

### **This year's Ask Your Pharmacist Week will take place 7-14 November, with the theme More Than Medicines.**

Ask Your Pharmacist (AYP) Week, which is organised by the National Pharmacy Association (NPA), provides a platform for pharmacy public awareness activities across the UK. In line with the "Making it Better through Pharmacy in the Community" strategy, the working group of professional and representative bodies (PPRB) from NI involved with the implementation of this document are calling community pharmacists to get involved in AYP week to help deliver a clear message for people to use community pharmacy as the first contact point for advice on medicines and common health concerns.

To maximise the impact of the health campaign, the PPRB communications sub-group is inviting community pharmacy teams to get involved.

Jude Austin, Chair of the PPRB communications sub-group said, **"Community pharmacists can help people manage their medicines, but as the campaign theme indicates they can do lots more and AYP week is great opportunity to remind the public about the wide range of clinical and public health services available at their local pharmacy. There are lots of ways for pharmacy teams to get involved in the awareness week -such as participating in community talks, taking to social media to showcase services or creating an AYP display in pharmacies or at a public venue such as a local shopping centre"**.

NPA Head of Communications, Stephen Fishwick, said: **"This year, the NPA intends to put a fresh gloss on last year's Medicines and More campaign. In particular we will raise the bar on previous AYP campaigns in terms of the digital assets to support the initiative. Social media will play a bigger part than in years past. The theme is deliberately broad, to give maximum flexibility for pharmacies and pharmacy stakeholders to focus on local priorities."**

If your pharmacy is supporting AYP week, please get in touch and we can help to promote some of your activities. The PPRB communications sub-group will be utilising social media and we would encourage you to repost some of this activity. We will also be encouraging pharmacists to use #ThinkPharmacyNI when tweeting or posting on Facebook pharmacy related activities. -ENDS-

