

## **World Pharmacists Day 2015: celebrate and promote our profession**

By Dr Carmen Peña, President, International Pharmaceutical Federation (FIP)

All over the world, on Friday 25 September, pharmacists will celebrate World Pharmacists Day. This special day, now in its fifth year, was established by the International Pharmaceutical Federation (FIP), the global federation of national associations of pharmacists and pharmaceutical scientists, which is in official relations with the World Health Organization. Through our 132 member organisations, we represent over three million experts in medicines. September 25 was suggested by our Turkish members because it is the date that FIP came into existence in 1912.

The purpose of World Pharmacists Day is to encourage activities that promote and advocate for the role of the pharmacist in improving health in every corner of the world. This year's theme, developed by FIP, is "Pharmacist(s): your partner(s) in health".

Medicines must go hand in hand with pharmaceutical expertise, or in other words, with pharmacists. This partnership is essential to the responsible use of medicines. But other partnerships are also important. Every day three million pharmacists and pharmaceutical scientists around the world act as partners to patients, other health care professionals and other scientists, as well as policymakers, with the shared vision of better health. The theme covers the provision of medicines and advice by hospital and community pharmacists but relates to all elements of the supply chain, including research and industry. Across the globe our profession is clearly demonstrating all the requirements of great partnerships; shared goals, commitment, vital skills and rapport, as well as the ability to have difficult talks and to overcome obstacles. We need to let people know this.

This year's World Pharmacist Day can be used to highlight the confidence and close collaboration that pharmacists have with patients and other healthcare professionals. It also emphasises to policymakers the concept of pharmacists being providers of

