

ASHP Public Relations Network: Raising Public Awareness About Health-System Pharmacy



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American Society of
Health-System Pharmacists®

TOGETHER WE MAKE A GREAT TEAM

Welcome!

- **Aretha Hankinson**
ASHP Public Relations Manager
- **Ellen Wilcox**
ASHP Public Relations Director

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What is the PR Network?

- **State affiliates, members engaged in public relations & advocacy activities**

- ❖ **Media**

- ❖ **Community outreach**

- ❖ **Advocacy**



The Vision. . .

- **Health-system pharmacists will be the recognized expert and resource for all issues related to the safe use of medications**

PR Network Goals

- **Raise awareness within hospitals and the local community about the patient care role of pharmacists in hospitals and health systems**
- **Increase local media coverage of pharmacy related issues**
- **Build cadre of pharmacists actively engaged in public relations and advocacy activities**



What's in it for Me? (WIFM)

- Resources
- Expert Guidance
- Community

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WIFM: Resources

- **How-tos for a variety of public relations activities**
 - ❖ Press release
 - ❖ Media advisory
 - ❖ Letter to editor
 - ❖ Health Observances
 - ❖ Social media
- **Online (**early April**)**
 - ❖ www.ashp.org/stateaffiliates



WIFM: Tools You Can Use

● Public Service Announcements

❖ “Hammer” Radio

- Importance of keeping a medication list
- Safemedication.com

❖ “Ask for Me”

- TV
- Radio
- Print



WIFM: Tools You Can Use

● “Unsung Heroes”

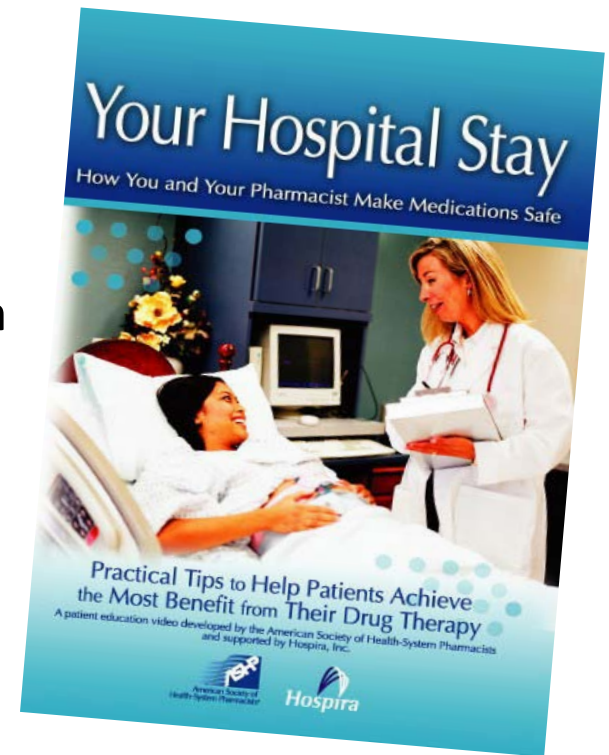
- ❖ Hour-long public television program
- ❖ Traces contributions that pharmacists make to patient care across a variety of practice settings.
- ❖ 20-minute “educator’s” version—aimed at middle, high-school students



WIFM: Tools You Can Use

● “Your Hospital Stay” DVD

- ❖ Educates patients about the pharmacist’s role in medication safety
- ❖ Encourages patients to take an active role in their care



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WIFM: Expert Guidance

- **Webinars led by ASHP Staff**

- ❖ **Pharmacy Week (July)**
- ❖ **Take Your Legislator to Work Day (January)**



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WIFM: Expert Guidance

- **PR Network Advisory Group**

- ❖ **Veterans of ASHP, affiliate PR activities**
- ❖ **Mentors**



WIFM: Expert Guidance

● **Communications consultant**

- ❖ **Pressing communications/advocacy issue**
- ❖ **Local firm**
- ❖ **ASHP PR counsel**



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WIFM: Community

● Summer, Midyear Meeting Networking

❖ National Hospital & Health-System Pharmacy Week Open House

- Sunday, June 6
- Samples of Pharmacy Week promotional items
- Success stories from colleagues

❖ Networking Session

- Midyear Clinical Meeting, Anaheim
- Replaces “National Health Observances Open House”
- Idea Swap



Questions ?

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Recommended Activities

● Media Outreach

- ❖ Press releases, media advisories
- ❖ Op Eds, letters to the editor

● Special events

- ❖ Health observances
- ❖ Community outreach

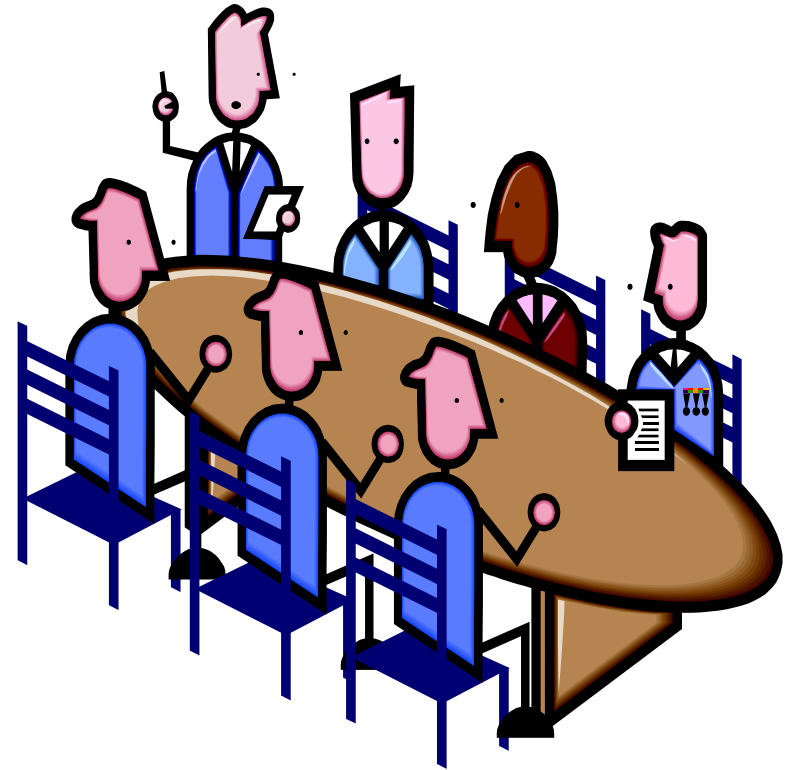
● Advocacy

- ❖ Legislative Day



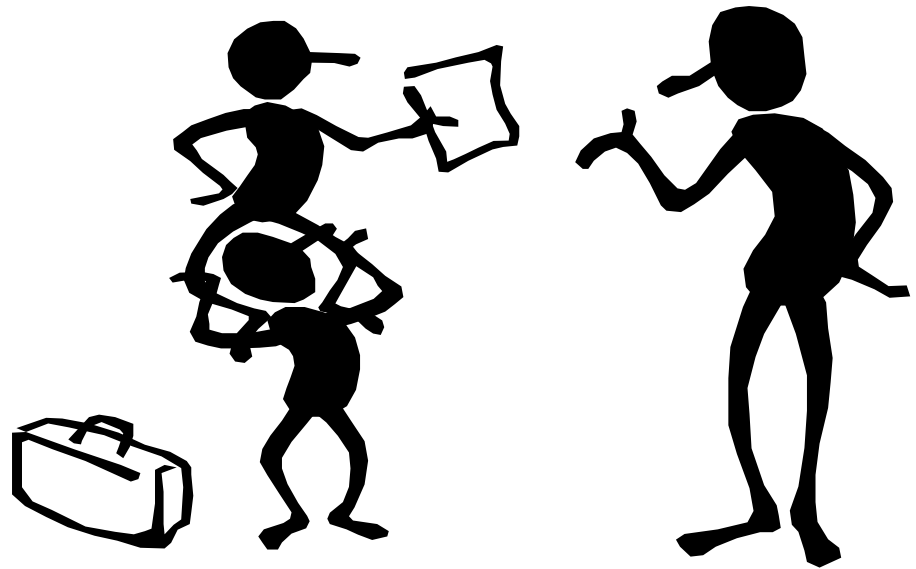
Getting Started

- **Appoint PR Committee**
 - ❖ **State-wide representation**
 - ❖ **Assignment**
 - Regional champions & spokespeople
 - Develop yearly communication plan
 - Develop key messages



Getting Started

- **Partner with Pharmacy Directors**
 - ❖ State-wide
 - ❖ Community outreach programs
 - ❖ Maximize resources



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Getting Started

- **Encourage Participation**
 - ❖ **Publicize activities, successes in newsletter, Web**
 - ❖ **Recruit volunteers**
 - Pharmacy Director partners
 - Speakers Bureau
 - PR Committee



Network Calendar

- Affiliate Network Launch (**March 30**)
- Member Network Launch (**April 20**)
- Pharmacy Week Open House (**June 6, Summer Meeting**)
- Pharmacy Week Planning Webinar (**July**)



Questions ?

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How to Reach Us

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That's all folks . . .

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