**Press Release**

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**National Pharmacy Organizations Announce New Campaign Emphasizing the Value of our Nation’s Pharmacists**

*Effort to Highlight Contributions America’s Pharmacists Make in Improving Patient Lives*

**Arlington, Va.** – The American Association of Colleges of Pharmacy (AACP) – which represents the 143 accredited schools of pharmacy across the nation – announced today that it, along with other pharmacy and healthcare organizations, is launching a new public awareness campaign aimed at educating consumers about the invaluable contributions pharmacists make to their patients and to our nation’s healthcare system as a whole. The coalition of partner organizations, known as [*Pharmacists for Healthier Lives*](http://www.pharmacistsforhealthierlives.org), aims to raise the profile of pharmacy as an essential healthcare profession.

“Pharmacists are an integral part of a patient’s healthcare team and are often our most accessible healthcare professionals,” said Dr. Lucinda L. Maine, executive vice president and CEO of AACP. “They conduct medication reviews and make recommendations, provide immunizations and offer advice on basic healthcare issues. We and our campaign partners seek to increase awareness of how pharmacists help people live healthier lives – and to promote understanding of the many settings in which pharmacists use their extensive knowledge and expertise.”

Members of the *Pharmacists for Healthier Lives* partner organizations will have access to an online toolkit of key messages and branding resources to utilize in their own personal and professional communications. The general public can also engage with Pharmacists for Healthier Lives on its [Facebook](https://www.facebook.com/PharmacistsForHealthierLives/) page and through the [campaign website](http://www.pharmacistsforhealthierlives.org).

“While most people are only familiar with their local community pharmacist, it is important to understand that this practice opportunity is just one aspect of the profession,” added Maine. “Pharmacists today hold clinical doctorates and are important members of a patient’s healthcare team. They work in a variety of settings such as hospitals and clinics, and make tremendous contributions in the advancement of medicine through academic research and development. Also, by giving younger audiences the complete picture of the role of pharmacists, we may just help inspire the next generation of pharmacists.”

The other pharmacy and healthcare organizations currently partnering with AACP to produce this public awareness campaign include: the American Society of Health-System Pharmacists, the Academy of Managed Care Pharmacy, the Accreditation Council for Pharmacy Education, the National Alliance of State Pharmacy Associations, the Georgia Pharmacy Association and Prescribe Wellness.

For more information about the campaign, visit [www.PharmacistsForHealthiesLives.org](http://www.pharmacistsforhealthieslives.org).

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*Pharmacists for Healthier Lives (PfHL) is a national awareness initiative aimed at highlighting the important role pharmacists play in helping people live their healthiest, happiest lives. Our goal is to educate the public about the variety of services pharmacists perform and the rigorous training they undertake to achieve the PharmD (Doctor of Pharmacy) degree, and to raise the profile of pharmacy as an essential healthcare profession.*