World Health Day – 7 April 2006

Human resources for health

World Health Day is celebrated annually to profile important health issues on the date of the World Health Organization's establishment, April 7. This year the theme is on Human Resources for Health. World Health Day will be celebrated throughout the world by WHO, Non-Governmental Organisations including FIP, and professional bodies. The focus of all initiatives in the lead up to World Health Day and beyond will be to emphasise the need to address health workforce issues.

This is a most timely opportunity for pharmacists and FIP member organisations to profile the role of the pharmacist and highlight key issues in the profession. This is also a good opportunity for FIP member organisations to evaluate the direction of the profession and how advancements can be made in terms of strategy and development, particularly in the areas of training and competency, roles of the pharmacist, and regulation.

"FIP has found that there is significant international migration of pharmacists. This coupled with the worldwide shortage of pharmacists and expanding role of the profession, raises pressure on the individual practicing pharmacist in most workplaces. Urgent measures are required to address professional development needs, ensure safe work environments, recognise and support pharmacists in order to stem the loss of practicing professionals."

Mr Jean Parrot
FIP President

Profiling the pharmacist

The theme for the 2006 World Health Day will bring an international focus on the healthcare worker. Human Resources for Health, a World Health Organization (WHO) report to be launched on April 7, World Health Day, will examine key issues in human resources including the distribution, training, competence, capacity and migration of health professionals. With the support of FIP member organisations, FIP has contributed data towards the WHO report and is currently collecting further data to publish a Global Pharmacy Workforce and Migration Report in 2006. This report will for the first time, present global data on the distribution of pharmacists, Continuing Professional Development systems, and migration of pharmacists.

In the months leading up to the World Health Day in April 2006, pharmacists have a unique opportunity to profile the role of the pharmacist to the public, media and international health community through activities and launches. With this toolkit, FIP in collaboration with WHO, urges and invites pharmacists and pharmaceutical organisations to take up the opportunities to celebrate and advance the profession at every level.
Heroes for Health

This initiative aims to raise awareness of the role of a pharmacist and workforce issues in each of the six WHO regions. Heroes for Health will celebrate the individual pharmacists’ outstanding contribution to the advancement of the profession and positive impact on the health of their communities. One practicing pharmacist from each member organisation may be nominated to FIP. One pharmacist will be selected from each region and be profiled on the FIP Human Resources for Health website.

In the lead up to World Health Day, WHO will create a series of six website photo feature stories on Heroes for Health and include a variety of health professionals from each region. One of these feature stories will focus on a pharmacist. FIP will put forth the final six heroes for consideration to WHO. These individuals will be honoured at the ceremony of the WHO World Health Day Launch.

Nominations may be sent electronically and should include 10 digital high resolution photographs of the pharmacist in their work environment performing routing duties and details of the nominee (name, age, title, place of work). Nominated pharmacists should answer the questions below in their own words.

1. Describe your daily work routine.
2. Why did you choose to work as a pharmacist?
3. What are the greatest difficulties you encounter in your work environment?
4. What is the greatest motivation in your profession?
5. If you could have one wish granted, what would it be?

Email nominations by the 1st of February 2006 to fip@fip.org.

World Health Day Launches

World Health Day will be celebrated through various high profile main launches in media centres, regional launches, and functions in other countries around the world by WHO, professional bodies and other partners. The aim of these launches are to establish a broad base alliance of governments, professional organisations, NGOs and the media to highlight workforce issues. This event may include a ceremony, seminar, media briefing and reception. More specifically, the launch will seek to enhance political commitment, obtain buy-in on policies and recommendations of the World Health Report, share best practices and agreed agenda to move forward, and contribute to building the global partnership of Human Resources for Health. The combined effect of these launches will be to grab the interest of the media and dedicate worldwide attention to the human resource issues of healthcare workers.

FIP and member organisations have been invited by WHO to be an active partner in the World Health Day launches in all locations. This is a great opportunity for pharmacists to be involved in World Health Day preparations and profile the profession.

Member organisations interested to organise and participate in a launch in collaboration with WHO should contact FIP by the 1st of February 2006 at fip@fip.org.
There is a need for a coordinated international effort to profile the pharmacist in the public and for professional bodies to develop long term workforce strategies in the lead up to the 2006 World Health Day. Health professionals include pharmacists although little is publicised, understood or discussed in the international health forum on professional issues relating to pharmacy education, practice or development. Regulatory and professional bodies representing pharmacy must seek ways in which to document and regulate the profession in order to move forward. FIP calls upon professional bodies and boards to take up the timely opportunity World Health Day presents to take steps to better profile the pharmacist.

**What** Find out the public perception of pharmacists in your country. There may be limited knowledge or understanding of the role that pharmacists play in practice, or lack of awareness of the services that the public can access in a pharmacy, or there may be a need to highlight how pharmacists can contribute to patient care to stakeholders. Identify the goals of the activity and how best these can be achieved. Activities to profile the pharmacist can be designed with these set goals in mind. Such activities may include a week long campaign promoting the pharmacy profession in the media or a World Health Day launch. Establish a suitable timeline for the activity and plan the necessary logistics to achieve the desired impact. A catchy slogan, logo, and targeted materials for press and the media are useful to better engage the public and achieve wider outreach.

**Who** Decide on the target audience for the activity. The target audience may be the public, funding agencies, or policy makers. Partnerships with other groups or organisations with similar interests may be beneficial to achieve a greater impact. Partners may include patient organisations, advocacy groups, other professional bodies, student organisations, policy makers, funding agencies, WHO, FIP, or organisations representing other health professions.

**Information** Information and resources for activities for World Health Day can be found on the WHO and FIP website (refer to links). Utilise existing evidence and data on pharmacists to present facts and key messages that can be effectively communicated. Information on the distribution of pharmacists, pharmacies, services provided, pharmacy practice studies can be useful to provide firm support for messages of the activity. Pharmacy regulatory and professional bodies need to routinely document the profession and collect data to describe the pharmacy workforce in order to be heard.

**Publicise** Find ways to involve the media in all forms. Share the results of your activity through press releases to stakeholders and FIP. These activities will be posted on the FIP Human Resources website.

**Strategise** Document the results of the activity, gather feedback, and form a long term strategy for the profession. Evaluate the current status of the profession with regard to its competency, roles, services, remuneration, numbers, education and training, and regulation. In consultation with a range of experts and leaders in the field and stakeholders, identify how the profession could be advanced in your country. In developing a ten year strategic plan for the pharmacy profession, specific targets and strategic steps can be formalised and realised. Contact FIP if you are interested to discuss and share strategic plans for the profession at the FIP Congress in Brazil in August 2006: fip@fip.org.
Australia: Ask Your Pharmacist Week

Ask Your Pharmacist Week was a national public relations campaign that was run from 20 to 24 June 2005 and involved Australia’s 5000 community pharmacies. The Campaign consisted of a national print, radio and TV news and advertising Campaign, and its objectives were to increase consumer awareness of and demand for the professional pharmacy services – Consumer Medicine Information (CMI) and Home Medicines Review (HMR); increase the intentions of consumers to ask their pharmacist for a CMI or enquire about a HMR; and to reinforce consumers’ positive attitudes towards the skills and expertise of community pharmacists as a source of professional medicines and health management advice.

In total, 10,072,462 media impressions were generated via the public relations campaign. The campaign’s key messages were delivered via significant print, television and radio coverage across the country at all levels. This was backed up with extensive talkback radio across metropolitan stations and regional and suburban coverage across both print and broadcast mediums. “Ask Your Pharmacist Week” was also named the 2005 Best Pharmacy Health Promotion Campaign by the Australian Journal of Pharmacy.

These outcomes suggest that Ask Your Pharmacist Week was extremely effective in achieving its main aim; which was to create a strong public awareness of and demand for two of the professional services provided to consumers by Community Pharmacy; and reinforce the existing benefits provided to the public by community pharmacy including professional medicines advice and health management advice. We hope to hold Ask Your Pharmacist Week again next year and would like it to be an annual event each year.

National Australian Pharmacy Students’ Association (NAPSA) Pharmacy Week

In September, NAPSA held their own Pharmacy Week around Australia. NAPSA Pharmacy Week was conducted by each state NAPSA branch with resources and support from the Guild and Pharmaceutical Society of Australia. The Week involved three phases, which included a Pharmacy Profession Awareness Campaign within shopping centres, Schools Campaign to promote careers in pharmacy, particularly in rural areas within schools; and a Student Campaign to promote future career options and further education for current pharmacy students.

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Namibia: Pharmacy Week

Pharmacy Week held in September 2005 is a good example of active Public-Private Sector partnerships as it was organised jointly by the Ministry of Health and Social Services and the Pharmaceutical Society of Namibia, which represents the interests of all pharmacists in Namibia. The Theme for Pharmacy Week 2005 was; “HIV/AIDS Treatment and the Role of the Pharmacy Profession”

Throughout Pharmacy Week 2005 there were many different activities being carried out across the country. Pharmacy staff both in the Ministry of Health and Social Services and from the Pharmaceutical Society of Namibia conducted talks to outpatients and school students about Pharmacy and its role in treatment of HIV/AIDS. Pharmacists also used this opportunity to give health education about prevention of HIV, and the need for positive living.

Pharmacy Week T-shirts were distributed to health workers and posters in different languages that were displayed in health facilities and public places. Community pharmacies displayed pharmacy week promotional materials such as balloons and ribbons and increased emphasis on the need for a balanced diet and the role that Neutroceuticals play within staying healthy. Health education talks were also organised on NBC National radio in several of the local languages.

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FIP Pharmacy

Facts:

- 60% of pharmacists work in a community pharmacy
- 20% of pharmacists work in a hospital in the Southeast Asia/Western Pacific regions which is three times that of other regions
- 14% of pharmacists are unaccounted for in terms of practice area for the African and Eastern Mediterranean regions
- Nearly 80% of countries have Continuous Professional Development programmes in place although it is mandatory in only 30% of countries
- On average there are 34 pharmacists per 100,000 population in the world and a total known number of around 1.6 million (WHO Global Health Atlas, 2004 data)
- There is an average variance of around 30% from WHO latest figures (2004 data) in the number of pharmacists in each country compared to current data collected by FIP

Source: FIP Global Pharmacy Workforce and Migration Study of 29 countries, October 2005

Take Up the Opportunities

Heroes for Health: submit nominations for heroes in pharmacy.
World Health Day Launches: organise a launch in collaboration with FIP and WHO.
Profile pharmacists: take steps to generate greater awareness.

Contact fip@fip.org

Useful Links:

FIP Human Resources for Health: www.fip.org/hr
WHO Human Resources for Health: www.who.int/hrh/en
WHO World Health Day: www.who.int/world-health-day/2006/en
WHO Human Resources for Health Journal: www.human-resources-health.com
WHO Global Atlas for Health: www.who.int/globalatlas
International Organization for Migration: www.iom.int
Global Health Trust: www.globalhealthtrust.org