



British Columbia  
Pharmacy Association

## MEDIA RELEASE

British Columbia Pharmacy Association's Pharmacist Awareness Week  
March 25 to 31, 2007

### **Pharmacists – trusted advice, accessible care**

March 26, 2007 – Pharmacists, the health-care team's medication experts, are being recognized this week for the contribution they make as health-care professionals.

"Pharmacists are one of the cornerstones of community health care," says Marnie Mitchell, CEO of the British Columbia Pharmacy Association. "They play an essential role in promoting good health."

Many people do not realize the number of services pharmacists provide to patients. In addition to dispensing medications and counselling patients on usage, highly trained pharmacists provide one-on-one counselling on a number of health issues.

Pharmacists are now key resources for patients with chronic conditions like diabetes, asthma, hypertension and high blood pressure. They're helping seniors safely manage multiple medications, even visiting them in their homes. Smokers are turning to pharmacists for individualized quit plans. Overall the pharmacist is being relied upon to play an increasingly broader role within the health care system.

Registrar Marshall Moleschi, from the College of Pharmacists of B.C., reminds British Columbians of the key role pharmacists play in their health care. "In community and hospital pharmacies across the province, pharmacists are

working with patients and health-care providers to ensure that safe, effective pharmacy care contributes to positive health outcomes.”

Pharmacist Awareness Week seeks to inform the public of the scope of a pharmacist’s role in managing individual health-care needs. “This week is about bringing pharmacists’ full role as health-care professionals to the attention of the public. We want patients to know that these accessible medication experts are available as a resource.” Mitchell said.

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