



MARCH IS

**Pharmacy
Awareness Month**

Social Media Content Bank

It's **Pharmacy Awareness Month!** Below you'll find sample social media content you can use to celebrate Hospital pharmacists. Please feel free to adapt or customize the posts to suit your needs, and organization. We encourage you to add photos and graphics where possible.

SOCIAL MEDIA POSTS:

1. Hospital pharmacists have consistently shown tremendous benefit to healthcare systems when they are included on interprofessional care teams.
2. CSHP member pharmacists are actively working to expand cannabis resources for pharmacists working in hospitals and collaborative healthcare settings.
3. Hospital pharmacists respect patient autonomy, and help patients make informed decisions.
4. Pharmacists use active listening skills to communicate with patients and determine their values, attitudes, beliefs, and goals of treatment.
5. Pharmacists are helping to shape the national Pharmacare program by endorsing the Pharmacare Consensus Principles through CSHP.
6. Hospital pharmacists and pharmacy technicians support each other in working to their full scopes of practice.
7. The areas of practice are ever specializing to produce experts such as pediatric pharmacists, oncology pharmacists, nephrology pharmacists and many more!
8. Hospital pharmacists ensure patients receive medicines that are safe, effective, and appropriate for the intended purpose, in a timely manner.
9. Hospital pharmacists educate patients and their families, other healthcare professionals, and the pharmacists of the future.
10. Your pharmacy team is trained to work with doctors, nurses, and other healthcare providers to provide you with the best individualized care and treatment.
11. Pharmacist research has been published for 50 years in the *Canadian Journal of Hospital Pharmacy*.
12. Pharmacists play an important role in deprescribing inappropriate medications.
13. Hospital pharmacists support the timely provision of medical assistance in dying for appropriate patients.
14. Pharmacists play a key role in the implementation of opioid stewardship policies and programs in their institutions.
15. Hospital pharmacists ensure a Medication Reconciliation is completed for each patient for every transition in care.
16. Hospital pharmacists can measure their impact on patient outcomes using clinical pharmacy Key Performance Indicators (cpKPIs).
17. Pharmacists are the best source of drug information for every member of a patient's health care team.
18. Pharmacists have been leaders in their practice sites as pharmacies adapt to meet new NAPRA standards.
19. Pharmacists are the most accessible health care professionals.
20. Pharmacists are one of the most trusted professionals.
21. Pharmacists work tirelessly to ensure medication backorders do not negatively impact patients' care.
22. Pharmacists are always pursuing additional education to allow them to stay up to date with the ever changing health care landscape.
23. Hospital pharmacists have taken the lead in reporting unexpected adverse effects of medications since the implementation of Vanessa's Law.
24. Pharmacists support health promotion initiatives with their patients, including advising on necessary vaccinations.
25. Pharmacists volunteer with programs like Pharmacists Without Borders to help fellow pharmacists in less developed countries work the safest way possible.
26. Hospital pharmacists can complete year one and year two residency programs to improve the care they are able to provide their patients.

