



BRIEFING

I am your most accessible healthcare provider
I am a driving force behind discovering new medicines
I am the key that unlocks all you need to know about your medicines
I am with you in sickness and in health

I am a Pharmacist

This is the premise behind the new FIP Project ***I am a Pharmacist***. This project was developed in response to several stimulating factors, the most significant of which was to create more pride, solidarity and awareness around the profession of pharmacy on a global level in a unique and current medium.

As such, FIP is launching ***I am a Pharmacist***, which calls on you, as pharmacists from all over the world, to record videos of yourselves in your workplace and upload them to YouTube. The videos are meant to showcase you individually yet as part of the whole profession, highlighting special experiences, initiatives, contributions to communities and, most importantly, the IMPACT you have had on co-workers, healthcare and especially patients.

Goals of the videos:

1. Raise awareness of what pharmacists do with respect to their position in the pharmacy and the community as a whole (ie, not only helping patients with medicine, but also public health, maternal/childhood support, etc). In this way the general public becomes more aware of the services pharmacists can offer them.
2. Create pride, enthusiasm and recognition within the profession of the skills, knowledge and genuine care that pharmacists offer - pharmacists SHOULD want to let everyone know about what they do and the dedication with which they do it!

Possible themes of videos

The following ideas are suggestions for fulfilling the goals of the project – raising awareness and enthusiasm over the profession of pharmacy! They are however only guidelines and we welcome all inspiring and motivating stories. Feel free to use one, or several, or none within your video.

- Particular project that has changed community attitudes and action
- Specific interaction with certain patient populations (ie children, elderly)

- Challenges or success with policy change or governments and what impact that had on patients
- Scientific discoveries and where they have led – link it to a publically (lay) recognisable
- What inspires YOU as a pharmacist? How do you pass this inspiration on to others?
- What is the most important thing the world should know about pharmacists? About YOU as a pharmacist?
- What is your ideal vision for pharmacist? What would they do?
- If you could design a pharmacist – Superhero, what would their powers be? What impact would he/she have on the world around them?
- What would the world come to without pharmacists? What do pharmacists need to do to ensure they are always valued?
- What are the best “tricks of the trade” you have picked up within your practice for getting the message across to patients, whether it be regarding medicines or healthy lifestyles?
- What are the biggest challenges for practice in your country? How do you (try to) overcome them?
- Pharmacists are often rated one of the most trusted professions - what is the most shocking thing a patient has ever said to you in confidence?
- Who has been your biggest role model/ inspiration?
- What has been your most rewarding patient experience (e.g. I remember this one patient...)

Do you have something special to say, or a unique story relating to:

- Right medicine, right patient (or, wrong medicine, wrong patient?)
- Adherence
- The Power of Information

If so, tell us about it and directly comment on topics that will be discussed at the FIP Centennial Congress Roundtables!

Tips for your Videos

Style:

- I am a Pharmacist is for real pharmacists, no staged videos will be released or posted
- Please always introduce yourself and where you are, and don't forget a closing goodbye remark to the rest of the world!
- Make sure the camera is focused on you (not, for example, only shooting from the neck down) and feel free to show use your work environment
- Keep the videos as positive as possible – even when reporting on heavy or intense experiences, please highlight the positive role that you/the pharmacist has played.
- Remember you are speaking to both fellow pharmacists and the general public, so make sure not to use too many “pharmacy/healthcare” terms that the majority of people would not understand
- Appear in the video as you would appear in your work place
- Advertising of products is not allowed
- Focus on strengths and positivity, not the negative aspects of your job/story
- You **MUST** end the clip with “I am [full name] and I am a Pharmacist!” (videos without this statement will not be considered for publication.

- All videos should be in English as we are focused on gaining attention from an international audience.

Technicalities:

- Videos should, be 90-120 seconds, **maximum** 3 minutes.
- Try to produce a video that is smooth and clear. We do not expect high-tech editing but the smoother the better
- Try to get the best audio quality possible so that the world can hear you – try to use a microphone if possible.
- All videos will be uploaded to YouTube. Everyone is welcome to create a YouTube account, upload then send us the link (to be determined if we list it on the I am a Pharmacist site), or alternatively you may send the actual video file to use via YouSendIt (www.yousendit.com)
- We will not accept videos on VHS tape – only digital files will be considered.
- When you upload your video to YouTube, please tag it with:
 - Your name
 - Your location
 - Your field of pharmacy (eg community, hospital, etc)
 - Subject (eg children, adherence etc)
 - FIP
 - I am a Pharmacist!

For more information please contact Myriah Lesko, Manager of Media and Publications at FIP Headquarters at press@fip.org.