

for **Pharmacists
Healthier
Lives**

Partner Toolkit

Updated October 18, 2018

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About *Pharmacists for Healthier Lives*

The *Pharmacists for Healthier Lives* coalition was formed in early 2018, with seven organizations coming together to provide funding for the campaign, and channels to distribute campaign messages. The objective of *Pharmacists for Healthier Lives* is to:

- Raise the profile of pharmacy as an **essential healthcare profession**
- Achieve recognition of pharmacists as **trusted** and **highly accessible** professionals in both traditional and new settings
- Increase awareness of the **quality and scientific rigor** of **pharmacy education** and training
- **Enrich the applicant pipeline** by improving the perception of pharmacists

How to Use This Toolkit

This toolkit includes a background on the organization, our goals, our key messages, our strategy, and graphics that can be leveraged by you or your organization.

Taking a Unified Approach

We heard repeatedly from stakeholders across the country about a need to speak with one voice, with a unified campaign. Some have pointed to the successful campaign launched in support of nurses as an example.

This campaign marks the first coordinated effort to raise the collective profile of the pharmacy profession. Up to this point most efforts have been organization-specific or limited in reach. Our campaign will reach a national audience to create a new portrait of pharmacy and pharmacists.

This campaign is an opportunity for any stakeholder, whether individual pharmacists or educators, institutions, professional organizations, or businesses to share a unified message across their various platforms and to their respective audiences.

Telling Your Story

You play an important role in this campaign--we need your stories. Whether these are stories about your colleagues or association members, or a personal story posted by an individual, we all have moments that demonstrate the value of pharmacists and the positive impact they have on patient outcomes and healthy living. The general public needs to hear these stories as well, and it is more compelling coming from you than our campaign platforms alone. Together we can change the narrative.

Take a look at the core messages that emerged from our research and use them to help frame your stories, or use them as prompts for longer form content like blog posts or articles. Be sure to use our **#Indispensable** hashtag on social media!

Key Messages

Through rigorous research involving 25 hours of secondary research, more than 20 one-on-one interviews, and a survey deployed across the United States among more than 800 respondents, including pharmacists, we have developed a set of core messages that aim to create a new portrait of pharmacists and pharmacy careers.

Our research determined that these messages are essential to communicating to the general public, in order to create positive perceptions of pharmacists:

1. Pharmacists are easily accessible.
2. Pharmacists help to ensure the best patient outcomes.
3. Pharmacists are highly educated.
4. Pharmacists are essential members of the healthcare team.

Through these messages, we want our audience to understand that pharmacists provide them with a variety of benefits, including:

Support

- Having someone to rely on when it comes to navigating the world of medication
- Feeling that they are not alone when fighting an illness
- Having a healthcare team member who ‘has their back’

Confidence

- Reassurance and confidence that their prescribed medication is the best option available for healthy outcomes

Availability

- Ability to ask questions and feel 100% confident about one’s medications
- Professional healthcare advice, without needing an appointment

From these messages, we have formed the platform of our campaign: Pharmacists. Accessible. Knowledgeable. Indispensable. We created a campaign video, which can be [downloaded by clicking this link](#). This video aids in articulating what the *Pharmacists for Healthier Lives* campaign is all about, and you are encouraged to share the video widely through social media and as you share information about the campaign with your networks.

Pharmacists for Healthier Lives in the Media

To achieve our goal of changing the perception of pharmacists in the eyes of the general public, we need to have a unified message about the role pharmacists play in patients' healthcare. The following talking points should be used to help support the core messages:

Pharmacists are widely accessible.

- Pharmacists practice in a variety of locations, including rural and underserved areas.
- Pharmacists provide point-of-care testing and other basic wellness activities.
- 90% of Americans live within two miles of a pharmacist.
- Pharmacists can help with making choices and have an overall impact on your health.

Pharmacists are critical for ensuring the best patient outcomes.

- Pharmacists are the medication experts on the healthcare team.
- Pharmacists can identify problems and set an appropriate course of action.
- Pharmacists are your partners in living your healthiest life.
- Pharmacists are not just focused on acute illnesses, but also chronic disease management and quality of life care.

Pharmacists are highly educated.

- Pharmacists are among the most highly educated healthcare professionals, with most programs requiring a minimum of six years of intense training.
- Pharmacists today are required to earn a Doctor of Pharmacy degree, known as a the PharmD.
- Pharmacists combine STEM training along with a focus on "social" sciences leading to better patient care.
- Pharmacists also receive training in communication and cultural differences in order to better respond to specific patient needs.

Pharmacists are an essential part of the healthcare team.

- Pharmacists can specialize in 12 different practice areas, including oncology, pediatric care and mental health.
- Pharmacists play an important role in prevention, treatment, and follow-up issues.
- Pharmacists work with patients and physicians to treat acute conditions as well as long-term quality-of-life issues
- Pharmacists make an impact on the entire healthcare system through their research and best practice policy recommendations..

Pharmacists practice in diverse settings.

- Pharmacists practice in a variety of settings, including: community, hospital/clinic, research, and government settings.
- Pharmacists conduct research that can lead to the discovery of new medication applications.
- Pharmacists focus on research/development, protocols, dispensing, and compliance issues related to medication.

Earned Media

Pharmacists for Healthier Lives will be reaching out to the media on a regular basis to ensure that the voice of pharmacists is part of ongoing conversations and stories. Our agency team will be identifying timely topics, for example: opioids, drug pricing, patient care, and access etc., and will look to add the pharmacist perspective through quotes by pharmacists or key talking points. Initial pitching will focus on the launch of the *Pharmacists for Healthier Lives* campaign and our effort to cement pharmacists and pharmacy as essential to the health and wellness of patients in the mind of the public.

If you have a story to share and would like to discuss pitching the story to a media partner, please contact:

Maureen Thielemans
Director of Communications, AACP
mthielemans@aacp.org

Dan Sweet
Director of Public Relations, RP3
dsweet@rp3agency.com

Paid Media

Our campaign will use paid social ads to target key audiences across the country, as identified by our research: suburban parents, primarily women 35-55; caregivers, 45-65+; young adults, 18-29. These ads are designed to direct people to our campaign landing page. A preview of these ads is included below. We are able to share these ads and videos with you for use on social media and would encourage you to post and share to your social media network. To easily share these posts, you will find them on the *Pharmacists for Healthier Lives* [Facebook](#) page after launch under “Info and Ads” on the left hand side. Simply navigate to the post, and click “Share”.

PfHL Pharmacists for Healthier Lives
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See how pharmacists can help you live your healthiest life. Pharmacists. Accessible. Knowledgeable. #Indispensable.



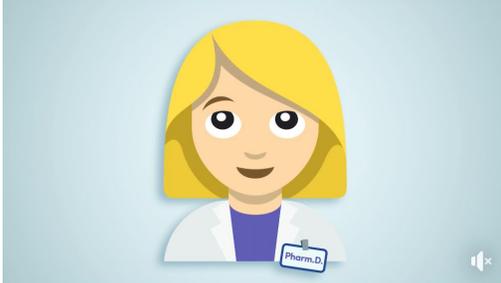
Pharmacists see the whole picture.
Pharmacists can detect subtle symptoms and help prevent the spread of harmful bacteria, keeping your family safe.

Learn More

Like Comment Share

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See how pharmacists can help you live your healthiest life. Pharmacists. Accessible. Knowledgeable. #Indispensable.



Pharmacists see the whole picture.
Typically, it takes 6 years of rigorous training to become a pharmacist.

Learn More

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PfHL Pharmacists for Healthier Lives
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See all the ways pharmacists can help you live your healthiest life. Pharmacists. Accessible. Knowledgeable. #Indispensable.



Dispensing Healthier Outcomes.

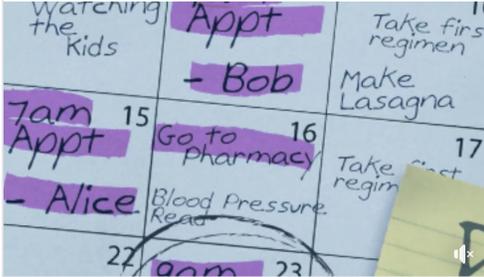
Pharmacists Wear Many Hats
Pharmacists aren't just behind the counter, they're on the frontlines of healthcare.

Learn More

Like Comment Share

PfHL Pharmacists for Healthier Lives
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See how pharmacists can help you live your healthiest life. Pharmacists. Accessible. Knowledgeable. #Indispensable.



Pharmacists see the whole picture.
With a holistic view of your healthcare, pharmacists can detect, advise and help prevent many health issues.

Learn More

Like Comment Share

Social Media

You are encouraged to 'Like' and 'Follow' *Pharmacists for Healthier Lives* on [Facebook](#), and encourage others in your network to do so as well.

The *Pharmacists for Healthier Lives* Facebook page will share information and offer a resource for people to learn more about pharmacists and the pharmacy profession. Paid ads will be hosted by this page and will lead to the www.PharmacistsForHealthierLives.org landing page. Organic content that supports the messages of *Pharmacists for Healthier Lives* will also be posted to the page.

We encourage you to access the videos and headlines to share on your social media by [clicking here and downloading](#) the social materials.

Campaign Timing

Earned Media

Throughout the campaign, we will be monitoring media and looking for opportunities to insert the *Pharmacists for Healthier Lives* messaging into healthcare news coverage. Our monitoring will identify topics of conversation that are relevant and primed for the pharmacists' point of view. Our agency team is already building relationships with reporters and working to connect media with subject matter experts. This will be an ongoing effort through October 2019 and potentially beyond.

Paid Media

The current paid media schedule is broken into two flights: October - November and January - March. The first flight will consist of sponsored ads on Facebook and will focus on introducing our audiences to the campaign and the *Pharmacists for Healthier Lives* messages. The goal of this flight is to gain learnings and insight about our audience i.e., who clicks through the ads to the landing page, who spends time on the landing page, and who engages with the brand through Facebook. We will be using various analytics tools including Facebook analytics, Google Analytics and CrazyEgg data to monitor the ads and the landing page activity. The insights we gain from these tools will allow us to optimize the second flight of the campaign, January - March, by further refining target audience reach and messaging points.

Organic Social Media

Continuously throughout the campaign, we will be posting on Facebook to engage with the users who "Like" and "Follow" the page. We encourage you to share the posts with your network, to enhance engagement and increase the reach of our messages. If you have articles, blog posts, videos or stories that you would like to contribute for consideration on the page, please contact: communications@aacp.com

Logo / Graphic Library

Images of the *Pharmacists for Healthier Lives* logo and tagline are available for your use to broadcast your affiliation with our national campaign. We will be offering some graphics for your use as well.

Logos / graphics can be downloaded here: [Pharmacists for Healthier Lives Logo Library](#)