

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

WORLD 25 SEPTEMBER
PHARMACISTS DAY



“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

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

