Cross-Canada updates

Stronger together

Canada's pharmacy associations work together on key, critical issues affecting the profession in support of strong associations, exceptional pharmacists and healthy Canadians. This *CPJ* feature highlights some of the work happening at pharmacy associations across the country. In this month's issue, many of our Organizational Members have focused on Pharmacist Awareness Month initiatives in their province.

SPOTLIGHT ON: Pharmacist Awareness Month (PAM)

Alberta Pharmacists' Association (RxA) | rxa.ca

RxA kicked off Pharmacy Awareness Month at their spring Trusted Partners in Health Professional Development Conference, March 1-2, in Edmonton and unveiled the Rethink Pharmacists public campaign to members. Keeping the momentum going throughout the month, RxA encourages members to do the following:

- Share <https://pharmacists-rxa.ca> with the public! This dedicated website informs Albertans about the roles that pharmacists perform in providing care.
- Participate in RxA's MLA Outreach Program to help members of the Legislative Assembly understand the contributions pharmacists are making within our health system.
- Take one of RxA's high-quality Continuing Professional Development Programs to help you deliver expanded services to your patients or hold an information clinic in your pharmacy.

However you promote PAM this year, join the conversation on social media using the hashtag #PAM2019. Learn more at rxa.ca.

Pharmacy Association of Saskatchewan (PAS) | skpharmacists.ca

In celebration of Pharmacist Awareness Month, PAS is supporting the University of Saskatchewan CAPSI Branch in their PAM events, participating in national PAM events with CPhA and raising awareness in our own province. PAS is focusing on the many health services that Saskatchewan pharmacists provide to patients. Pharmacists now have the ability to prescribe for urinary tract infections and tobacco cessation, as well as many other minor ailments. Prescribing and care of minor ailments is one of the many scope-of-practice changes that has occurred in recent years. Pharmacists care for Saskatchewan residents in communities and hospitals, with specialized services around mental health, addictions, HIV/AIDS and chronic diseases, as well as in primary care networks in the Saskatchewan Health Authority. #RethinkPharmacists

New Brunswick Pharmacists' Association (NBPA) | nbpharma.ca

The New Brunswick Pharmacists' Association (NBPA) made plans to host an MLA event to mark Pharmacist Awareness Month and raise a variety of pharmacy issues with provincial politicians, many of whom are newly elected. The NBPA is also working with the Canadian Society of Hospital Pharmacists (NB Branch) on the development of a video to raise awareness about hospital pharmacists and their role in the health care system. New Brunswick focused its pharmacist awareness efforts on the first week of March and used the "Rethink Pharmacists" tagline in conjunction with the Canadian Pharmacists Association.

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Pharmacists Manitoba | pharmacistsmb.ca

Pharmacists Manitoba participated in the 2019 Pharmacist Awareness Month by adapting the Rethink Pharmacists materials developed as part of the joint campaign between provincial pharmacy associations and CPhA to suit our needs. Our goal was to inform the public and the government in Manitoba about the services that Manitoba pharmacists offer. This year we set up 2 social media contests, one for the public and another for pharmacists. The public entered for a chance to win electronics, while pharmacists had the chance to win a full registration to the 2019 Pharmacists Manitoba Conference. Additionally, we sent posters to MLAs encouraging them to rethink the role that pharmacists play in Manitoba's health care system.

Pharmacy Association of Nova Scotia (PANS) | pans.ns.ca

PANS is looking forward to celebrating pharmacy during the month of March. Embracing the full practice of pharmacy, Pharmacy Awareness Month activities will include a media campaign built on the materials from CPhA's Rethink Pharmacy campaigns. Ads will run on television, online, mobile applications (using geofencing) and Halifax buses. Additionally, PANS will run a social media campaign incorporating some of the tools from CPhA, as well as presenting profiles of Nova Scotia's remarkable pharmacists and pharmacy technicians. Other activities will include a web-based competition for PANS members. PANS has purchased the web domains weneedpharmacy.com and weneedpharmacy.ca. These websites will be used to direct individuals to an advocacy focus page, while pans.ns.ca will focus more on pharmacy services.

Prince Edward Island Pharmacists Association (PEIPhA) | peipharm.info

Each March, pharmacists in PEI join with the rest of Canada to celebrate Pharmacists Awareness Week. This year, we will be building on the messaging, "Rethink Pharmacists." Our goal is to educate the public about the many professional services their pharmacists provide in a variety of practice settings, from safe medication management to administration of disease-preventing vaccinations. A pharmacy student has been enlisted to provide perspective on "what it takes" to become a licensed pharmacist and how this rigorous program prepares pharmacists to provide safe and effective patient-centred care. Although our Pharmacy Technician Awareness Day is planned for September, we will also use this opportunity to highlight the important role our technicians play on the pharmacy team.

Pharmacists' Association of Newfoundland and Labrador (PANL) | panl.net

In January, PANL and the government of Newfoundland and Labrador announced a new, 3-year agreement for reimbursement of pharmacy services. Under the new contract with the NL Prescription Drug Program, dispense fees and markups remain unchanged—providing stability for members. PANL feels the contract acknowledges the important role of pharmacists in frontline health care while also reflecting government's fiscal reality and priorities. In addition, PANL is once again pleased to highlight the important role of pharmacists as frontline health care providers during Pharmacist Awareness Month. One of the focal points of our PAM activities is our annual PAM reception, where we kick off our campaign for Pharmacist of the Year, to be awarded to a deserving community and hospital pharmacist during our annual conference in September.

Canadian Pharmacists Association (CPhA) | pharmacists.ca

Each March, PAM celebrates the contributions that pharmacists make to our health care system and helps educate Canadians about the health care services and counselling their pharmacists can deliver. Pharmacists across Canada have been expanding their scope of practice over the past decade, allowing them to do more for their patients than ever before. We want to celebrate the great strides the profession has made, highlight the health care services now offered at the pharmacy and encourage Canadians to Rethink Pharmacists this March. There are a number of resources available to help you promote the profession during PAM 2019, including posters, social media posts and graphics, patient handouts and videos. Find out more at www.pharmacists.ca/pam.

Other Highlights

Ontario Pharmacists Association (OPA) | opatoday.com

The Ontario Pharmacists Association (OPA) has launched a new cannabis certificate training program to prepare pharmacists for mandatory training announced by the Ontario College of Pharmacists. Essential Cannabis Knowledge for Pharmacists Certificate Program is a competency-mapped accredited program that meets the mandatory training for cannabis required by 2020 licence renewal. Led by University of Waterloo associate professors Mike Beasley and Kelly Grindrod, the online program will dive deep into laws and regulations, in addition to ethical principles, professional responsibilities as a pharmacist, pharmacology of cannabis and how to apply this knowledge into practice. For more information or to register, visit www.opatoday.com.

Association québécoise des pharmaciens propriétaires (AQPP) | aqpp.qc.ca

After a few years of confrontation and after numerous reforms with negative impacts for the profession, the election of a new government last October offers new hope for Quebec's pharmacists. A new tone was set at the AQPP conference held in November, which opened with a speech by the incoming health minister, Danielle McCann. In her address, she highlighted the important role of pharmacists and their contribution to the first line of care. She also emphasized the importance of collaboration between government and health care professionals. It goes without saying that the minister's presence and her emphasis on collaboration opened a new era for AQPP and its members.

Association of Faculties of Pharmacy of Canada (AFPC) | afpc.info

Association of Faculties of Pharmacy of Canada (AFPC) is the national voice for academic pharmacy, providing leadership and resources for faculty members across Canada. Over 1300 new pharmacists graduate from the 10 universities each year. A key initiative is providing digital health resources to improve graduates' preparedness for practising in technology-enabled environments. Funded by Canada Health Infoway, AFPC has launched 2 new interprofessional online courses, e-medication reconciliation and e-prescribing, for medical, nursing and pharmacy students (<http://eLearnHCP.ca>). The e-prescribing chapter highlights Infoway's new national service, PrescribeIT. Both courses are open access and highly relevant for practising pharmacists. Seventeen other chapters are also available (e.g., clinical documentation, telehealth, evidence-based medicine). Learn more at www.afpc.info.