Promote Your Profession!

APhA-ASP Webinar Series
September 13, 2012
9:00pm - 10:00pm EST
Webinar Presenters

Autumn Bagwell
APhA-ASP Policy Standing Committee
Vice Chair

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APhA-ASP Policy Standing Committee
Committee Member
You will see the Audio Mode menu screen.

1. Please Click – “Use Telephone” if you would like to dial-in to listen to the webinar. Dial the number listed on the screen. Once you have been connected, follow the prompts which will ask you to enter the Access Code followed by the Audio Pin.

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Follow along with the PowerPoint displayed on the screen.

1. In order to ask an audio question during the Q&A portion, you should scroll over the icons and find the “Raised Hand” icon. Once you have found the “Raised Hand” icon, the organizer will unmute your line, and you will be able to ask a question.

2. In order to ask a written question during the Q&A portion, you should type a question in the question box of your control panel.
Overview

• What is advocacy and why is it important
• Advocacy during Election Season
• Advocacy during American Pharmacists Month
• Advocacy throughout the year
• Social Media and Advocacy
• APhA Key Contact Network
• APhA Advocacy Resources
• Q&A

Note: This webinar slide set will be posted on pharmacist.com under Chapter Officer Resources
Poll Question
Advocacy 101

• What is Advocacy
  – The act of supporting something you believe in...
• Who can advocate?
• Why is advocacy important?
Advocacy During Election Season

- Host a Voter Registration Drive
  - If past deadline, host a voter pledge drive
- Host patient care events at polling sites
- Collaborate with organizations focused on national health:
  - Million Hearts Campaign
  - Voteandvax.org
- Educate your school and community
- Raise funds for the APhA PAC
American Pharmacists Month

- Recognizes pharmacists in all practice settings for their commitment to patient care and contributions to health care through improved medication use
- Know Your Medicine, Know Your Pharmacist!

- Educate your patients
- Motivate your colleagues
- Engage and inspire your community
Advocacy During APhM

• Community
  – Patient Care Project Health Fair
  – School educational programs
  – Choose innovative locations: airports, theaters, sporting events, flea markets, etc.
  – Multilingual advertisements

• Lawmakers
  – Health screenings at your state capitol
  – Invite legislators to your school or pharmacy

• Make Your Mark in the Media Day: October 17th
  – Billboards, newspapers, morning talk shows, radio stations, Facebook, Twitter, YouTube
Webinar Discussion:

How has your chapter used the Know Your Medicine Know Your Pharmacist theme to advocate for the profession during American Pharmacists Month?
Year-round Advocacy Efforts

- Organize a Legislative Health Day
- Write a letter or email
- Make a phone call
- Visit with a legislator
Advocacy Via Social Media

Social media can reach patients, the general public, and even lawmakers! Here are some ideas:

• Maintain a Chapter Facebook page
• Tweet about pharmacy
  – #MakeYourMark
  – #APhM2013
  – @APhAASP
• Blog about your experience as a student, intern, or on rotation
• Create an online video / video message for legislators
• APhA-ASP PharmFlix
Join the Facebook campaign by posting a pharmacy fact each day in October. Look for an email soon!

Did you know that your pharmacist knows how your medicine works in your body, possible side effects, diseases it is used to treat, and how your body gets rid of it?

Thanks, Cate! I've been enjoying Pharmacy Awareness month through your posts, too. :)

APhM Facebook Campaign
Webinar Discussion:

How have you used social media to advocate for our profession?
Advocacy...Getting Creative

- Letter to the Editor
- Town Hall Session at your local pharmacy
- Encourage your patients to write letters
- Contact your local radio or TV stations
- Educate chapter members
- Outreach to other students (pharmacy and non-pharmacy)
- Patient care events
Webinar Discussion:

How has your chapter been creative in their advocacy efforts?
APhA Key Contact Network

- Stay Informed
- Advocate on important issues facing pharmacy
- “Call to Action”
- Write/talk to legislators and regulatory agencies
Advocacy Expert

Dedi Hitchens
Director of Government Affairs
Washington State Pharmacy Legislative &
Regulatory Affairs Council (LRAC)
Advocacy Expert Q & A

How would you encourage student pharmacists to get involved and have a voice in effecting change within the field of pharmacy?
Advocacy Expert Q & A

Why is student pharmacist involvement in advocacy important to our profession?
As the Director of Government Affairs, how do you go about gathering input from pharmacists, members, and non-members on important topics that you lobby for or lobby against?
Advocacy Expert Q & A

What are some current legislative and regulatory topics you are discussing with lawmakers in the state of Washington?
Questions
From the Audience?
APhA Resources

• APhA-ASP Policy Standing Committee Student Political Advocacy Resources and Communication (SPARC)
• SPAN Virtual Binder on pharmacist.com
• APhA Advocacy Key Contact Network (AAKC)
• APhA Government Affairs on pharmacist.com
  – Advocate page http://www.pharmacist.com/advocate
  – APhA’s Legislative Action Center
  – APhA Advocacy Issues
• Legislative and Regulatory Update e-Newsletter
• APhA on Twitter and Facebook
Upcoming Webinars

• Policy and Advocacy Webinars
  – MRM: What to Expect
  – “Winter is Cold, but Advocacy is HOT!” Campaign
  – Chapter Delegate Orientation for APhA2013
Questions?