

Preparing for World Pharmacists Day A Guide for FIP Member Organisations

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A few words on World Pharmacists Day

At the 2009 Council meeting at the FIP Congress in Istanbul, Turkey, the Turkish Pharmacists Association suggested to annually celebrate a World Pharmacists Day, to be organised on September 25 (the day that FIP was founded in 1912).

This proposal was unanimously accepted by the Council and since 2010, World Pharmacists Day has been coordinated by FIP and celebrated through the involvement of its Member Organisations, either with structured, widespread campaigns or small scale projects. Each year welcomes a new theme to be developed to showcase the pharmacist in their positive affect on health.

This project directly supports one of FIP's key strategic objectives - to "advance pharmacy practice on a global level". By encouraging and supporting FIP member organisations to take part in World Pharmacists Day, FIP is not only raising awareness of the role of the pharmacist in healthcare but also furthering that exact role through increased community involvement on national and local levels.

This document was developed to support FIP Member Organisations in planning for and celebrating World Pharmacists Day.

Creating a campaign work plan

As with any campaign, and as your organization may have experienced before, a successful campaign and celebration of the World Pharmacists Day starts with a plan.

Please consider the following 8 steps in creating your work plan:¹

1. Set your goals and objectives
2. Conduct research
3. Identify target audience(s)
4. Know your target audience(s)
5. Create an Effective Message Strategy
6. Build partnerships
7. Develop a communication plan
8. Plan an evaluation

1. Set your goals and objectives

Celebrating World Pharmacists Day is already a valuable tool to promote the profession, but using this opportunity to achieve specific results will make this celebration even more relevant and useful for your organisation and your members.

While the theme has been suggested by FIP, you may need to refine it to make it relevant for your country. You could also use the theme to promote some of your activities.

You should keep in mind that goals and objectives differ.

Goals are usually broad and a long-term, such as “Improve the image of pharmacists” while objectives are intended to be measurable and will enable to evaluate if you are on the good track to meet your objectives.

Therefore, the goal(s) for the World Pharmacists Day will be determined for a series of WPDs (Pharmacists will be seen as healthcare provider rather than medicines sellers) while objectives should be defined for each World Pharmacists Day (at the end of the World Pharmacist Day, at least 50% of patients will list pharmacists as healthcare provider)

2. Research

Once you have determined your goal(s) and objectives, you should determine what information is needed (both qualitative and quantitative) and the way you can obtain it.

For instance, if the objectives is the improvement of pharmacists image, you need to consider what is the current image of pharmacists, how you can measure it.

You should also determine what the obstacles are to improve the image of pharmacists (e.g. to answer the question: why pharmacists have not a great image).

¹ This process is based on the “Climate Action Campaign Toolkit – Creating a Campaign Work plan” available at: <http://www.imcoolcampaign.org/get-started/creating-a-campaign-work-plan>

You should refer to existing sources of information (polls or sociological studies). If such information is not available, you will need to consider using tools to obtain this information, such as running a poll or survey (online, phone or mail survey) or organise focus groups².

Usually, qualitative tools will be interesting to understand audience's beliefs, and to test messages or services.

Quantitative tools will be used to determine the situation before the campaign and will be used after the campaign to evaluate the impact of this activity.

3. Identify your target audience(s)

Again, as your organization may have done with other projects, once you have set your objectives, you need to consider all the possible target audiences and then categorize them into three major categories:

- Primary audience: these audiences are the ones you would like to convince. So if the goal is to improve patients' image of their pharmacists, the primary audience can be numerous but it is likely that the first one will be patients. You could also question whether it should be patients as a whole or there should be a distinction based on their use of community pharmacy for instance: healthy individuals, mothers, over 50s.
- Influencers: these individuals are the ones who may have an important impact on your primary audience. Gaining their support or endorsement could be a good way to leverage your campaign. They usually hold a moral authority or can be a model for the primary audience. They are considered as trustworthy by the primary audience
If we keep the same example, moral authorities could be political or religious leaders, other healthcare professionals, stars...
- Gatekeepers: these are the ones offering (or blocking) access to the primary audience. Media are usually part of these gatekeepers, and civil society groups (associations) can also be part of this group.

Once you have identified all these different audience and classified them into these three groups, you will need then to determine which ones are the "priority audiences", that is to say the ones that will be the most instrumental in achieving in a timely manner your objectives.

4. Know your target audience(s)

For each of your priority target audience, you will need to determine their profile:

- Who they are (demographic data: average age, income level, gender, geography...)
- What their attitude, beliefs and attitudes towards pharmacists are (psychographics)
- Previous history with regards to pharmacists

In addition to drafting their profile, you should also determine what would be their motivations and barriers.

² A focus group is a form of qualitative research in which a group of people are asked about their perceptions, opinions, beliefs and attitudes towards a product, service, concept, advertisement, idea, or packaging. (source: Wikipedia)

- Motivations are the reasons which would explain why they will be willing to support your activity. These reasons will need to be addressed and stressed by the campaign and the communication with this group (see alter)
- Barriers will be the opposite, the reasons why they will not be willing to take part / support your activity. By identifying these barriers, you will be able to better prepare yourself, and to take preventive measures to avoid such barriers.

You could complete the table below to identify your target audience:

Audience	Demographic	Psychographic	Motivations	Barriers
<i>Example: Population with little interaction with pharmacy</i>	<i>Younger than 40 Single and healthy</i>	<i>Use internet more than the average population Not that involved in their communities ...</i>	<i>Staying healthy ...</i>	<i>No time to go to pharmacy ...</i>

5. Create an effective Message Strategy

At this stage, you should develop a message that will be the core of the campaigns.

All the activities of your campaign will be only a way to illustrate and underline this key message.

To make the message relevant to your target audience, it should:

- Be simple: it should be clearly understood in 3-5 seconds
- Create an emotional connection with your audience
- Be about them and present to them the benefits they can gain from a desired activity (visiting their pharmacists, asking for a service /programme). They don't care how great pharmacists are; they want to know about their impact on them. The benefits can be in terms of health, of savings, of quality of care...
- Be supported by examples, or evidence (numbers), preferably originated from your own country/region.

To draft the message, you could use the following structure:

If I [the desired action you want the audience to do], I will [receive a benefit] because [evidence].

In the pharmacy context, it could be:

If I visit "my" pharmacy, I will have my questions about minor ailments answered as it was shown that in my country, 80% of the minor ailments can be treated safely and economically by pharmacists without referral to a medical doctors.

Once you have stated this draft key message (also called value proposition) you will need to work it to make it easier to understand and more appealing to your target audience.

Please also keep in mind that this translation of your value proposition into a message platform (final title / message) should make sense to your target audience. For instance, if you want to talk to youngsters, use their own codes and languages.

Once this message platform has been set (for instance: “Visiting my pharmacy: the easiest way to stay healthy”), you should then define what is called Supporting messaging. These are the evidences and examples supporting your message platform.

6. Building partnerships

Now you know what you want to say and to whom. Based on these two elements, it could be relevant to determine who your potential partners could be.

You should consider the following options for partners:

- With complementary missions or goals.
- With the same target audience
- With a previous history of collaboration with your organisation
- With an history of involvement in the target audience

To make a partnership successful, make sure that both partners will have something of value to bring to the table. Moreover, determine precisely what is expecting from partners and the potential benefits they will gain in becoming a partner. This could be formalized in a Memorandum of Agreement (or contract) so that you can refer to it during the whole campaign.

If your partnership is successful, it may lead to sharing staff and financial costs, expanding your reach, as well as helping build credibility and awareness on your activities.

To help in this activity, you could fill-in the below table:

Potential partner	Complementary mission / goal	Target audience / overlap	Adding value in the project (from your perspective)	Add values for the partner itself
<i>Example: Local Media</i>	<i>Maybe</i>	<i>Yes</i>	<i>Add media exposure to target audience</i>	<i>Stress the proximity of the local media + involvement in community</i>

7. Develop a communication plan

It is always very tempting to start with this step, however, the efficiency of your campaign will be ensured by first completing the previous steps (1-6).

Based on the previous steps (target identification, key messages, partners), you will be able to develop a communication plan, and select the relevant activities as part of this plan.

Ideas of activities

In order to provide you with food for thought for activities to run during your campaigns, you will find below some examples.

- Content-oriented activities:
 - o At practice settings (community, hospital pharmacies...):
 - Screening / Testing,
 - Review of medication day
 - Decorate the pharmacy
 - Open house (e.g. all individuals can visit and see the real activities of a pharmacists, for instance after the opening hours)
 - o In the community:
 - Lectures in schools, nursing homes, city halls...
 - Workshops
 - Simulation, roleplay...
 - Exhibition in an opened location
- Online activities:
 - o Website for the World Pharmacist Day [See [appendix 1](#) for an example]
 - o Quiz / games
 - o Social media activities: Facebook, Twitter...
- Public relations:
 - o Press release (together with a mailing list of media contacts)
 - o Press conference (together with a mailing list of media contacts)
 - o Advertisement in newspaper, TV, billboards
 - o Leaflet, flyers
 - o Posters
 - o T-shirts, stickers
 - o Videos
 - o Phone line to answer questions
 - o Newsletter
- Contests to win a prize
- Visit / demonstration to members of parliament / city mayors / politicians

Don't hesitate to be creative!

When considering the different options for activities during your campaign, you should take into account the following items:

- Its costs especially with regards to the expected outcome
- The relevance of the activities, especially with regards to the target audience and the message: if you want to stress that pharmacy has changed and now offered new services, you should also be innovative and not used the very standard tools (e.g. posters and patient leaflets).
- Compelling speakers / participants: make sure that those who will run these activities are engaging, interested and well prepared. If you expect your individual members to run these

activities, you need to educate them in a proper way (which may require a proper planning as well).

- The visuals: Make sure that the visual (design of the campaign) is relevant for the target audience (e.g. they need to identify themselves with the characters depicted in the visuals, but also to have connection with their family, friends, home...). These visuals, especially with graphs, charts or images, should be easy to understand.
- The interaction. People are more likely to accept the message if they are involved in it, and if they are an active player, when they do something by themselves. This interaction can be achieved through small groups, interactive media, encouraging dialogue...
- Diversity of approach: to attract attention, you need to differentiate from the other communications which will take place simultaneously, and therefore, a different approach could be an option.

Once you have defined a set of activities for the World Pharmacists Day, you will need to define for each of them:

- Date/Location (date should always be 25 September for World Pharmacists Day)
- Resources required: equipment, persons, staff
- Visuals and materials to be developed (content and number, such as presentations, leaflets, posters...)
- Timeframe for each activity (detailing the preparation of this activity and the activity itself).

For all activities, don't forget to include review of the materials (including from your partners) and the time required to edit / print and mail these materials.

If you want involve your pharmacists, you should also plan to inform/educate them and share with them the time frame, so that they can also be prepared for the day.

Once this timeframe has been developed for every activity, merge all these timeframes into a single one, the one for the campaign, so that you can have an overview of the workload involved and you may also adjust some deadlines to ensure that this timeframe is feasible.

Generating media interest³

You also need to define your media strategy which should cover all your activities.

Start to be familiar with the publications you would like to attract attention on your activities by watching and listening to radio and TV newscasts, or by reading newspaper: become familiar with the type of stories they are keen on and their target audience.

Select the most relevant ones, especially with regards to your desired target audiences and for each media, gather contact details of the most interesting journalists. Don't limit your review to health reporters as your story could also be covered in different angles.

³ Based on Generating Media Interest from APhA website:

http://www.pharmacist.com/AM/Template.cfm?Section=Planning_Your_Celebration&Template=/CM/HTMLDisplay.cfm&ContentID=16386

Here are some tips:

1. Inform the media of your event at least 45 days before the beginning of the campaign. To do so, send a pitch letter to the most appropriate contacts on your media list. A pitch letter is used to introduce yourself and your organisation to an editor or producer, to suggest ideas for feature stories or editorials or to obtain coverage for special events and news conferences.
2. Prepare and send a media alert by fax or email the day before or the morning of the event. A media alert aims to draw attention to your campaign launch. Unlike press releases, these media alerts should not provide all the details about the event, but generate interests about the event... so that reporters want to attend the press conference / launch. This media alert should answer the following questions about your campaign: who, what, when, where, how and why. You should also ensure a follow-up by calling the reporters you sent this media alert to.
3. Prepare a press release which includes more details than your media alert. The press release should provide enough information to help reporters write their stories. An example of a press release for the World Pharmacist Day is attached as [appendix 2](#).
4. Prepare media kits which should include the press release, information about your organisation, photos and other graphics, which can be used by the journalists for their articles for instance as well as sample of your visuals (e.g. patient leaflets, posters...). These media kits should be distributed at the press conference / event / campaign launch.
5. Prepare your press conference / launch, including logistics (rental of room...) but also briefing and preparing the persons who will speak at this event (from your organisation but also from your partners).
6. Immediately after the event, distribute the press release to journalists who were unable to attend the press conference / event / campaign launch.
7. Monitor the media for stories about your event. Send a thank-you note (or make a thank-you call) to reporters who covered it.
8. Keep copies of the articles and other coverage of your event, as part of the evaluation plan (see point 8).

You can also find examples of media alert, press release and pitch letter on the American Pharmacists Association (APhA) website:

http://www.pharmacist.com/AM/Template.cfm?Section=Planning_Your_Celebration&Template=/CM/HTMLDisplay.cfm&ContentID=16386

On all these documents, don't forget to include the contact details of someone who should be available and answer quickly to journalists.

8. Create an Evaluation Plan

Evaluation is important for any campaign, as it will enable to see if your objectives have been reached and to improve your future campaigns. Such an evaluation can also be a useful tool to demonstrate the added value for potential sponsors in future campaigns.

This evaluation could be on target audiences' perspective but could also integrate the opinion / changes from the persons involved in this campaign (e.g. your pharmacists, your partners, media...)

In order to make this evaluation feasible, you need to have your Evaluation Plan before you start implementing the campaign, so that throughout the whole campaign (and after), you will be able to collect the required data for your evaluation.

In order to make the planning of your evaluation easier, you should determine for each of the objectives, one or several indicators.

If your indicators are on the evolution / change of state, you will also need to collect the baseline (where you started before the campaign) and then measure the improvement.

You could summarize these evaluation indicators in the table below:

Objective	Measured by (indicator)	Baseline (where do you start)	Expected results (based on your objective)	Results obtained (completed after the campaign)
<i>Example: Improve the image of pharmacists as a trusted healthcare professionals</i>	<i>Poll: ranking of healthcare professionals based on their trust</i>	<i>Currently, pharmacists are ranked as XXth in the list behind XXX</i>	<i>Pharmacists should be in the top three most trusted healthcare professionals</i>	<i>Pharmacists are ranked as the third most trusted healthcare professionals</i>

Appendix 1 – Possible webpage for the World Pharmacist Day

FIP encourages all Member Organisations to add a page to their existing websites for World Pharmacists Day. This page should provide an introduction to World Pharmacists Day, the fact that the Member Organisation is a FIP Member and then examples of the activities undertaken. See below for an example page structure (note – text can be translated by each MO to appropriate languages):

Title of page:

World Pharmacists Day – 25 September

Introduction:

[FIP LOGO]

In 2009 the International Pharmaceutical Federation (FIP) officially designated the 25th of September of each year as World Pharmacists Day. This day was adopted to raise awareness of the role of the pharmacist in healthcare and to further this exact role through increased community involvement of pharmacists on national and local levels.

As a proud and active FIP Member, the [INSERT NAME OF MO HERE] is pleased to participate in World Pharmacists Day and further the shared goal of increased pharmacists' involvement in the betterment of patient health and their recognition for such services.

Report on Activities

[Here MO's should list their activities and involvement in World Pharmacists Day for a specified year]

Report of Outcomes

[Here MO's should list the outcomes of those activities for World Pharmacists Day for a specified year]

Future Activities

[Here MO's should mention future plans and activities for upcoming World Pharmacists Days]

Appendix 2 - Example of press release for the World Pharmacist Day

You will find below an example of a press release, which can very closely follow the webpage format and information, but with key messages and points only (the press release should be one page at most, with a link to the webpage for further details). Don't forget to adapt it to fit the key messages you have defined and your target audience. Below are suggestions only and can be changed and translated as needed

Paragraph 1 - example introduction

[FIP LOGO]

In 2009 the International Pharmaceutical Federation (FIP) officially designated the 25th of September of each year as World Pharmacists Day. This day was adopted to raise awareness of the role of the pharmacist in healthcare and to further this exact role through increased community involvement of pharmacists on national and local levels.

As a proud and active FIP Member, the [INSERT NAME OF MO HERE] is pleased to participate in World Pharmacists Day and further the shared goal of increased pharmacists' involvement in the betterment of patient health and their recognition for such services.

Paragraph 2 – SHORT Report on Activities

[Here MO's should list their activities and involvement in World Pharmacists Day for a specified year]

Paragraph 3 – SHORT Report of Outcomes

[Here MO's should list the outcomes of those activities for World Pharmacists Day for a specified year]

Future Activities

[Here MO's should mention future plans and activities for upcoming World Pharmacists Days]

Link to webpage for further details along with details of who to contact for further information.