# **Member Pharmacy Digital Toolkit**

World Pharmacists Day is an annual global event celebrated on September 25th to recognise and honour the vital role pharmacists play in healthcare. It aims to raise awareness about the significant contributions of pharmacists in promoting safe and effective medication use, patient care, and overall public health.

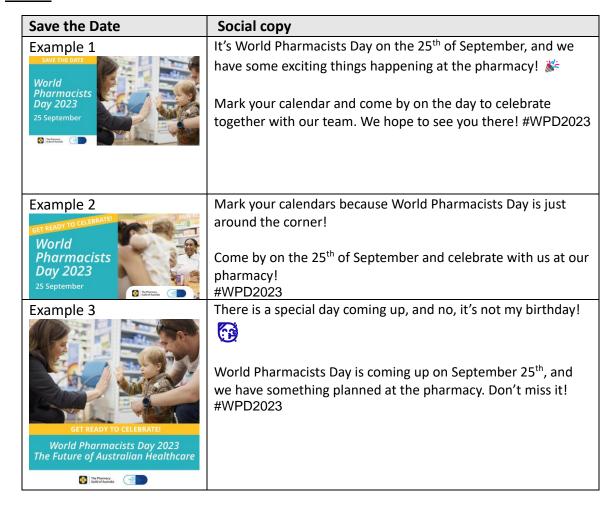
## What can you do?

Take the opportunity to celebrate World Pharmacists Day with your staff and community! Below are some examples for how you can celebrate the day.

### Before the day

If you are hosting an event in your pharmacy, you use one of our 'save the date' social media posts to bring awareness of the upcoming day. Make sure you tag the Guild in your posts, that's <a href="mailto:@Pharmacy Guild of Australia on Facebook">@PharmGuildAus on Twitter</a>.

Twitter.



Images for digital displays in pharmacies can be used on your pharmacy display screen or PC to inform visitors and passers-by about this important day. It can also be added as a static image to your PC background.

#### On the day

#### Host an event

Below are some event ideas for your pharmacy.

- Morning Tea/Afternoon Tea
   Host a morning tea or afternoon tea to celebrate World Pharmacists Day 2023.
- Decorate
   Decorate your pharmacy for your patients and customers. A <u>poster</u> is available to print out and so is a <u>design</u> for your digital display screen.

#### Share the day on Social Media

Share the Guild's specially crafted tiles on your social media pages. Don't forget to tag the Guild in your posts and use the hashtags #WPD2023.

- 1. The Pharmacy Guild will be launching a video on the 25th of September on our social media channels <a href="Maintenancy Guild of Australia">MPharmacy Guild of Australia (Facebook)</a> <a href="Maintenancy Guild Of Australia">MPharmacy Guild Of Australia (LinkedIn)</a>. We hope that you will share this video to your channels.
- 2. You can use these the below social media copy paired with the social media tiles on Sunday 25 of September to express your support of the day. Don't forget to use the hashtags #WorldPharmacistsDay #WPD2023 #Findapharmacy and tag the Guild.

#### **World Pharmacists Day** Social copy Letting pharmacists do more benefits everyone. Example 1 - Facebook World Pharmacists Day 2023 We saw this during COVID-19, where 9 million vaccinations were delivered through community pharmacies. Currently, extended scope of practice is being trialled and tested throughout the country, and their implementation will continue to benefit millions. Pharmacy is getting a bigger role in primary health care, and I couldn't be more excited for our profession! Today is World Pharmacists Day, and I am proud of our many achievements and the positive impact we make on our healthcare and patients every day. Here's to a brighter and healthier future! 🥂 #WorldPharmacistsDay #WPD2023 #Findapharmacy Example 2 - LinkedIn 🞉 It's World Pharmacists Day! 🞉 Happy World As a pharmacist, I am proud of being able to serve our **Pharmacists** Day 2023 community's healthcare needs and the vital role we play in 25 September promoting health and wellness. As pharmacists across the country are allowed to do more, I'm excited to see the increased support we can provide for the Australian people. Thank you for trusting us with your health, and here's to many more years of caring for you and your loved ones. #WorldPharmacistsDay #WPD2023 #Findapharmacy Example 3 - Twitter Happy World Pharmacists Day to all my fellow pharmacists! 🞉 World Pharmacists In the past few years, we have achieved so much. And with the Day 2023 expansion of scope of practice, we will continue to achieve much more. Cheers to the pharmacy profession and the positive impact we make every day! // #WorldPharmacistsDay #WPD2023

#Findapharmacy