

PHARMACY STRONG



Ways to Celebrate Pharmacy Week

OCTOBER 15 - 21, 2023

Although your pharmacy team may be working from various locations this year, here are some tips from your colleagues from across the country to make your 2023 Pharmacy Week a success.



ANNOUNCE PHARMACY WEEK SYSTEM-WIDE

- **Show your appreciation**
 - » Send expressions of sincere appreciation from hospital and department administration.
 - » Decorate the department and institution for the week.
 - » Record a special greeting for your phone hold message.
 - » Feature pharmacy residents, interns, students and staff, including technicians, throughout the week and year.
- **Educate the community**
 - » Announce Pharmacy Week activities with posters and on the institution website.
 - » Record video segments for patients on the important role of pharmacists and pharmacy staff in their care.
 - » Record virtual pharmacy tours for the website and patient channels.
- **Take action** — Encourage advocacy on pharmacy-related issues at [advocate.ashp.org](https://www.ashp.org/advocate).



FOOD – THE POPULAR INGREDIENT

- Serve individually-wrapped and packaged food and sweet treats to staff.
- Allow staff to place individual food orders.
- Provide food vouchers in lieu of traditional in-person food events.



SPECIAL SURPRISES

- Allow staff to order gifts/apparel with the institution logo for delivery during Pharmacy Week.
Popular gift ideas: T-shirts, travel mug, umbrella, phone chargers, pens, and self-care items
- Offer free on-demand CE. *Special bonus if CE meets state licensure renewal requirements.*



VIRTUAL ACTIVITIES

- Hold daily prize drawings.
- Host virtual games for pharmacy staff.
 - » “Price is Right” for Medications competition
 - » 10,000 pyramid with pharmacy-related topics
 - » Pharmacy history or drug trivia
 - » “Guess the Rx” with a written prescription
- Establish teams that compete to raise donations and in-kind materials for chosen charities, including scholarship programs.