

WORLD 25 SEPTEMBER
PHARMACISTS DAY



Pharmacy
Always trusted
for your health



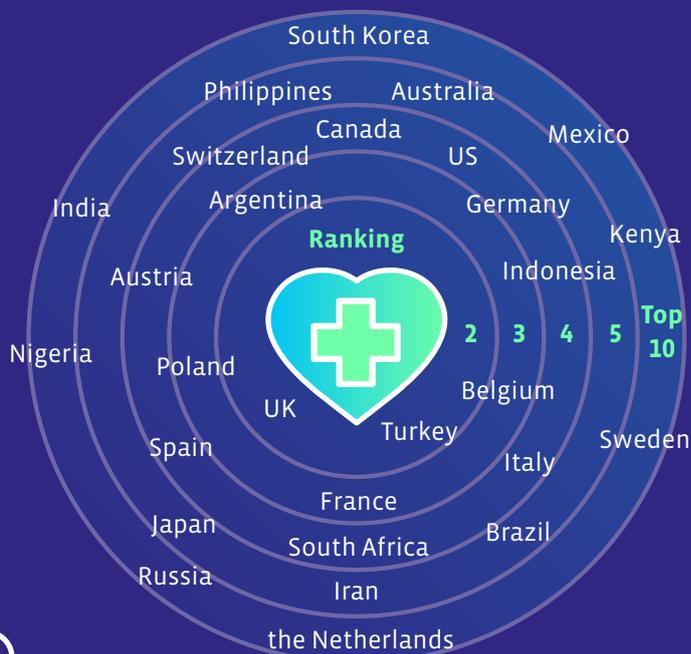
TRUST IS ESSENTIAL TO HEALTH CARE

There's a significant association between trust in healthcare professionals and health outcomes for patients.

Good news!

- For several years, pharmacists have been named among the top five most trusted professionals.
- Educators are also consistently in the top five.
- A recent survey named scientists as the most trusted people in the world.

The following graphic represents where pharmacists rank in terms of trusted professions in different countries. For example, they have been voted the 2nd most trusted profession in Turkey and the UK.



**PHARMACISTS,
EDUCATORS AND
SCIENTISTS? THAT'S
OUR PHARMACY
PROFESSION!**



OUR PHARMACY PROFESSION



Pharmacists

Trusted to help you to get the best from your medicines and stay healthy.



Pharmaceutical scientists

Trusted to develop safe and effective medicines that save lives and change them for the better.



Pharmacy educators

Trusted to deliver competent and caring pharmacy professionals.

Pharmacists have all three elements needed for trust

1

Positive relationships

Our genuine interest in our patients and time taken to listen to their needs, as well as our extra efforts during the COVID-19 pandemic, have helped us to establish meaningful connections and continue to build positive relationships.

3

Consistency

As the most accessible healthcare provider in many parts of the world, working in premises that operate longer working hours than many other healthcare facilities, we and our pharmacies are more able to demonstrate, consistently, our skills and caring.

2

Competency/expertise

We are the experts in medicines management. We typically complete a four-year Master of Pharmacy degree or a doctorate in pharmacy, followed by a preregistration year/internship. Once registered, we undertake lifelong learning or further training to become more specialised.



NOW'S THE TIME TO FOCUS ON THAT TRUST

Trust is a reservoir of goodwill for future use, and pharmacy has built up a huge reserve over many years of caring and expert practice.

The COVID-19 pandemic and the infodemic around it have fuelled distrust. Trust barometers have found that distrust of societal leaders has increased and distrust of all information sources is at record highs.

At a time of uncertainty and when vaccines hesitancy remains a major hurdle, public trust in pharmacy is more important than ever before.



Sources

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[Edelman Trust Barometer 2021.](#)

[Gallup. Nurses continue to rate highest in honesty, ethics. 6 January 2020.](#)

[Ipsos. Global trust in professions. 2019.](#)

[Nuremberg Institute for Market Decisions. Trust in professions 2018.](#)

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“ONE PHARMACY” IN TRUST, SOLIDARITY AND ACTION



On World Pharmacists Day this year:

- Show your appreciation for the trust placed in our profession.
- Spread the message about the value of trust in our profession.
- Tell people about pharmacy's role in improving health in every corner of the world.

JOIN OUR CAMPAIGN!

www.fip.org/world-pharmacists-day

[Nuremberg Institute for Market Decisions. Trust in professions 2016.](#)

[Shore D. Communicating in times of uncertainty: The need for trust. Journal of Health Communication 2003;8: 13-14.](#)

[Zenger J, Folkman J. The three elements of trust. Harvard Business Review. 5 February 2019.](#)

