

# American Pharmacists Month Campaign

**#APhM2018** is a time to recognize pharmacists' contributions to health care and all they can do for their communities. That's why, throughout October, #APhM2018 champions, partners, and advocates will help bring awareness to the many ways pharmacists provide care using a central message that pharmacists are ***Easy to Reach and Ready to Help***.

## Ready to Get Involved?

This year's campaign focuses on the accessibility and expertise of pharmacists and is demonstrated through eight unique illustrations of how pharmacists help care for patients. Each illustration is available as a downloadable file that can be printed as a poster, banner, wall or window cling, or buttons. Social media files and messaging are also available to share on your own social channels. There are enough images and posts to keep your social channel going all throughout October.

With all of the information and ideas available, **this guide provides a practical approach to getting started.**

## For Pharmacists & Student Pharmacists:

### 1. Identify the Idea that's Right for Your Setting

Review ideas on the "**Participate**" page of [pharmacistsmonth.com](http://pharmacistsmonth.com)

### 2. Promote in Your Pharmacy/Practice Setting

#### How-To

- On the "**Downloads**" page scroll down to discover many APhM branded and downloadable assets. There are eight different

patient care illustrations to choose from. Pick your favorite or print them all.

- Click the “**Promotional**” image to download button and t-shirt image files
  - Buttons can be ordered from [Sticker Mule](#) with a 4-day turnaround time and free shipping. Make sure you save the files you’re interested in ordering first. You’ll need to upload the file to the Sticker Mule site.
  - Use our t-shirt and logo files to create an APhM t-shirt with your preferred local vendor. Make sure you save the files you’re interested in ordering first. You’ll need to upload the logo file to your vendor’s site.
- Click the “**Print**” image to download and choose from a variety of APhM themed poster, wall cling, window cling and banner files. There are eight different patient care scenarios to choose from in a variety of sizes from 11 x 17 to 24 x 48.
  - Printable assets can be created through [Staples](#) or a local vendor of your choice. Make sure you save the files you’re interested in ordering first. You’ll need to upload the printable file to your vendors site.

### 3. Promote on Social Media

#### How-To

- Click the “**Marketing**” image to download APhM logos and social media graphics as well as supplied messaging.
- Choose from a variety of APhM themed social media graphics that are correctly sized for Facebook and Instagram.
- Post supplied messaging, promote your own event or idea, or share your own reason for participating in American

## Pharmacists Month!

- Be sure to include at least one APhM campaign hashtag in all your social media posts for maximum visibility:
  - #APhM2018
  - #PharmacistMonth
  - #PharmacistsCare

### **Questions:**

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