



GET OFFICIAL RECOGNITION THROUGH A PROCLAMATION

You can get official recognition for American Pharmacists Month (APhM) in your municipality, city, county or state, which can lead to a ceremony with a wealth of promotional opportunities. It's fairly simple to do, but the process can take up to a few months. Below is a step-by-step guide to getting an official proclamation:

Step 1: Find out if officials can issue proclamations without action from the city council or state legislature.

If legislative approval is not required to issue a proclamation:

Step 2: Call the mayor/governor's office to find out how proclamations are issued.

Step 3: Prepare your proclamation language. See the attached APhM Proclamation sample template. The website provides a sample template. Localize relevant facts about pharmacy and explain why American Pharmacists Month should be recognized by your city or state.

Step 4: Try to elicit support from other pharmacy leaders in your area. Ask local pharmacy associations, health organizations, and academic and business leaders and groups to write a letter of support to the governor. Provide addresses and sample letters. Broad correspondence and support from state leaders reflects wide interest and gives your proclamation a better chance.

If legislative action is required to issue a proclamation:

Step 2: Contact your local representative's office to get instructions for the proclamation process.

Step 3: Because resolutions typically must be sponsored by a member of the appropriate governmental body, find an official who supports pharmacy. An alternative is to focus on a government official who has not yet worked with you, whom you could educate. Is there a pharmacist among the legislators?

Step 4: Ready your proclamation—use the sample template provided.

Step 5: Work with your proclamation sponsor to find out how you can help get the proclamation approved. You will probably need to lobby potential supporters and identify co-sponsors. Start by writing your legislators about the proclamation and soliciting their support. Remember, a follow-up phone call might be necessary.

Final Steps: The final steps come after the proclamation is issued. Be sure to invite those instrumental in getting it approved to any ceremonies planned. After APhM, send letters of thanks and appreciation.

Sample American Pharmacists Month Proclamation

Office of the [GOVERNOR/MAYOR]

[STATE/CITY]



AMERICAN PHARMACISTS MONTH PROCLAMATION

Whereas, pharmacy is one of the oldest of the health professions concerned with the health and well-being of all people; and

Whereas, today, there are more than 327,000 pharmacists licensed in the United States providing services to assure the rational and safe use of all medications; and

Whereas, the use of medication, as a cost-effective alternative to more expensive medical procedures, is becoming a major force in moderating overall health care costs; and

Whereas, today's powerful medications require greater attention to the manner in which they are used by different patient population groups—both clinically and demographically; and

Whereas, it is important that all users of prescription and nonprescription medications, or their caregivers, be knowledgeable about and share responsibility for their own medication therapy; and

Whereas, pharmacists are specifically educated with a focus and level of expertise on medication therapy that exceeds that of other health care providers, are ideally suited to work collaboratively with patients and other health care team members to improve medication use and outcomes by providing services through medication therapy management; and

Whereas, pharmacists provide both expertise and accessibility which are crucial to patients fully optimizing access to medications that are not self-administered such as, but not limited to immunizations; and

Whereas, pharmacists are best positioned to be the health care professionals to help ensure patients are adherent to their medications, and provide patient care services that ensure optimal medication therapy outcomes; and

Whereas, the American Pharmacists Association and the [STATE/LOCAL ASSOCIATION OR PHARMACY GROUP] have declared October as American Pharmacists Month with the theme *Pharmacists: Easy to Reach, Ready to Help*;

Now, therefore, be it resolved that I, [GOVERNOR'S/MAYOR'S NAME] do hereby proclaim October as American Pharmacists Month in [STATE/CITY] and urge all our citizens to acknowledge the valuable services of pharmacists to provide safe, affordable and beneficial patient care services and products to all citizens.

In witness whereof I have hereunto set my hand and caused this seal to be affixed.

[GOVERNOR'S/MAYOR'S SIGNATURE and SEAL]