



# Pharmacy Week 2019

## Branding Kit

Guide to Implementing Pharmacy Week 2019  
Prepared by Publicity Committee of Pharmacy Week 2019



# Pharmacy Week 2019

## Theme

Just Ask! Own Your Health

## Tagline

Own Your Health - Staying One Step Ahead

## Description

Educating the public in taking ownership of their health by introducing pharmacy services aimed at **primary** and **secondary** health promotion as a means to improve their quality of life.

Prevention	Area of interest
Primary	Vaccinations Supplement counselling Travel medications counselling
Secondary	Chronic Medication Management Importance of patient medication list (PML) Importance of reducing falls risk Safe and proper drug disposal

## Key Objectives

1. To educate the public on the importance of:
  - a. Community health and management, as well as importance of preventive health (in the form of vaccinations, with greater focus on HPV, influenza and pneumococcal vaccines)
  - b. Lifestyle habits and modifications to delay onset of disease (with a greater focus on diabetes, hypertension, hyperlipidemia)
  - c. Regular check-ups for early disease detection and identification of modifiable risk factors
  - d. Pharmacists' perspective on use of supplements, their potential benefits and drug interactions.
  - e. Identification of falls risks due to external environment, weak muscle constitution due to aging and potential medications that may increase this risk.
  - f. Patient medication list (PML), and steps of PML creation
  - g. Proper disposal of unwanted drugs in the institution.
2. To promote a culture whereby the public will actively approach pharmacists for health and medication-related enquiries. \* Refer to Annex A for more information
3. Promote the Pharmacy Week Health Carnival which will be held at Kampung Admiralty on 20 Oct 2019 (Sunday)

## Pharmacy Week

Dates: 14th - 20th October 2019

## Pharmacy Week Health Carnival

Event Name: **Own Your Health @ North West**

Location: Kampung Admiralty, 676 Woodlands Drive 71, Singapore 730676

Date: 20th October 2019 (Sunday) Time: 10am - 4pm

## Action Plan Prior to Pharmacy Week 2019

1. Active promotion of Pharmacy week on PSS social media platforms.
  - a. Public engagement via PSS Facebook and Instagram accounts.
  - b. Committee members to use institution Facebook and Instagram account to promote own Internal Pharmacy Week. Additionally, to follow official PSS Facebook and Instagram accounts to share latest information and updates. Like and share our posts actively.

- c. Suitable Instagram content with weekly updates (2 months before Pharmacy Week 2019), then updates every other day (1 month from Pharmacy Week 2019), then daily updates (7 days before main event)
2. Display and distribute our posters, flyers and infographics around the pharmacies from August (2 months prior event) onwards and/or during your internal Pharmacy Week to promote the health carnival (softcopy of collaterals will be available from August onwards).
3. Have a committed team to execute Internal Pharmacy Week event with you.  
\* Refer to Annex B for a breakdown of the team members to recruit
4. Take note of some helpful tips to enable the successful implementation of an impactful event.  
\* Refer to Annex C for some suggestions

## **Annex A: Key Message for Pharmacy Week 2019**

### **Own Your Health. Staying One Step Ahead**

1. Early Interventions
  - a. Introduce concepts of prevention and good health
  - b. Educate the public on preventative lifestyle and lifestyle modifications
  - c. Community health and management, as well as importance of vaccinations (e.g. HPV, influenza, pneumococcal vaccines)
  - d. Educate the public on steps to prevent spread of communicable diseases (e.g. proper hand sanitization and immunisation)
  - e. Educate the public on smoking cessation, and raise awareness on the options available and the platforms for further enquiries
  - f. Introduce and educate the public on the concept of proper drug disposal
2. To promote a culture whereby the public will actively approach pharmacists for health and medication-related enquiries.
  - a. Continue to highlight the health ramifications of various conditions
  - b. Empower the public with the knowledge on where to get checked
  - c. Educate the public on the use of medication list to reduce risk of drug-related problems associated with polypharmacy.
  - d. Inform the public on how to safely channel off unwanted medications.

## **Annex B: Recruitment for Internal Pharmacy Week 2019**

1. Main Committee
  - a. Request for volunteers! Gather your fellow colleagues who are passionate in health publicity.
2. Pharmacy Department
  - a. Check with your colleagues who have participated in Pharmacy Week in the past for advice and feedback.
3. Corporate Communications Department
  - a. Liaise with them as they can better advise on the type of publicity materials (e.g. posters, videos, email blasts) that can be put up within your institution.

## **Annex C: Tips to Successful Implementation of Internal Pharmacy Week 2019**

1. Communication
  - a. Inform everyone about Pharmacy Week.
  - b. Engage your pharmacy staff, the nurses, other allied health professionals, physicians and even your patients/ customers/ clients.
2. Publicity
  - a. Choose strategic locations (e.g. with places with high human traffic) to display and distribute Pharmacy Week's posters, flyers and infographics.
  - b. Keep in line with Main Pharmacy Week theme for harmonization of the profession
3. Finance
  - a. Discuss with your department to find out how to go about getting funding for the event.
  - b. Seek additional sponsorships from pharmaceutical companies if necessary.
4. Logistics
  - a. Arrange adequate manpower at poster exhibitions to attend to general enquiries
  - b. Liaise with printing vendors for the printing of posters, flyers and infographics.