

# A window poster campaign on health education and prevention for French pharmacists



## The context

In order to develop the role of the French pharmacists in prevention and health education, the Health and Social Education Committee for French Pharmacy (CESPHARM) has designed a window poster campaign.

The CESPHARM encouraged the pharmacists to save a part of their window - a main communication tool towards the public - to post up messages of prevention and health education continuously.

### The aim of the program was:

- To strengthen the implication of the pharmacists in public health and prevention
- To help pharmacists to tackle their patients about public health subjects
- To make the patients inclined to ask their pharmacist questions about their health and their medicines.

## The window poster program

The CESPHARM implemented the project through a partnership with the French Representative Institution for Drug Companies (LEEM) and the French Medical Research Foundation (FRM), which both sponsored it.

This program started in June 2003 for two years.

The CESPHARM and its partners proposed to provide the pharmacists who joined the program **an adhesive frame and 6 posters per year**.

The pharmacists who joined the program signed an agreement with the CESPHARM and committed themselves **to place the frame in a permanent and visible way** in their window and to put in it **only the posters selected by the CESPHARM for this purpose**.

The window program was mainly intended for community pharmacists but all pharmacists in contact with the public could join it: clinical biologists, hospital pharmacists...

The pharmacists were informed of the launching of the window poster program through the journal of the National Council of Pharmacists, the professional press and professional congresses.

## The frame:

Dimension = 52 cm x 72 cm, for posters = 40 cm x 60 cm

- The frame is easily fix on the window by the pharmacist thanks to an adhesive band
- Posters are visible on the two faces of the frame (outside and inside the pharmacy)
- At the top of the framework a message highlights the step of the pharmacist: **"Your pharmacist takes care of your health"**



## Conclusion

This program should contribute to support pharmacists in their role in prevention and health education and help them to use their window to inform and heighten public awareness of main health subjects.

## Posters campaign on health education and prevention

Every two months, pharmacists who joined the program received a new poster.

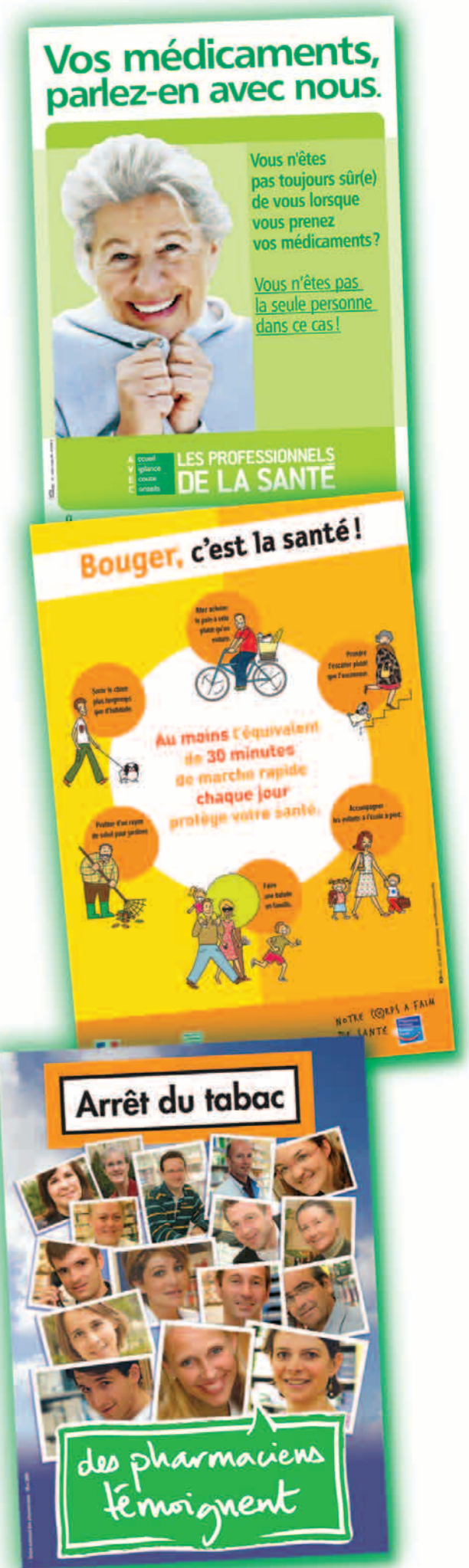
### The poster campaign was elaborated around 3 main themes:

- **Proper use of medicines:**
  - Proper use of medicines in paediatrics,
  - Proper use of medicines in general population,
  - Proper use of medicines concerning elderly people,
  - Prevention of iatrogeny,
- **Cancer prevention and detection:**
  - Solar prevention for children,
  - National program on nutrition (dietary prevention of cancer),
  - Detection of breast cancer
- **Health world days:**
  - Osteoporosis (October 20th, 2003),
  - AIDS (December 1st, 2003),
  - Tobacco (May 31st, 2004 and 2005),
  - Diabetes (November 14th, 2004)

At each poster campaign, in order to help the pharmacists to inform the patients, a selection of leaflets for the public and professional documents was available free on request from the CESPHARM.

## Assessment

- The program ended the 30th of June 2005.  
**875 pharmacists joined the program:**
  - 833 community pharmacists,
  - 31 clinical biologists (specialists in laboratory medicine),
  - 8 hospital pharmacists,
  - 3 pharmacists working in Faculties of pharmacy.
- Between June 2003 and June 2005, the CESPHARM distributed to the members:
  - 20 900 posters
  - 179 000 leaflets for the public
  - 6 900 professional documents
- During June 2005, a questionnaire was sent to all the members to evaluate the program. Currently, the questionnaires are being analysed.



The CESPHARM and its partners will continue this program and will recruit other pharmacists to take part in the poster campaign and promote health education and prevention messages.