

SUPPORTER COMMS FOR THE PHARMACIST SUPPORT PHARMACIST ACTNOW CAMPAIGN

Suggested copy about:

- the ACTNow campaign
- the Pharmacist ACTNow campaign
- Pharmacist Support
- Wellbeing
- Social media posts.

About the ACTNow wellbeing campaign

Pharmacist Support is a charity dedicated to championing the wellbeing of those studying and working in pharmacy. We run three ACTNow wellbeing campaigns annually which support students, trainees and pharmacists at key points throughout the year. You can find out when the next one will be on our website!

ACTNow encourages individuals and teams to:

- **Allow time for wellbeing**
- **Consider the needs of others**
- **Take action.**
- **Now!** You can start improving your health and wellbeing by signing up to the campaign today.

About the Pharmacist ACTNow campaign

We understand that a culture shift is needed in pharmacy. In our recent Workforce Wellbeing survey, 83% of pharmacists told us they're at risk of burnout, and 73% of pharmacists said they've considered leaving the profession due to its impact on their mental health.

As the profession's charity committed to championing the wellbeing of our pharmacy family, we want to encourage pharmacy organisations, teams and individuals to be part of a workforce culture shift. That's why our annual ACTNow campaign for pharmacists is back! Running from 16th October – 4th November, the campaign this year focuses on supporting culture change within the profession. The weeks will be split into the following categories:

16th – 22nd Oct – **Breaking the silence.** Stories from teams, managers and individuals across the sector highlighting how they've supported colleagues and one another with their wellbeing.

23rd – 29th Oct - **Transforming your workplace culture.** Focusing on content and themes from our new Embracing a Workplace Wellbeing Culture course for pharmacy managers and leaders.

30th Oct – 4th Nov - **Prioritising yourself.** Mental health and wellbeing support for individuals

To benefit from all of this, you'll need to [sign up to our ACTNow campaign](#).



More about Pharmacist Support

Pharmacist Support is an independent charity providing a wide variety of free and confidential support services to those working and studying in pharmacy. We're proud to be able to support people from such a caring profession and each year we provide thousands of acts of support. Our mission is for no one in our pharmacy family to face challenging times without us by their side.

What is wellbeing?

Wellbeing is the state of having good mental health, high life satisfaction, a sense of meaning or purpose, and the ability to manage stress. It's important to realise that wellbeing is a much deeper concept than moment-to-moment happiness, and we must invest in it if we want to have sustained happiness, control of our emotions, higher productivity, and good physical health.

Suggested social media posts

We're proud to support our profession's charity, @Pharmacist Support's **(please check for the right handle as it varies across our accounts!*)**, Pharmacist ACTNow campaign. From 16 Oct – 4 Nov, ACTNow will help pharmacists and pharmacy teams to encourage a mental health and wellbeing culture shift in the workplace. Sign up to the campaign for free today to get involved:

<https://pharmacistsupport.org/support-our-work/our-wellbeing-campaigns/#actnowsignup>

Calling all Pharmacists! Have you signed up to @Pharmacist Support's **(please check for the right handle as it varies across our accounts!*)** ACTNow wellbeing campaign yet? If not, it's not too late to join colleagues up and down the country for three weeks of DEDICATED AND EXCLUSIVE PHARMACIST MENTAL HEALTH AND WELLBEING SUPPORT. Just sign up here for free:

<https://pharmacistsupport.org/support-our-work/our-wellbeing-campaigns/#actnowsignup> 📌

Are you a pharmacy manager? Would you like free guidance and resources to help you fully support your pharmacy team with mental health and wellbeing? Join our profession's charity, @Pharmacist Support **(please check for the right handle as it varies across our accounts!*)**, for their 3-week ACTNow campaign. Find out more here: <https://pharmacistsupport.org/support-our-work/our-wellbeing-campaigns/>

We understand that pharmacy needs a culture change. That's why we're proud to support @Pharmacist Support's **(please check for the right handle as it varies across our accounts!*)** ACTNow campaign. Through this campaign, you can access tools to enable you and your team to put wellbeing into practice and prioritise mental health and wellbeing in the workplace. Join for free today: <https://pharmacistsupport.org/support-our-work/our-wellbeing-campaigns/#actnowsignup>



*Twitter = @PharmaSupport
Facebook = Pharmacist Support
Instagram = @PharmacistSupport
LinkedIn = Pharmacist Support

Links

- The ACTNow campaign sign up form: <https://pharmacistsupport.org/support-our-work/our-wellbeing-campaigns/#actnowsignup>



- The ACTNow campaign page: <https://pharmacistsupport.org/support-our-work/our-wellbeing-campaigns/>
- Pharmacist Support homepage: <https://pharmacistsupport.org/>

Imagery

Attached to the email are some ACTNow images for you to use too. These include:

- ACTNow Twitter/Facebook/LinkedIn posts (can be used as e-signatures and in newsletters)
- ACTNow Instagram post (can be used in newsletters)
- ACTNow GIF ACTNow
- PowerPoint slide (PDF format) in case it is useful, or you have a meeting/training session/other area in which you could use it.