

# TAKE YOUR BLOOD PRESSURE TO HEART

A communication campaign by the community pharmacy profession



Ordre national  
des pharmaciens

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In February 2006, the 53,000 community pharmacists in France were invited by the National Council of Pharmacists, with the support of all the profession's organisations, to take part in a public awareness campaign on arterial hypertension.

This form of communication had already been used by the institution. Other campaigns promoting diabetes (1996) and asthma (1998) awareness had preceded this action.

Apart from the public health interest, the purpose of the campaign was also to promote the role of pharmacists with the general public and political leaders, in domains such as screening services, health education and therapeutic monitoring of patients.

## GRAPHIC DESIGN

French pharmacists were provided with various communication tools, including a poster, two leaflets, and badges.

**This image reflects the advantages of a harmonious location of pharmacies in France – one pharmacy for every 2,500 people – providing local services to residents and in consequence, the possibility of personalised pharmaceutical care. The expression “family pharmacist” is now commonly used.**



**The slogan:**

*“Take your blood pressure to heart”*  
in luminous characters

**The graphic design:**

It evokes the arterial passages, drawing the shape of a heart. In the centre, a village and its residents near a pharmacy displaying its well-known sign, the green cross.

**The signature:**

*“The pharmacist,  
my daily health adviser”*

The National Council of Pharmacists has copyrighted on this signature which might be used for further professional campaigns.

## METHOD

To prepare and implement this campaign, the communication department of the National Council of Pharmacists applied a customary procedure.

Were therefore created and activated (4 meetings):

- **a steering committee** made up of members of the National Council of Pharmacists (community pharmacy section, communication department, health and social education committee for French pharmacy - Cespharm) and members of French pharmacists unions.
- **a scientific committee** made up of experts in cardiology, experts in patient education and pharmacists with the responsibility for verifying the accuracy of published texts. The learned societies concerned requested to be mentioned in the documents. After an invitation to tender, the steering committee selected **a public relations agency** to accompany us throughout the preparatory stages:
- **choice of graphic design** by the steering committee
- **qualitative tests** of the proposed communication tools on a target population (known hypertension sufferers and a non-selective control group)
- **advertising space** in the regional daily press (61 newspapers, 3 editings at 15-day intervals)
- **two press conferences**, one for the professional press, a month before campaign launch to inform French community pharmacists, the other the day before launch for the attention of the national daily press, TV and online news providers.
- **campaign assessment**. The perception of the regional daily press readership was relatively good for an institutional campaign limited to 3 appearances. 61 press articles were published through our press relations efforts.

For its part, in the framework of this campaign, the Cespharm made great efforts to perfect pharmacists training in matters of hypertension and participated in producing and distributing the literature.

## Contact

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