



**PHARMACY
AWARENESS WEEK**

March 5-11

Pharmacists Care



No Matter Where

CATALOGUE OF PRODUCTS



Canadian Association
of Chain Drug Stores



Canadian Association of
Pharmacy Students and Interns



Canadian Pharmacists
Association



Canadian Society
of Hospital
Pharmacists

PHARMACY AWARENESS WEEK 2001

Each year in March, Pharmacy Awareness Week (PAW) provides an opportunity to highlight and celebrate the many ways pharmacists help their patients enjoy better health *every day*.

The Pharmacy Awareness Week 2001 campaign theme is "Pharmacists care, no matter where" and focuses on seamless care and the diversity and reach of pharmacy practice.

The activities you organize for PAW can help you build your practice by raising your profile — as well as that of your profession — in the community.

What you do for PAW should arise from your professional goals. For example, do you want to help your patients have a better understanding of the services you can provide? Are you looking to expand your practice? Highlight a specialty service? Develop your skills as a community educator? Become politically active on behalf of the profession?

The tools outlined in this catalogue will help you do all of these and more!

Now's the time to start thinking about what you will do to promote yourself and your profession during PAW 2001. Once you decide, order some of these resources to support your program.

PAW is a collaborative effort by the Canadian Pharmacists Association, the Canadian Association of Chain Drug Stores, the Canadian Society of Hospital Pharmacists, the Canadian Association of Pharmacy Students and Interns....and YOU.



PATIENT EDUCATION PAMPHLETS

Available in packages of 50, these informative pamphlets promote the role of the pharmacist and outline the benefits of good, ongoing communication between you and your patients.

1. **Pharmacists care, no matter where** lets patients know pharmacists practice in many settings, and are always available to support their care.
2. **Your Medicine Cabinet** lets patients know how you can help them choose, use, store and dispose of their prescription and nonprescription medications properly and safely.
3. **Your Child's Health—Talk to Your Pharmacist** is aimed at helping parents — especially first time parents — sort through the health issues that inevitably arise with young children. Let them know that they can turn to you for answers to questions and concerns about their child's health. Each package of brochures includes a sign for you to post in the pediatric medication section of your pharmacy directing parents to you!
4. **Looking for Health Answers Online? Talk to Your Pharmacist** will help you open up a dialogue with your patients who, in increasing numbers, are going online to get their health information off the web. Let them know you're up-to-date and that they can come to you for answers and advice about what they are reading online.
5. **Thinking About Herbs and Natural Health Products? Talk to Your Pharmacist** helps you educate your patients about the truth: herbals and other NHPs are "serious medicine" and should be used with respect and informed choice. Tell them how you can help them have both.

\$10.00



BALLOONS

Fill your pharmacy with colour to celebrate PAW! 10" balloons feature the PAW trademark logo. Package of 20 in a mix of standard colours. Available for air or helium.

1. Air
2. Helium

\$7.00



BUTTONS

Two types of buttons, one with this year's "Pharmacists care, no matter where" slogan, the other with "Proud to Be Your Pharmacist". The buttons are not dated, so you and your staff can wear them year round. Bags of 10 buttons.

1. "Pharmacists care, no matter where"
2. "Proud to be your Pharmacist"

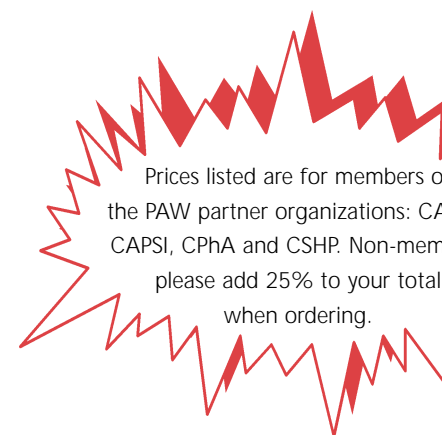
\$7.50



PRESCRIPTION BAGS

Prescription bags carry the PAW logo on one side (without the date so you can use them year round and during next year's campaign). On the other side is important information about how you care about your patients' health. 9" x 4" x 2" white bag. Sold in packages of 50.

\$5.00



Prices listed are for members of the PAW partner organizations: CAPSI, CPhA and CSHP. Non-members please add 25% to your total when ordering.

2001 CATALOGUE OF PRODUCTS



T-SHIRTS

Colourful design, high quality, white, 100% cotton "Tee". Make a statement about your profession. Celebrate the week by wearing this PAW favourite! PAW 2001 slogan is on the front and the PAW trademark logo and new website address are on the back. Sizes L-XL.

\$14.00

New for 2001



All orders must be received by **February 7, 2001** to ensure prompt delivery by Canada Post. Orders received after this date will be shipped via courier **collect**.



PHARMACY SERVICES CARD

An excellent bag stuffer! The Pharmacy Services Card outlines all the services today's pharmacist provides. A perfect advocacy tool you'll want to give to your patients, or use in efforts to educate the media, third party payers, politicians and other healthcare professionals about the depth and breadth of today's pharmacy practice. Comes in quantities of 50 sheets.

\$5.00

THE PAW 2001 "ESSENTIAL KIT"

PAW just got easier! We've created a package to get you going on your PAW plans and save you money *and* time! Each PAW kit includes:

- set of posters (2)
- package of each set of pamphlets (5 sets of 50)
- a bag of each button (20 buttons in all)
- package of prescription bags (50)
- medication tips (50)
- pharmacy services cards (50)
- bag of balloons (20)
- 1 tear-off pad
- package of fridge magnets (25)
- package of temporary tattoos (100)
- colouring books (12)

All for just \$99.99
(retail value \$121.50)

and members pay only \$10.00 on shipping and handling-even when ordering additional items! (Non-members pay \$150.00 plus \$20.00 shipping and handling.)



POSTER

Comes in sets of 2. Dimensions: 11" x 33". A perfect fit for your pharmacy wall!

\$5.00

New for 2001



MUG

The ever-popular PAW mug shows your patients you are proud to be their pharmacist. Mugs are ceramic and will hold 11 oz. of your favourite beverage.

\$5.00

FRIDGE MAGNETS

Fridge magnets are the size of a business card, and you can write your pharmacy name and number on them with a dry-erase marker. "Guaranteed" to hold a prominent place on your patients' fridge! Sold in packages of 25.

\$8.00



MEDICATION TIPS

A perfect complement to the prescription bag, these two-sided medication tips sheets provide patients with a checklist of questions about their prescription and nonprescription drugs. The sheets direct your patients to you as the expert source of information! Sold in pads or loose-leaf sheets in quantities of 50. **\$5.00**

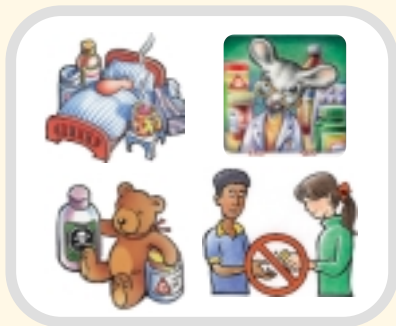


Members of
CACDS,
non-members
our total

ESPECIALLY FOR KIDS

TEMPORARY TATTOOS

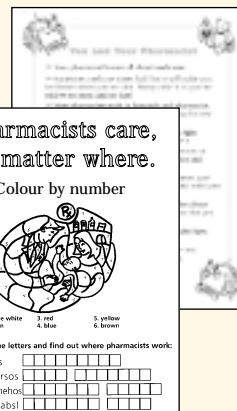
These are a hit with kids! Give them something fun to take home that will remind them of all they've learned during PAW. The tattoos stay on for days, are hypoallergenic and safety tested. Each sheet is 3" x 2½" with four images. Sold in packages of 25 sheets. **\$8.50**



TEAR-OFF PADS

Each 8½" x 11" pad contains 50 sheets that you can hand to the children who come into your pharmacy. Use them for a colouring contest. Sheets have pictures and games on one side and information about the important work pharmacists do on the other. You know you will be front and centre in at least 50 homes with this item... what parent doesn't proudly display his or her child's artwork on the fridge? **\$3.00**

New for 2001



COLOURING BOOKS

Kids love 'em! Each package has 12 books with easy-to-colour images. **\$10.00**



