

# A GUIDE WITH TIPS AND TEMPLATES FOR ADVOCATING FOR THE HOSPITAL PHARMACIST PROFESSION

## Building awareness guide



## Raising Awareness of Hospital Pharmacy

Hospital pharmacists have a critical role in the care of patients in hospitals. However, the general public may not understand the value of this profession. Mostly everyone knows what a Doctor or a Community Pharmacist does. Unfortunately, this may not be true for Hospital Pharmacists. To help those outside the profession to better understand this profession, EAHP has produced a short guide with tips and marketing documents explaining what a hospital pharmacist does.

This toolkit was designed to provide guidance and to share lessons learned in more than 46 years of experience. In this guide, you will find information to help you get started using social media—from engaging communities and partners, developing good governance to determining which platforms best meet your communication objectives. You will also learn about popular channels you can incorporate into your plan, such as blogs, video-sharing sites, mobile applications and photo editor sites. This toolkit is intended for individual Hospital Pharmacists and National Associations to promote the profession and help the general public understand what a Hospital Pharmacist can do for each one of us.

Building Public Awareness – The process of increasing the community’s consciousness and understanding of the organization. An organization may wish to build awareness by informing:

“The goal is to create attractive and motivating exchanges with our target audience.”





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Celebrate our day / Celebrate our month

## Maximize opportunities

Plan for and participate in World Pharmacy Day, 25 September by celebrating your day in your workplace and community. We will also start celebrating the Hospital Pharmacy awareness month in May. May is a really important month for the profession in Europe as it was also when the European Statements were adopted in 2014.

## Awareness- building activities. What can you do?

A wide range of communication methods is available and these usually work better when used together than individually. Communication channels to your audience could include face-to-face meetings, letters, events and the media. Choose methods which suit your audience and which they will find accessible and credible.

## Customise your signature

A quick and easy way to let everyone know you're participating in the World Pharmacy Day is:

- to add the [banner designed by EAHP](#) for this occasion to your email signature and get your colleagues to do the same.
- To create a special email signature adding one of the following sentences:

"I am a Hospital Pharmacist. What can I do for you? Ask me about it!"  
 "I am a Hospital Pharmacist and I answer to YOUR needs. Click [here](#) to know what I can do for you." \_  
 "25 September is World Pharmacy Day. I am a Hospital Pharmacists, what can I do for you?"  
 "May is Hospital Pharmacy Awareness month. I am a Hospital Pharmacist, what can I do for you? Ask me about it!"  
 "May is Hospital Pharmacy Awareness month!"  
 "I am a Hospital Pharmacist and I work towards the implementation of the European Statements. Do you know them? Click here to read them!"

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*I am a Hospital Pharmacist. What can I do for you? Ask me about it!*



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## Customise your social media accounts

### Pictures

Use these [social media pictures](#) to promote World Pharmacy Day in May, during the Hospital Pharmacy awareness month and the 25 September to raise awareness of hospital pharmacy in Europe. Share them through your social media networks.

## Social media objectives

### Share

Your reactions & opinions, publications and relate it to your own knowledge and experience.

### Engage

People enable to attend your activities by giving them live updates of key outcomes.

### Join

The conversation by using a hashtag (#) and share you thoughts with other by tweeting on the same topic.

## View and share EAHP's video

The campaign video "What hospital pharmacists do?" aims at raising awareness of the profession in a fun and interesting way, which you can view and share through your social media networks.



**Subtitled versions in multiple languages are available.** EAHP can support with creating a version in your language.

List of ideas for how to make use of video:

- Tell your mailing lists about the video and encourage them to share!
  - Your organisation may keep email distribution lists of not only its members, but perhaps also relevant media lists, and potentially stakeholders (e.g. patient groups, other healthcare professional groups, etc).
  - EAHP suggests distributing a short email to such lists alerting the recipients to the existence of the video and (depending on audience) encouraging them to share (e.g. members), or simply watch to learn more about the role of the hospital pharmacist (e.g. patient groups).
- Add the video to your email signature, and encourage board members to do so as well.
- Add the video to your website homepage
- Share the video via Association and/or social media platforms
  - Social media platforms (e.g. Facebook, Twitter, LinkedIn, Google+, Reddit) are good mediums for promoting the 'viral' spread of videos i.e. one individual choosing to 'share' with their personal network of friends, associates and colleagues.
  - If using Facebook, you could also change your Facebook page cover to promote the video. Example below.



- Use the video inside your organisation and external events
  - The video can be embedded into the introduction of powerpoint presentations, or played on background screens in foyers during idle time in event and conference schedules e.g. coffee and tea breaks. More information [HERE](#)
- Print a flyer for the video & promote on appropriate bulletin boards.
  - As well as the general public, the video is also intended to heighten the appreciation of doctors, nurses, other healthcare professionals and employees in the hospital setting of what it is that their colleagues in hospital pharmacy do. Therefore, organisations could encourage members to place a promotional flyer on appropriate bulletin boards within the hospital.

## Host a workplace celebration

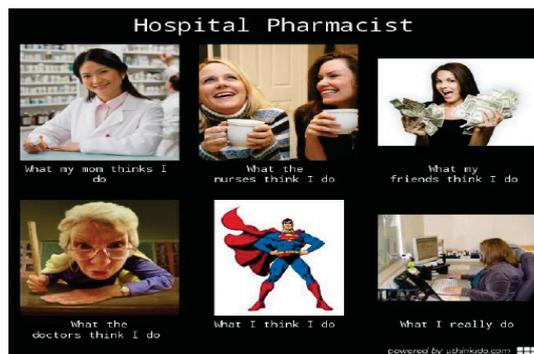
What can you do?

- Decorate a room with pictures of hospital pharmacists and quotes that describe their job and why they love it;
- Disseminate the hospital pharmacists material in your workplace
- Organise/participate in a hospital pharmacist meeting/event and invite a department head to provide a positive testimonial on how hospital pharmacists improve the work done in a Hospital and the health of the patient, and recommendations for improvement.

## Distribute printing material

To support your initiatives ongoing, we also provide bold and exciting awareness-building materials.

- Display a fun poster



- Newsletter content
- EAHP has also produced policy briefs on a wide range of hospital pharmacists issues. They provide clear, simple recommendations for policy-makers, civil society, employers and others.
- Facts and figures on the EU medication shortages situation in different countries will be available on November 7



It is essential to structure, establish policies, and leadership at your organization to more successfully manage social media. Once you start using social media, it is a good idea to establish a team to develop guidance, policies, standards and recommendations around its use at your organisation. Through effective use of communication tools, you can influence opinion, attitude, and behavior change among your followers. An understanding of communication processes can help reveal the source, message, audience, and contextual factors involved in bringing about positive change. Four steps for a successful public awareness campaign:

### 1. Establish overall objectives, & outcomes

When planning to promote your organisation, activities, event, or campaign, it's helpful to begin by clarifying the overall purpose for it. Beyond these general goals, you should define specific objectives for your awareness-raising efforts.



Objectives should be specific, attainable, prioritized and measurable

What do we want people to do or demonstrate as a result of our campaign?  
 What is the issue or the reason?  
 Why do you want to raise public awareness?  
 What would change because of the campaign?



## 2. Research

- Learn more about similar events or campaigns being promoted in the past.
- Do research to find similar approaches to promoting event that have been successful in your area.

## 3. Choose your audience

Having chosen objectives for your awareness, define the target groups who you need to reach. Public awareness campaigns are generally most successful if they are designed with a specific audience in mind. Below are some examples of the types of people to talk to. Speaking with people in your community will also create a group of people invested in your success.



Health professionals, including hospital pharmacists and hospital administrators.



Civil society groups, individuals, patients and their families.



Leaders or organisations active in pharmacy

## 4. Decide your messages

Identify one or two key messages that they want to communicate to the audience(s) you have selected. The message(s) should be understandable; relevant; and easy to remember.

## 5. Select the Communication Tools & execute your plan

The method you use to deliver you messages is as important as what you want to say and to whom. Therefore, depending on your objective, one or more of these tools in the list below may be most suitable.



Keep in mind the budget, the messages and the target audience chosen

What actions or activities would make sense?  
 What components did you think were effective or interesting?  
 Why not get creative?  
 Do you want to work with media?  
 Should I contact high-profile stakeholder to take part in the campaign?



Tools	Description
Advertisement and announcement	Print advertising can be an effective way to reach your audience, especially with smaller, localized publications like a local newspaper or magazine.
Advocacy materials	Advocacy and communications material are aimed at focusing attention on increasing understanding of your campaign. They should communicate only evidence-based information.
Brochures / leaflets	Provide a short introduction to concepts.. Hand up leaflets in your hospital.
Emails / Newsletter	Promoting campaignsto people who have expressed interest or might be interested.
Events	Meetings, seminars, webinars, panel discussions, etc. are all effective. These are a good way to reach people who might not be attracted to more traditional events.
Images	A wide range of images are free on the web like pexels.com or pixabay.com. However, many are copyrighted. Sometimes, you just have to give copyright credit.

Tools	Description
Infographics /Factsheets	It presents complex information in a quick and clear manner. Really useful in social media and newsletters. Free online infographic tools: Pictochart.com, visme.co.
Lectures	Enable in-depth coverage of topics, but require good speakers.
Media	Ask your local media to feature the event- they might be able to send a reporter along on the day. Local newspapers like running "personal interest" stories.
New releases	It is an official announcement that an organization issues to the news media. It is important to understand what the media want in a story and make sure that the information is provided to them in a clear and timely manner. Also, ensure that you have prepared and made available spokespersons.
Networking	Networking provides informal and formal ways to know what is going on, who is doing what and when. By networking the you can find ways to keep hospital pharmacy issues on the agenda of key groups and to support these groups' efforts.
Partnership	Approach local partners with an outline of activities and events and ask for their involvement and support.
Person-to -person	Word of mouth is still one of the most effective forms of marketing and promotion
Presentations	Presentations are good to help to keep audiences during lectures and for illustrating stories.
Social media	Social media allows you to communicate more easily with your target audience.
Videos	The use of videos is one of the most powerful ways to raise awareness. Videos entertain, educate and inspire action. Create eye-catching animated videos.
Website	You can create your own website using free or low cost tools, including wordpress, weebly.com or wix.com.
Workshops	Enable in-depth coverage of topics and learning through participation.

## 6. Evaluation

The last step is measuring the communication activity. This follow-up will tell you whether you have met the objectives set, identify the strengths and weaknesses in your planification and execution, and finally assist you to plan better your next activities.



Be sure to thank your sponsors, partners and participants.

What worked?  
What didn't?  
Were we successful?



Help correct misperceptions

Get your colleagues talking and learning more about the most common misperceptions and facts about hospital pharmacists and helps to tackle misperceptions. Keep in mind that there are two kind of misperceptions:

- Those attitudes and behaviours from a co-worker, community members or healthcare professional
- Those from the society.

Attention should be drawn to the image of hospital pharmacists with a view to an accurate and balanced portrayal of your work as a part of everyday life. The media can play an important role in presenting hospital pharmacists' issues in a way that could dispel stereotypes and promote the best and safest use of medicines and medical devices for the benefit of patients in Europe.



### Misunderstandings vs. reality

Feature stories and comment them with your colleagues

Organize a debriefing to elaborate on issues discussed, address any misunderstandings and encourage appropriate debate.

## Engage in person

- Lunch-and-learn

Conduct a lunch-and-learn with others in your hospital / at home with friends. Explain what you do and why you do it, and answer questions to clarify their perceptions.

Make sure they understand what it takes to become a Hospital Pharmacist, how you work to ensure and improve the patient's health and safety and how you engage in continued learning.

- Contact potential partners

Send them EAHP's information to explain why comprehensive and integrated action is vital.



When going into a meeting with your target audience, always be ready to reply to the question "What do you want me to do?"

## Social media outline

Integrating social media into health communication campaigns and activities allows hospital pharmacists communicators to influence social dynamics to encourage participation, engagement and networking – all of which can help spread key messages. Social media also helps to reach people when, where and how they want to receive health messages; Likewise, tapping into personal networks and presenting information in multiple formats, spaces, and sources helps to make messages more credible and effective.

## Social media platforms

### Twitter

Twitter is a great platform to start conversations online and increase visibility. People use the hashtag symbol (#) before relevant keywords or phrases to categorise social posts and give them prominence.

- Make Sure Messages Are Science-based
- Use hashtags
- Use a free link-shortening service: [bitly.com](http://bitly.com) or [goo.gl](http://goo.gl).
- Follow other organisations or individuals interested in similar topics
- Create a content calendar and schedule posts in advance to save time

### Instagram

Instagram is a great platform for organisation especially if you like to share your messages in images.

- Use hashtags
- Create visuals that are consistent in style and quality
- Don't overcrowd your images and captions with text
- Be creative

### Facebook

Facebook can be very useful in raising awareness, inviting people to events and sharing visual contents.

- Even there is no character limit, keep your posts short
- Include images and videos as much as possible
- Make Sure Messages are Science-based
- Create an event and invite people to your activities
- Schedule posts in advance to save time

### LinkedIn

Most people join LinkedIn to have an accessible CV. But this platform also offers professionals a good way to endorse and recommend each other and also join groups to discuss specific health and pharmacy topics.

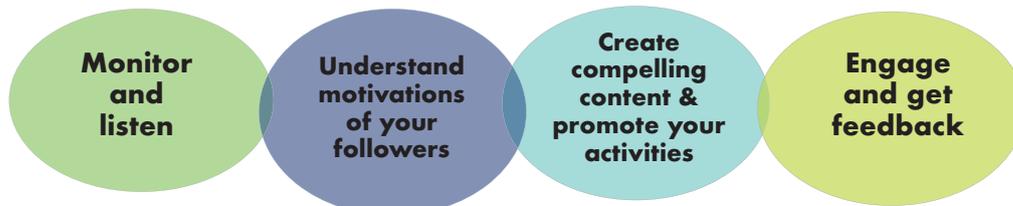
## Join our discussion group on LinkedIn

Join our [EAHP: European Association of Hospital Pharmacists LinkedIn Group](#).

## Why using social media?

- Increase visibility - Search engines rank results from social media sites among the top results
- Be where the people are - communicate quickly and directly with your "target groups".
- Have your say and respond to questions.
- Promote your work and create interest.
- Use it as a seismograph for your work.

Main steps on the route to a successful presence on social media are:



Check [this infographic](#) for social media tips

## Subscribe to our newsletter

Encourage members of your department, board, management, colleagues and patients, to [subscribe to our EU Monitor](#), Press releases, and Journal (European Journal of Hospital Pharmacy).



Working with the media is almost always a vital element of successful education and advocacy because it is a cost-effective, powerful way of communicating messages to a target audience.

Common methods for using the media:

- **Advertising:** It is expensive but can reach large numbers of people and your messages can be measured.
- **Media relations:** When you seeking media coverage of an issue, it is usually best to have someone who can speak from their own experience – someone who works directly on the issue – as long as (s)he is a good communicator.
- **Newsletter:** Publish an article about a topic regarding the Hospital Pharmacist profession in your hospital newsletter, hospital magazine, etc. For a person outside the profession, the word "compounding" might sound completely unfamiliar, why don't you write an article about it? Let the patient know that you are focusing on him/her.
- **Comments:** send letters to editor, write your opinion in blogs and online news.



Maintain a continuous working relationship with the media, producing attractive news stories  
Provide stories that are fresh, shocking, exciting, entertaining or fun.  
Journalist are interested in real-life or human-interest stories.

### How to approach news media?

- Send a press release or letter to the editor about your activities.
- Invite journalist to your events.
- Arrange visits, they usually guarantee good stories and provide sincere insights.
- Publish an article about a topic regarding the Hospital Pharmacist profession in your local newspaper. You could write an article about how you became a Hospital Pharmacist and what your motivation was. This can surely help students all over your country make their minds about their future career!

What do you want to achieve?  
Who do you want to target?  
What is your message?  
How to communicate the story to the news media?

