

WORLD PHARMACIST DAY

**'Hospital Pharmacists, your
medication therapy experts in
the multidisciplinary team'**

25 SEPTEMBER
campaign toolkit 2018



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World Pharmacist Day —25 September 2018—is a key opportunity to focus attention on hospital pharmacist and raise awareness about the issues hospital pharmacist face.

Welcome to your Day of the Hospital Pharmacist toolkit!

As the global voice of hospital pharmacist, EAHP will continue to speak up and speak out. Following the 2018 theme, “Pharmacists: Your medicines experts”, this toolkit presents compelling evidence showing how investment in hospital pharmacy leads to economic development; and how improving conditions in which people live leads to cohesive societies and productive economies.

This World Pharmacist Day, let us join together to share how hospital pharmacist are transforming health care and health systems so that no person is left behind. Let us join our voices together to be a voice to lead by supporting a people-centred approach to care and health systems, and ensuring our voices are heard in influencing health policy, planning and provision.

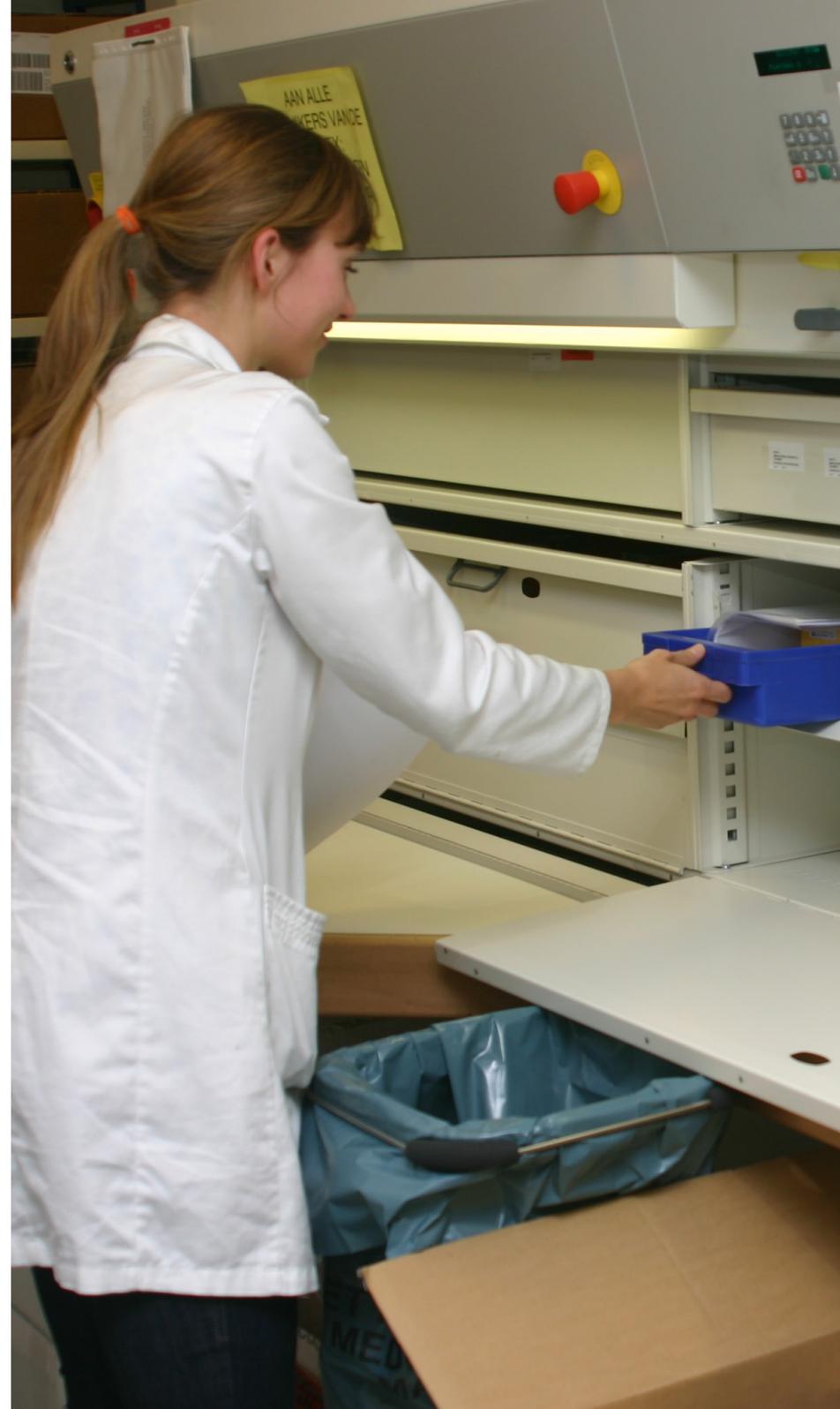
On behalf of us all at EAHP, Happy World Pharmacist Day!

What is the aim of the social media toolkit?

The aim of this social media toolkit is to assist individuals and associations to promote consistent messaging both internally and externally about the World Hospital Pharmacist Day.

Objectives

- Draw attention to hospital pharmacists and their knowledge, skills and role.
- Call for hospital pharmacist to raise awareness about the best and safest use of medicines and medical devices for the benefit of patients in Europe.
- Show the services that hospital pharmacists offer to patients and other health professionals.
- Share expertise and of work together for more effectiveness and efficiency.
- To improve the practice of the member organisations by collaborating and sharing experience about policy and practice.



Do you want to commemorate the World Pharmacist Day ... but are not sure how to get started?

When

25 September

What

Raise awareness of hospital pharmacy in Europe

Who

pharmacist, hospital pharmacist and health professionals

Where

All over the world

This toolkit includes messages and infographics to help you to spread the word about World Pharmacist Day on Twitter, Facebook, and other platforms. We encourage you to adapt these messages to meet your needs.

Included in this toolkit:

- Logo
- Key messages
- Infographics
- Social media visuals
- Web banner
- Social media message in multiple languages

GET INVOLVED!

Taking part in World Pharmacist Day can be exciting! World Pharmacist Day is an excellent occasion for pharmacist, hospital pharmacist and health professionals, to unite in the recognition of the multiple roles of the hospital pharmacist.



World Pharmacist Day 2018

World Pharmacist Day is a global advocacy day, which takes place annually on September 25.

It is an opportunity to promote and learn about hospital pharmacist-related issues.

This year's World Pharmacist Day's theme is "Pharmacists: Your medicines experts".

The theme explores the extensive expertise that pharmacists have and put to use every day to ensure better patient health

Learn more about this year's theme at <https://www.fip.org/worldpharmacistsday>

On World Pharmacist Day, we encourage you to promote the importance of promoting the best and safest use of medicines and medical devices for the benefit of patients in Europe, highlight ways to create a platform for the education and training of hospital pharmacists to a level of specialisation and maintain continuing professional development (CPD).



Key messages

The toolkit campaign is based on the following key messages:

Hospital Pharmacists, your medication therapy experts in the multidisciplinary team.

Hospital Pharmacists are committed to patient care by ensuring the safe and effective use of medication.

Hospital pharmacists use all of the resources available to us, including laboratory test results, to ensure optimal medication therapy for a patient.

Hospital pharmacists maximise individual antimicrobial patient care while also managing antibiotic use of the hospital population.

Images

EAHP has developed a set of images that you are encouraged to share on social media as supporting material to make your posts more visually appealing. The images are available at:

<http://www.eahp.eu/page/world-pharmacists-day-25-september>



Images with message

The images are available at:

<http://www.eahp.eu/page/world-pharmacists-day-25-september>



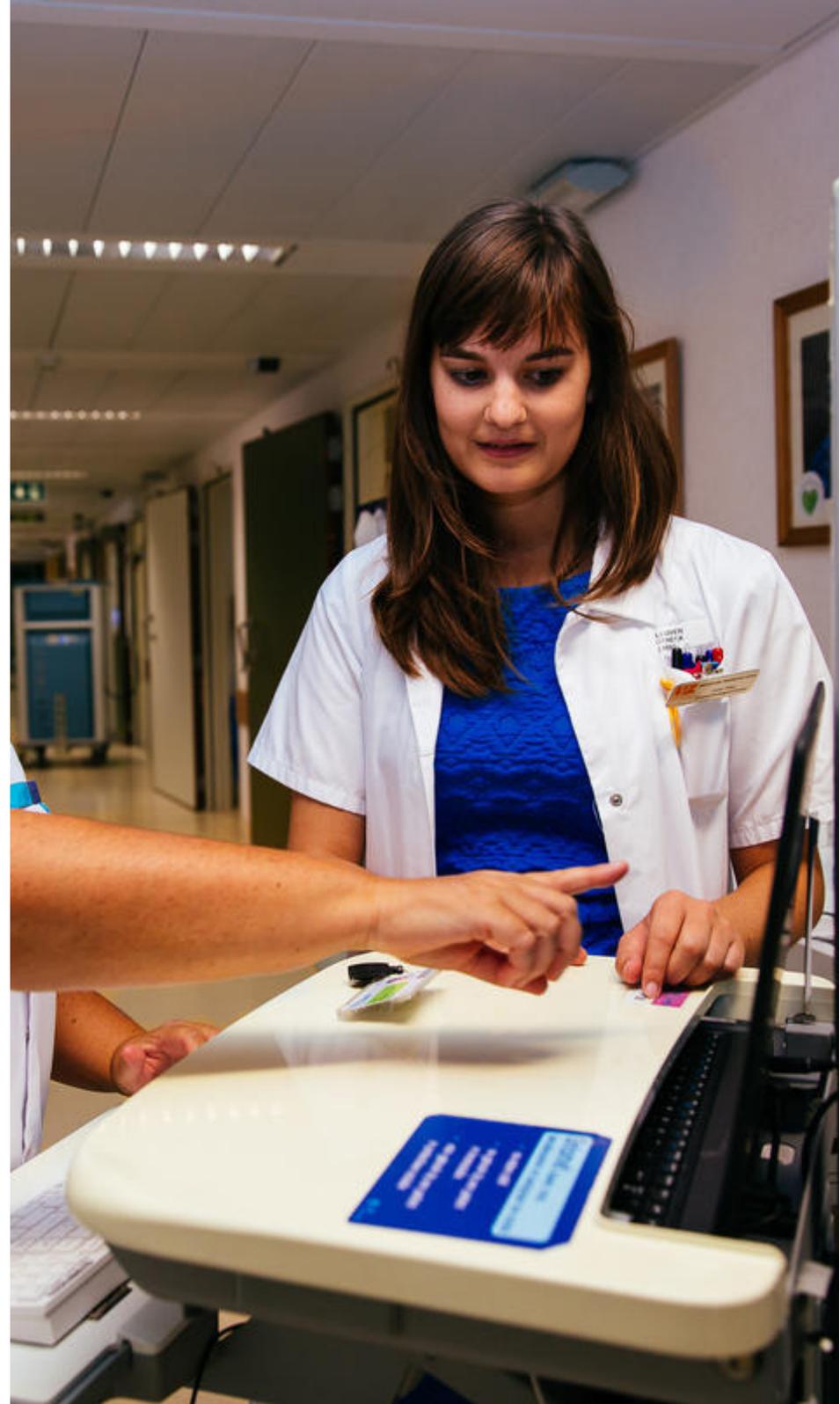
Social media posts

Hashtags: #EAPH | #WorldPharmacistDay

Tag: When you tweet, please tag **@EAHPTweet** so we can

Leading up to World Pharmacist Day

- Save the date – Join #EAHP in commemorating #WorldPharmacistday on 25 September. Share your story!
- It's almost #WorldPharmacistday – 25 September. Explore #EAHP resources to raise the profile of the #hospitalpharmacist.
- As #WorldPharmacistday nears, find #EAHP resources you can share – social media graphics, photos, and more.
- Coming up on 25 September – we'll be raising awareness for #WorldPharmacistday & the progress and challenges that remain for #hospitalpharmacist. <https://bit.ly/1S3GKOB>



World Pharmacist Day – 25 September

- Happy #WorldPharmacistDay! Did you know that hospital pharmacist does more than dispense medicines? Share your story with us. <https://bit.ly/2CzkVGU>
- The role of the #pharmacist takes different forms in various parts of the world. The pharmacist's involvement with #pharmaceuticals can be in #research, manufacturing, quality assurance, licensing, distribution, storage, supply, information #management, dispensing, #monitoring or #education. On #WorldPharmacistsDay, discover more about what #hospitalpharmacists do! > <https://bit.ly/2CzkVGU>
- This #WorldPharmacistday reminds us that #hospital pharmacists work in many different areas of #hospitals. Some pharmacists work with #patients, while others might manage #pharmacy staff, provide information about medicines to other #healthcare professionals, or conduct research.
- Today is #WorldHealthDay! Did you know that #pharmacists are medication experts & maintain up-to-date knowledge on #medicines? Share your story with us.
- Marking #WorldPharmacistday! #Hospital pharmacist work closely with #patients, physicians, nurses, and other #healthprofessionals to ensure that #medication use is #safe & #effective.
- Happy #WorldPharmacistDay everyone! Did you know that #hospital \pharmacists require a set of specific competencies that go above and beyond the basic education of 5 years for #pharmacists? know more about #EAHP's position papers: <https://bit.ly/1S3GKOB>
- #WorldPharmacistDay is an opportunity to ensure that every #patient within the #hospital receives the #medications they need. Share your story with us.
- Investing in the development of the Unique Identifier System is needed to ensure the detection of falsified #medicines in the #hospital environment #WorldPharmacistDay #anticounterfeit

Banner



The images are available at: <http://www.eahp.eu/page/world-pharmacists-day-25-september>

Social media message in multiple languages

Paste these pre-written messages to your personal or association social media page, or edit to customize a message for your specific audience.

ENGLISH

Hospital Pharmacists, your medication therapy experts in the multidisciplinary team.

SLOVENIAN

Bolnišnični farmacevti, vaši strokovnjaki za terapevtski režim v multidisciplinarni ekipi.

GERMAN

Krankenhausapotheker, ihr Experte für Medikationstherapie im multidisziplinären Team.

ROMANIAN

Farmacistii de spital, expertii in terapia medicatiei din cadrul echipei multidisciplinare.

DANISH

Hospitalsfarmaceuter, din medicinekspert i det tværfaglige team.

ITALIAN

I Farmacisti Ospedalieri, gli esperti della terapia farmacologica nel team multidisciplinare.

LATVIAN

Slimnīcas farmaceits - Tavs medikamentozās terapijas eksperts multidisciplināras komandas sastāvā.

LITHUANIAN

Ligoninės vaistininkai, jūsų vaistų terapijos ekspertai multidisciplininėje komandoje.

DUTCH

Ziekenhuisapothekers, jullie geneesmiddelenexperten in het multidisciplinaire team.

POLISH

Farmaceuci szpitalni - Twoi eksperci od leków w zespole terapeutycznym.

SLOVAK

Nemocniční lekárnici, vaši odborníci na farmakoterapiu v rámci multidisciplinárneho tímu.

FRENCH

Pharmaciens hospitaliers : votre expert en thérapie médicamenteuse dans l'équipe multidisciplinaire

TURKISH

Hastane Eczacıları; multidisipliner ekiplerde ilaç tedavisi uzmanlarıdır

BOSNIAN

Bolnički farmaceuti, Vaši stručnjaci za terapiju u multidisciplinarnom timu.

NORWAGIAN

Sykehusfarmasøyster – dine legemiddelekspertes i det tverrfaglige team.

CROATIAN

Bolnički ljekarnici, stručnjaci za farmakoterapiju u multidisciplinarnom timu.

SWEDISH

Sjukhusfarmaceuten - din läkemedelsexpert i det multiprofessionella vårdteamet.

SERBIAN

Bolnički farmaceuti, eksperti za tvoju terapiju lekovima, kao deo multidisciplinarnog tima.

MACEDONIAN

Болничките фармацевти - експерти за Вашата терапија со лекови во мултидисциплинарниот тим.

ESTONIAN

Haiglaapteeker, ravimeeskonna rohuteadlane.

MALTESE

L-Ispiżjara fl-isptarijiet: l-esperti dwar il-mediċina tiegħek, fit-tim multidixxiplinarju.

MONTENEGRO

Bolnički farmaceuti, vaši eksperti za medikamentoznu terapiju u multidisciplinarnom timu.

BULGARIAN

Болничните фармацевти, лекарствените експерти в един мултидисциплинарен екип.

CZECK

Nemocniční lékárníci, vaši experti na farmakoterapii v multidisciplinárním týmu.

GREEK

Νοσοκομειακοί φαρμακοποιοί, οι ειδικοί για τη φαρμακευτική αγωγή σας στη διεπιστημονική ομάδα φροντίδας του ασθενούς.

ISLANDIC

Sjúkrahúslyfjafræðingar, sérfræðingar í lyfjamálum í þverfaglegu teymi.

PORTUGUESE

Farmacêutico Hospitalar, o especialista da terapêutica medicamentosa na equipa multidisciplinar.

SPANISH

Farmacéuticos de hospital, tus expertos en farmacoterapia en el equipo multidisciplinar.

HUNGARIAN

Kórházi és klinikai gyógyszerészek – a gyógyszeres terápia szakértői a betegágy mellett.

FINNISH

Sairaalafarmasistit, lääkehoitosi asiantuntijat osana moniammatillista tiimiä.



EAHP - European Association of Hospital
Pharmacists
Boulevard Brand Whitlock 87

