



# ASHP COVID-19 RESPONSE

## CONNECTING TO CONTENT



### ASHP Official Podcast



112 episodes



133,000 total downloads

### Webinars



78 COVID-19 webinars with 28,200 total participants

### Media

5,420+ COVID-19 stories, generating more than 10 billion media impressions

### ASHP Connect



97,000+ active users and nearly 3,000 unique discussion threads

### Social Media



1.6+ million COVID-19 impressions



2.4+ million COVID-19 impressions



550,000+ COVID-19 impressions



230,000+ COVID-19 impressions

## VACCINE CONFIDENCE

ASHP and its members have been at the forefront of efforts to build COVID-19 vaccine confidence in communities across the country.

- 1 National media tour reached 122 markets and 17 million+ listeners
- 2 ASHP members spotlighted in HHS "We Can Do This" vaccine confidence media campaign reached 49 million+ listeners
- 3 ASHP's COVID-19 Vaccine Confidence Toolkit garnered 5,000+ impressions
- 4 SafeMedication.com, ASHP's consumer website, provides patients with trusted COVID-19 vaccine information in English and Spanish. Articles accessed 134,000 times
- 5 ASHP-supported PBS documentary, Vaccination from the Misinformation Virus broadcast on 70+ PBS stations
- 6 ASHP CEO Dr. Paul Abramowitz co-chairs a GTMRx National Task Force aimed at building vaccine confidence.

## POLICY AND ADVOCACY ACTIONS

At the federal and state levels, advocacy efforts by ASHP and our state affiliates resulted in:



The federal government authorizing pharmacists to order and administer selected COVID-19 prevention and treatment medications in all 50 states and territories.



Several states authorizing pharmacists to provide expanded services, including COVID-19 testing and treatment.

For more information about ASHP's COVID-19 resources, visit [ASHP.ORG/COVID-19](https://www.ashp.org/covid-19)