

## Political Action... Not Just for Election Campaigns

Make sure that politicians at all levels of government, whether you know them personally or not, know about Pharmacy Awareness Week.

- Ask them to publish one of the media releases (refer to media section on page 8 for more information) in their next mailing to constituents, preferably before PAW.
- Have the mayor of your city or town proclaim the first full week of March as Pharmacy Awareness Week. Use the sample proclamation available on the web sites and through the Fax-Info Line, document #1211.
- Conduct a brown bag medication review with a politician and his or her staff. By showing them hands on what you do, they will better understand the ways you help people get the most from their medication. This program is effective at all levels of government, federal, provincial and municipal.

Community leaders, managed care plan administrators, high-profile business people (perhaps the senior management of a large company in your community), media personalities, hospital administrators, and university presidents and deans can also benefit from this approach. The more people in positions of power who *understand* the role of the pharmacist, the more likely the profession will be to gain support for future initiatives and negotiations on issues. With every order of PAW products, you will be sent a blueprint for such an event, complete with media samples.

# Suggestions for . . .

## Hospital Pharmacists



- Order the hospital pharmacist brochure (contact CSHP at 613-736-9733) and have it placed in admissions packages. That way, patients will know you're on the job while they are in hospital. Then, order the Pharmacy Services Card (see page 2 for ordering information) and ask to have it placed in hospital discharge packages. It will tell patients what services they can expect from their community pharmacist once they are discharged from your care.
- Link with community pharmacists. Patients are receiving an increasing amount of care outside acute care facilities, which means community pharmacists are now having to dispense more complex drug regimens in addition to providing more specialized services. More and more, too, medications formerly available only by prescription are being switched to non-prescription status. Use PAW to think of ways to let doctors, nurses and other health professionals know about the increased responsibilities

and availability of your community pharmacist colleagues.

- Offer to speak at a meeting of the local community pharmacist association about the need for better communication between practitioners in the two practice settings.
- Organize a session with parents of patients in the pediatric ward. Let them know that they can talk to you — or their community pharmacist after their child goes home — about all of their child's medication needs. Invite nurses, doctors and others involved in caring for the child. Be sure to order copies

of the *Your Child's Health* brochure to use as a handout.

- Blitz common areas, such as the cafeteria or central reception, with PAW materials to remind colleagues in other departments of what pharmacists do.
- Place an article in the hospital newsletter or in newsletters offered by specific services. For example, in larger hospitals, the internal medicine or orthopedics department might have its own newsletter.
- Line up a presentation in the pharmacy during lunch hour or coffee breaks. Invite colleagues from other departments. If you have the resources, present on different topics every day during PAW.
- Raise PAW at a Pharmacy and Therapeutics Committee meeting.
- Take your nurses to coffee.
- If there is a clinic pharmacy nearby, make sure to involve the staff in your activities.

## Pharmacy Students and Interns

- Organize a meeting with medical or nursing students or students in other health disciplines. Now is the time to build bridges and expand awareness with other health care providers about the pharmacist's role. For example, you could use the Canadian Pharmacists Association/Canadian Medical Association "Joint Statement on Enhancing the Quality of Drug Therapy" to initiate dialogue with

medical students (to order, call CPhA at 1-800-917-9489).

- Organize information sessions on issues such as drug abuse (e.g., tobacco, alcohol and street drugs) or contraception and sexually transmitted diseases.
- Hold CAPSI events during PAW; for example, a CAPSI Symposia. Take advantage of the week to raise the profile of your association.

- Submit articles or PAW media materials to school newspapers or the campus radio station.
- Set up a display in the student centre.
- Link with pharmacists in community or hospital settings and volunteer to help organize joint events. Join forces with the on-site campus pharmacy, if there is one, to organize a great PAW campaign.

## Pharmacists in Industry or Health Administration

- Host a display at your workplace and share information with nonpharmacist colleagues. Offer to speak in the cafeteria at lunch time. Run a video that talks about pharmacists' roles and responsibilities.
- Identify all pharmacists in the company by having them wear PAW t-shirts and buttons.
- Develop a quiz about medication use and distribute it to your colleagues. Award a prize to the person who answers the most questions correctly. You can find a sample of such a quiz on the PAW section of the partners' web sites.

- Ask everyone to clean out their medicine cabinet and take the contents to their pharmacist for a clean-up and brown bag review. Have them enter their "proof" (perhaps an entry form stamped by the pharmacist) in a draw for a prize.
- Involve the communications, marketing or public affairs division of your company or association in brainstorming ideas for promoting the profession within your organization. Approach them early in your planning stages and, in addition to ideas, ask what resources they can offer to bolster your efforts.

- Ask your company's sales force to mention that it's Pharmacy Awareness Week when visiting doctors' offices. Encourage them to purchase PAW pamphlets, the pharmacy services card or other products (see page 2 for ordering information) that they can ask doctors to display in waiting rooms.
- Remind the company sales force to congratulate your colleagues in community and hospital pharmacies as they make their regular rounds during or around Pharmacy Awareness Week.

# Making the Most of the Media

You've gone to a lot of trouble to decide on, plan and publicize your events for Pharmacy Awareness Week. Involving the media will help you maximize publicity and bring your message to the largest possible audience. It is not as difficult to get coverage as you might think.

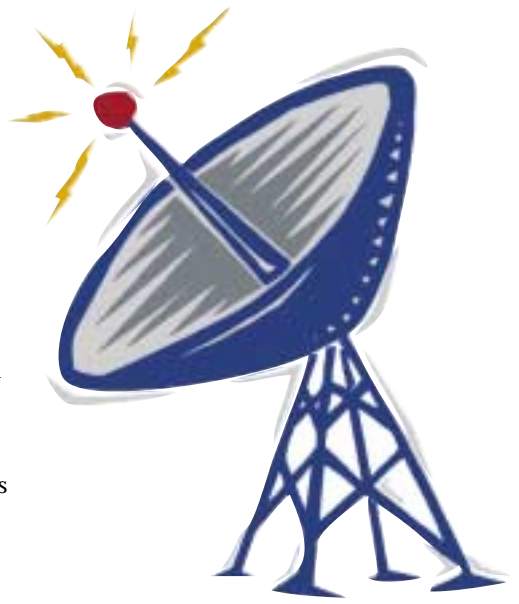
**Y**ou can make the most of your media campaign by making contact with the media in advance and providing them with ideas and editorial copy, public service announcements (PSAs) and community columns. Samples of each of these items are available on the CPhA, CSHP and CAPSI web sites, or through CPhA's Fax-Info Line (613-842-4172), documents #1215 (PSAs), #1213 (community column), #1215 sample news releases, and #1214 (pitch

letter to newspaper editors/broadcast producers). Be sure to include the PAW logo (which can be downloaded from the web sites) whenever possible.

Keep the message consistent with that of your colleagues across the country by relying on these prewritten media samples. Personalize them to your own circumstances.

Remember, smaller community newspapers, television and radio stations are often gold mines for providing editorial space to cover local awareness campaigns. Their larger counterparts tend to be more interested in "hard news" stories, which makes it more difficult to secure editorial space for "good news" stories such as PAW.

It is always a good idea to try to find out if a particular reporter or columnist at your local paper/station covers health issues (the "health beat" in journalism jargon). If so, you can approach the reporter directly and provide information and offer yourself as a resource. Otherwise, contact the



lifestyles editor, who would likely handle the feature-type stories at a larger paper. At a smaller paper or station, contact the editor. Always make a point of learning the reporter's deadlines, and respect them.

For more information on dealing with the media, refer to the PAW section of the web sites, or to CPhA's Fax-Info Line, document #1214.

## Specific Media Ideas

### Use PAW as an opportunity to introduce yourself

- Offer to sit in for a question-and-answer segment of your local radio phone-in show during PAW. There are many topics you can suggest, such as the pharmacist's role in disease management, drug interactions, the dangers of not taking medications as directed, questions everyone should know about their medications before they leave the pharmacy, or the increase in use of herbal products.
- Contact your community's cable station to find out if you can air a pharmacy video or participate in an interview show, or have the station send a crew to cover your event. Such shows are often rebroadcast over weeks, even months.
- A month or so before PAW, send the media the PSA scripts found on the web sites and through the Fax-info line.



- Camera-ready print ads (copy available on the web sites and from the Fax-Info Line) can be placed in the paper for a price or you can contact the editor, particularly of smaller

community newspapers, to ask if he or she will run the ads free of charge as a public service. For camera-ready versions, contact the PAW coordinator at the phone number or e-mail address below.

- Pitch a feature story idea. For example, invite the media to tour the pharmacy and watch you at work — a sort of "day in the life of" piece. Make sure the media records you speaking with patients and following up with physicians, not "counting pills". Another great idea for a feature story is to get a reporter to go through his or her own medicine cabinet clean-up or brown bag medication review and report on it.

For more information and support in organizing these specific ideas, contact the PAW coordinator at 1-800-917-9489 ext. 267 or via e-mail at [paw@cdnpharm.ca](mailto:paw@cdnpharm.ca).