



THE PHILIPPINE PHARMACISTS ASSOCIATION, INC.

Pharmacists for Better Health Outcomes

Member: International Pharmaceutical Federation (FIP)
Western Pacific Pharmaceutical Forum (WPPF)
Federation of Asian Pharmaceutical Associations (FAPA)

September 16, 2017

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Dear PPhA Affiliate and Chapter Presidents:

Greetings!

We are inviting our colleagues in the pharmacy profession to celebrate World Pharmacists Day on September 25, 2017. Let us all take this opportunity to promote our profession, and demonstrate how much we care for our patients. The FIP's theme for this year is "From Research to Health Care, Your Pharmacist is at Your Service". This theme is very relevant to the expanding roles of pharmacists in all practice settings. In the Philippines, we have linked the words "pharmacy" and "malasakit" to come up with the term "Pharmalasaki" which refers to the compassionate care every Filipino pharmacist is capable of giving to a patient.

This year, the Philippine Society of Hospital Pharmacists in collaboration with the Philippine Pharmacists Association prepared **activities** to promote the pharmacy profession in time for World Pharmacists Day.

Philippines: World Pharmacists Day Facebook Page

Launched in the first week of September, the objective is to create awareness by reaching to as many pharmacists all over the country.

<https://www.facebook.com/Philippines-World-Pharmacists-Day-2017-466755570363007/>

"Pharmalasaki Twibbon"

All pharmacists are encouraged to use the PPhA Pharmalasaki Twibbon in their facebook profile pictures to express our unified advocacy towards the theme and show that we are proud of being a pharmacist.

<https://twibbon.com/support/world-pharmacists-day-2017-3>

"Pharmalasaki" Photo Contest

In order to foster camaraderie among pharmacy groups and promote the relevance of our profession, a photo contest depicting the theme is launched. Photos shall be posted in the World Pharmacists Day Facebook Page. The mechanics are as follows:

Picture/mannequin pose or boomerang may be composed of members of pharmacy organizations, community pharmacists, hospital pharmacists, pharmacists in the academe, regulatory, pharmacy students, research, regulatory, etc.

There should be a maximum of 5 members in a group depicting the theme, for mannequin challenge, a maximum of 30 seconds is allowed and should have a common gesture to promote the pharmacy profession or a pharmacy service.



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Entries should include the name of the group, the following hashtags: *#pusongparmacyutiko*, *#alagangparmacyutiko*, *#serbisyongparmacyutiko* AND a caption to explain the photo.

Winners will be based on adherence/appropriateness to theme, clarity of expression, technical quality. Photo with the most number of likes may be featured in future pharmacy articles/publications.

Deadline of submission of entries in the World Pharmacists Day Facebook Page will be on September 20. Voting will start on September 21- September 25. Announcement of winners will be on September 29.

Prizes at stake: 1st prize: P15,000 2nd Prize: P10,000 3rd Prize: P5,000
Awarding of prizes will be during the Pharmacy Week in December 2017.

Brown Bag Event

The "Brown Bag Review" of medicines is a common practice that involves encouraging participants to bring all of their medicines and supplements to a pharmacist who shall be reviewing the medications. The goal is to organize the medicines participants are taking and how they are taking them. The process can identify medicine errors, misunderstandings that could otherwise be overlooked, and would often reveal duplicate, or expired.

We encourage pharmacists to conduct medication review and counselling to at least 2 patients starting September 23-30, 2017. Take a photo of the activity, get informal feedback from patient and share your experience in the World Pharmacists Day FB page.

How to organize a Brown Bag Event?

PPhA Chapter and Affiliates can organize a Brown Bag Event by going to a community, inviting patients to come and bring their medications for counselling to a certain area or visiting them in their houses.

Pharmacists in the academe can assign students as a project to counsel to at least 2 patients – may be their parents, family members or relatives, neighbour, friend or admin staff in school in participation to World Pharmacists Day.

Community and Hospital pharmacists on duty may counsel to at least 2 patients per day in participation to World Pharmacists Day.

Industry, Regulatory, Government, Veterinary, other fields of practice pharmacists may initiate to organize medications and give drug information to at least 2 participants during the week period in participation to World Pharmacists Day.



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“Pharmalaskit Blood Letting”

Let’s help save lives on World Pharmacists Day!

Let us roll up our sleeves and help save lives! Let’s show our community and the patients in need of blood just how much we can do. Each pint of blood we donate can help save up to three lives and will touch the lives of so many more. This is a great way to pay it forward and make an impact on people in our community and across the country. Each chapter can record the number of liters donated. We will collate all chapters and affiliate donations at the national level and submit it to Philippine blood bank as contribution of pharmacists. The chapters and affiliates may donate personally or invite non pharmacists to donate.

We hope that these initiatives would continue to inspire us in enriching the nobility of our profession through continuous learning and advocating of medication safety. Let’s move forward together!
Happy World Pharmacists Day!

Christina Liza Sta. Maria
PRO, Philippine Society of Hospital Pharmacists

Hazel Faye R. Docuyan
President, Philippine Society of Hospital Pharmacists

Yolanda R. Robles
President, Philippine Pharmacists Association, Inc.