

# World Pharmacists Day

FIP led the widest reaching World Pharmacists Day (WPD) ever in 2021. At a time when demonstration of global solidarity among the pharmacy profession was more important than ever, a new campaign strategy aimed to spread the message “Pharmacy: Always trusted for your health” and increase FIP’s visibility as the global leader of the profession in every corner of the world.

With this aim in mind, two campaign concepts were developed. First, people were invited to become #WPD2021 champions using a special campaign graphic that would be posted on FIP’s Champions Wall and could be used on their own social media. Secondly, a challenge was issued to have champions in all 193 countries that are members of the United Nations as well as other territories.



FIP’s #WPD2021 challenge, launched 93 days before 25 September, aimed to spread World Pharmacists Day to all 193 country members of the United Nations and beyond.

Campaign materials were made available in 26 languages and WPD was celebrated in 195 countries — 190 of 193 countries on the United Nations list plus five other recognised or partially recognised states and territories. Joining front-line pharmacists from all sectors as champions were leaders of national organisations, pharmacists at ministries of health, high-ranking academics, pharmacy regulators and other healthcare professionals.

On 25 September, the message of trust in pharmacy was carried by the world’s media, including television channels. Thousands engaged with WPD activities and messages, including governments, health authorities, regulators, hospitals and public health organisations and the public, with the hashtag #thankyoupharmacists circulating on social media.

People also told FIP that they loved the campaign:

- “Thank you for always coming up with unique ideas.” — Pakistan
- “This is a brilliant initiative taken by FIP and I applaud your hard work and creativity.” — Malaysia
- “Very proud to be part of it.” — Kiribati
- “I’d like to be part of this stunning initiative.” — Iraq
- “Very impressive. Well done to you and the team to have put all of this together.” — Australia

The message of trust in pharmacy was shared . . .



. . . on pharmacy counters



. . . on white coats



. . . on dispensed medicine bags



. . . by healthcare systems (Northern Trust social media, UK)



. . . at outreach initiatives (Pharmaceutical society outreach to children, Cameroon)



. . . at conferences (Kalinga Institute of Industrial Technology Hospital, India)



. . . at Zoom events



. . . in hospitals (Aga Khan Hospital, Tanzania)



## World Pharmacy Week 2021

In 2021, FIP held its second World Pharmacy Week from 19 to 25 September. During this week, the truly global network of FIP was evident as pharmacists from across the globe became #WPD2021 champions. In addition, FIP held a number of digital events highlighting the varied work of the pharmacy profession:

- “Policy development” explored workforce and education, science and practice elements of FIP Development Goal 14.
- “The role of the pharmacists in the prevention and management of vector-borne diseases” identified the most relevant roles pharmacists can play in the prevention, management and optimal treatment of the most prevalent vector-borne diseases.
- “Trusted for health: Pharmacy and counterfeit medicines worldwide” highlighted regional and global strengths and success stories in the fight against counterfeit medicines.
- “Working together across systems to transform vaccination policy” focused on how pharmacists are forming intra- and interprofessional alliances to deliver areas of policy.
- “Pharmacy intelligence” looked at approaches to community pharmacy data collection and taking forward FIP Development Goal 12 (Pharmacy intelligence).



Over 1,200 colleagues championed World Pharmacists Day in 2021.