

- Conduct lunch-hour or coffee break presentations during the week on topics that highlight the pharmacist's role, such as medication reconciliation, drug information, risk management, interdisciplinary collaboration, and chronic disease management.
- Inform the health care team about PAW activities during interprofessional rounds.
- Highlight the differences in roles between pharmacists and pharmacy technicians.



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- Remind colleagues about the roles that pharmacists play in ensuring continuity of care during admission and discharge of patients.
- When meeting with patients and their caregivers, emphasize that they can approach you directly with any concerns or questions about their medications.

## Product Ordering Information

CSHP has prepared brochures and posters for PAW which you can distribute and use in your institution. For more information, to ask questions, or to raise concerns and offer suggestions, please contact us.



PAW Brochure



PAW Posters

## The Canadian Society of Hospital Pharmacists (CSHP)

is the national voice of pharmacists committed to the advancement of safe, effective medication use and patient care in hospitals and related health care settings.

## VISION 2010

A dynamic Society  
The influential voice for hospital pharmacy  
Inspiring practice excellence  
Fostering leadership and professional growth

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PHARMACY AWARENESS WEEK

# GUIDE





Canada is experiencing an ever-increasing demand for pharmacists in the hospital, in the community, and in many other settings. As a result, the clinical care responsibilities of pharmacists continue to evolve, with more opportunities becoming available for hospital pharmacists to use their skills, knowledge, and expertise.

It is crucial, however, that other health care professionals (especially within the hospital environment), as well as patients, be made aware of the multitude of services that pharmacists offer.

Pharmacy Awareness Week (PAW) is a time to recognize the multiple roles of the pharmacist, which range from ensuring that patients receive the safest, most effective, and most appropriate medication therapy to managing chronic diseases like heart disease, asthma, and diabetes. Most important, Pharmacy Awareness Week is a time to educate other health care professionals and patients about pharmacists' expanding roles.

This guide is designed to generate ideas and assist you in executing a successful Pharmacy Awareness Week in your health care setting. The activities suggested here can be modified to suit the structure of your institution and may vary depending on whether the target audience includes patients or other health care professionals or both.

# History of Pharmacy Awareness Week

The idea of a Pharmacy Awareness Week (PAW) began in 1989 as a recommendation from the Ontario Branch of CSHP to the organization's National Council. The idea originally focused on hospital pharmacy, with the designation "Hospital Pharmacy Awareness Week" but was renamed to encompass the entire profession. In 1990, the CSHP Executive designated one week each year as PAW.



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Although some institutions held events locally in 1990, the first national PAW was held in 1991. CSHP printed brochures and posters and developed an activity guide to assist members in planning local PAW events.

Since then, PAW has become increasingly recognized at the national level. In 1993, the Canadian Pharmaceutical Association (now the Canadian Pharmacists Association or CPhA) became an active partner and took over coordination of the national event to bring all members of the profession to PAW. The Canadian Association of Pharmacy Students and Interns (CAPSI) also joined the partnership to make the program a three-organization national pharmacy event.

During PAW, pharmacists promote their role to other health care professionals and patients within hospitals and related health care settings. Promotional materials are available to assist pharmacists in their local PAW initiatives. These promotional materials are directed primarily to other members of the health care team, but some materials are suitable for patients and members of the lay public.

## What to Plan for PAW

The following suggestions describe activities that you may want to consider for your PAW. Some of these activities may be more feasible than others, depending on your institution.

- Decide on a theme or slogan that accurately reflects your ideas for PAW. Choose something that your target audience will easily remember. Consider the annual theme as proposed by CPhA ([www.pharmacists.ca](http://www.pharmacists.ca)).

## How to Plan for PAW

- Start planning as early as January. Create a committee that will be responsible for coordinating activities. Encourage the committee to use this guide in its planning.
- Set out goals and objectives with target dates. Stay focused and be specific.
- Choose events that are appropriate for your practice setting, and budget accordingly.
- Talk to facility administrators, and make sure that other hospital staff are made aware of what is being planned.

- Advertise PAW by sending an email memo to appropriate hospital staff. You might also submit an article about PAW to the hospital or ward newsletter.
- Place posters and brochures on notice boards and in common areas around the hospital.
- Organize tours of the pharmacy department or set up a mock pharmacy in a common area of the hospital. Use attractive and fun displays, e.g., a "drug" display (using jellybeans, for safety reasons), a questionnaire highlighting fun facts about the pharmacy department, or table-top cards about interesting pharmacy trivia.