



## **BROADENING OUR HORIZONS**

The objective of the MSP Professional Relations Committee is to foster greater awareness and acceptance of pharmacists as fundamental contributors to public health. Pharmacist Awareness Week (PAW) has proved to be an effective tool to enhance the credibility of the pharmacist through visibility, approachability and health & wellness offerings. As important as PAW is, it's time to look onto the horizon and see what new opportunities are available.

"There are numerous health advocacy groups that coordinate fundraising, research and public awareness", says Gayle Romanetz, Chair of the Professional Relations Committee. The PR Committee has begun investigating opportunities to collaborate with health advocacy organizations, both provincial and national. The goal of partnerships is to identify opportunities to achieve common objectives given that we face similar challenges including limited resources and a heavy reliance on volunteer participation.

Pharmacists have already started to migrate away from dispensing and towards consultative services, disease state management and nutritional/lifestyle counseling. The PR Committee's work is in alignment with practice change and is committed to promoting awareness and education during the flu season. We have continued our partnership with the Manitoba Institute for Patient Safety by supporting the National Awareness week, CPSW and are strong supporter of the CDA (Canadian Diabetes Association) and MANTRA (Manitoba Tobacco Reduction Alliance).

## **A NOTE ON PAW**

Pre-planning for Pharmacist Awareness Week has begun. The PR Committee will celebrate the Manitoba Pharmacist and the day to day activities and success stories that are demonstrative of the important contributions pharmacists make, and not just during PAW. We want to share our stories with colleagues and with the public we serve and inspire each of us to strive for excellence.

Pharmacies across Manitoba will soon receive a fax and email asking a Pharmacist or a Pharmacy team to submit a success story which we in turn can share during the days of PAW. Each story will go a long way to promote the role of the Pharmacist and the importance of developing relationships with our patients; truly a partner in health. There will be no "winner" rather a focus and celebration of the daily contributions that a Manitoba pharmacist makes to the public they serve.

**MEET YOUR MANITOBA PHARMACIST – YOUR PARTNER IN HEALTH**