

Ask Your Pharmacist Week 7-13 November. How LPCs can get involved.

The National Pharmacy Association (NPA) has set a date for the next Ask Your Pharmacist (AYP) public awareness week: 7-13 November 2011. *AYP Week – More than Medicines* is part of the NPA's ongoing work to showcase community pharmacy as an expert clinical and public health resource, as well as an effective medicines supply service. Evaluation of last year's AYP Week showed a marked rise in awareness. For example, it halved the number of people who believed that no community pharmacies offered NHS stop smoking services.

AYP Week is a great platform for a concentrated and concerted public awareness drive. So we encourage NPA members, local pharmacy representatives and NHS bodies across the UK to get involved. LPCs can use the week for getting across important local as well as national messages. Here is some of the support the NPA will be able to offer you:

For public exhibition/s (e.g. in a shopping centre, community centre or library), we have

- ➔ pull up banners
- ➔ leaflets to hand out
- ➔ template press release
- ➔ step-by-step guide to setting up a public exhibition

For talks to community groups (e.g. colleges, places of worship, Women's Institute meetings), we have

- ➔ Talk notes
- ➔ PowerPoint slides
- ➔ A well established relationship with the WI – we can advise you whom to approach and how



Order your pull up banners for public exhibitions

For pharmacy displays, we have

- ➔ Pharmacy counter displays (available to NPA members only)
- ➔ Window posters

For local media coverage, we have:

- ➔ Written copy that you can tailor for local newspapers
- ➔ Briefing notes for pharmacists appearing on local radio
- ➔ The NPA centrally will be selling pharmacy stories into local radio stations during the week, but that doesn't mean you cannot do so yourself – we'd be happy to advise.

Interested?

To register your interest in being involved in this year's Ask Your Pharmacist Week and to request any of the above materials, please email s.white@npa.co.uk. The deadline for ordering materials is Wednesday 27th July 2011.



You might be surprised to learn what your pharmacist can help with: from advice on medicines to quitting smoking; health checks for cholesterol and blood pressure to chlamydia testing and treatment.

Who could ask for more? You.

www.askyourpharmacist.co.uk



Use our AYP posters to raise awareness!