# **Sample News Article: Long**

*This article can be used in organization-wide newsletters, intranets, and other communications formats. Please feel free to add additional information about how your organization is supporting the campaign.*

**Learn More About ASHP’s New Public Awareness Campaign:
We’re Your Pharmacist**

Health-system and hospital pharmacy is unique in its practice settings, interprofessional team collaborations, patient interactions, and engagement with cutting-edge research and technology. Pharmacists who practice in health systems, hospitals, clinics, and related settings bring a distinct and advanced skill set to their work as part of the patient care team.

However, there is a need to expand awareness and appreciation of these pharmacists, their expertise, and their impact.]

The vision of We’re Your Pharmacist is simple: that the public will be aware of, seek, and value health-system and hospital pharmacists as essential patient care providers.

Through compelling storytelling and multi-media content, this campaign will reach a range of audiences with targeted messaging to encourage recognition and celebration of the vital contributions hospital and health-system pharmacists make to improving patient outcomes and advancing public health.

For patients and caregivers, navigating today's complex healthcare system can be overwhelming, and too many are unaware of the powerful ally on their care team — the pharmacist — whose expertise helps patients access, manage, and adhere to their medications and treatments. This campaign aims to close that gap.

In addition, this campaign seeks to inspire the next generation of pharmacists, ensuring a robust pipeline of pharmacy students to address potential workforce shortages. We’re Your Pharmacist presents a unique opportunity to collaborate at the high school, collegiate, and professional levels to expand understanding of the possibilities available in hospital and health-system pharmacy practice while inspiring a new generation of talented and compassionate individuals to enter this field.

ASHP and the ASHP Foundation have committed a combined $4 million to develop and support a multi-year awareness campaign to bring this vision to life. **Visit YourPharmacist.org to learn how you can help activate the campaign in your network and community.**