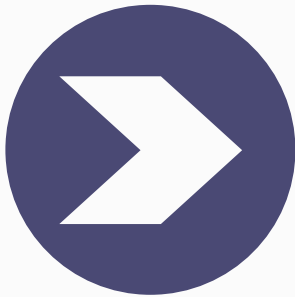


How to use APhA-ASP's

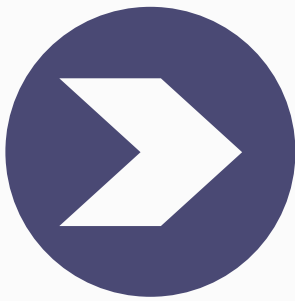
POLICY POSTCARDS

in YOUR chapter

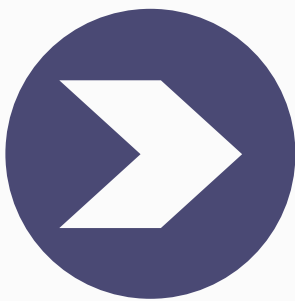
WHAT IS A POLICY POSTCARD?



The APhA-ASP Policy Postcards present a unique opportunity to merge APhA-ASP Patient Care Projects and grassroots advocacy.



Every APhA-ASP chapter holds numerous patient care project events each year, where student pharmacists perform valuable clinical services for the patients that we serve.



The policy postcards offers student pharmacists and patients the opportunity to demonstrate the value of pharmacist-provided services to legislators.

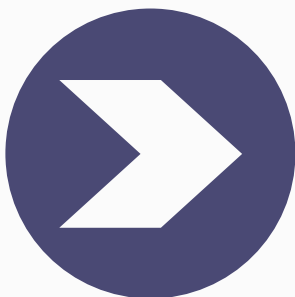
WHEN SHOULD I USE POLICY POSTCARDS?

At patient care events

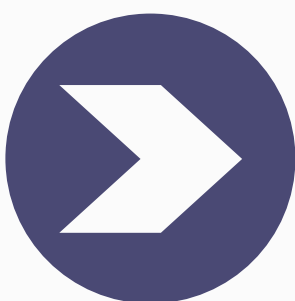
At chapter advocacy-related events

In virtual letter writing campaigns with your chapters:

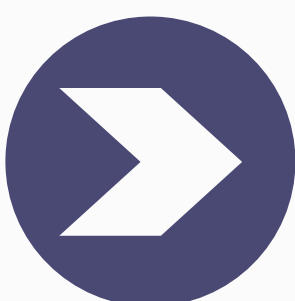
HOW CAN I INCORPORATE POLICY POSTCARDS INTO MY EVENTS?




Meet with your chapter president, patient care vice president, and patient care chairs to explain what Policy Postcards are and why they're important!



Print the postcards ahead of time and make them accessible so that its easy for them to be taken to events and used! Then, have an easy drop off spot for the filled-out postcards.

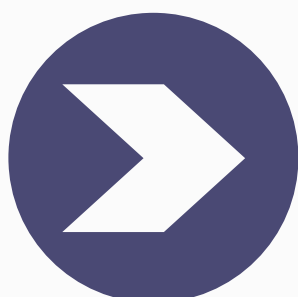


Create a competition between patient care projects and award a prize to the project that returns the most postcards filled out!

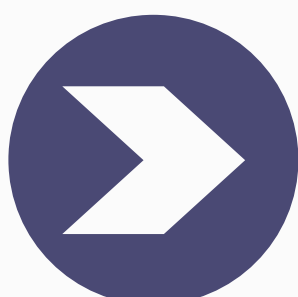
<p>Today my student pharmacist:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>By including pharmacists as part of the patient's health care team:</p> <ul style="list-style-type: none"> • Patients benefit – enhanced satisfaction, care, and outcomes • Communities benefit – healthier population, increased access to patient care services such as immunizations • The health care system benefits – quality and access are improved, and costs are reduced <p>Pharmacist recognition for services will result in a team-based, patient-centered health care system providing improved care and value.</p> <p>19286</p>	<p>From:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>To:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p style="text-align: right;"></p>
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Place
Postage
Stamp
Here

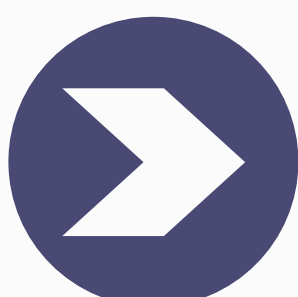
A CARD FOR PATIENTS TO FILL OUT



Ask patients to fill out the left side of the card with what their student pharmacist did for them during the event.



Ask patients to fill out the right side of the card with their address in the "From:" section. If the patient is uncomfortable sharing their full address, a zip code is sufficient to identify legislators.



If a patient doesn't know their legislator, tell them that the chapter can fill out the "To:" section. If you are trying to reach specific legislators, provide contact information and ask patients to use that.

WHERE CAN I FIND NATIONAL LEGISLATORS?

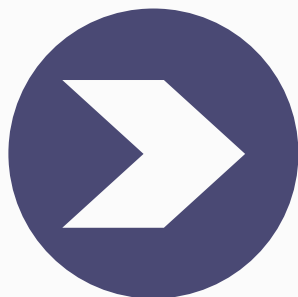
US Representatives:

<https://www.house.gov/representatives/find-your-representative>

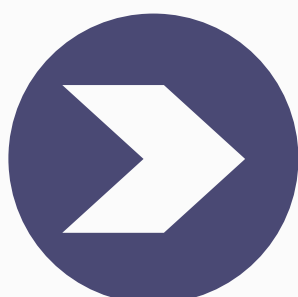
US Senators:

<http://www.senate.gov/states/statesmap.htm>

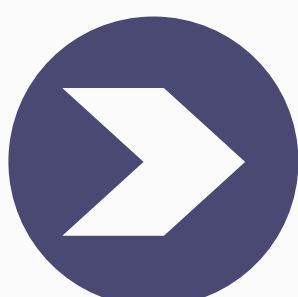
HELPFUL TIPS FOR ENCOURAGING PATIENTS TO FILL OUT POLICY POSTCARDS



Explain the purpose of the postcard! If a patient understands what that are being asked to do, they will be more likely to do it.

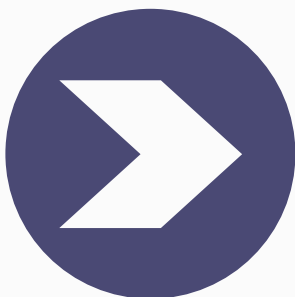


Provide a few "sample" postcards for patients to preview before filling theirs out so that they understand how the process works.

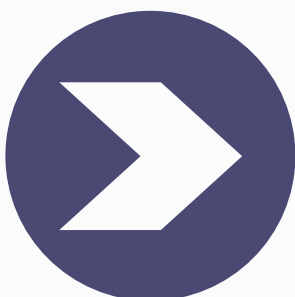


Offer an incentive to patients who take the time to fill out a Policy Postcard (ie. a cookie or piece of candy).

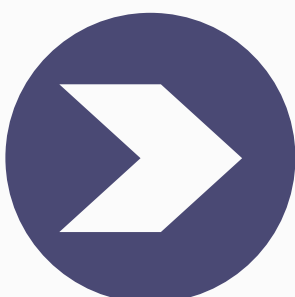
A CARD FOR STUDENTS TO FILL OUT



Ask students to fill out the left side of the card with information for their legislators. Consider providing a prompt to guide them or working with your state association to support state legislation



Ask students to fill out the right side of the card with their address in the "From:" section. If the patient is uncomfortable sharing their full address, a zip code is sufficient to identify legislators.

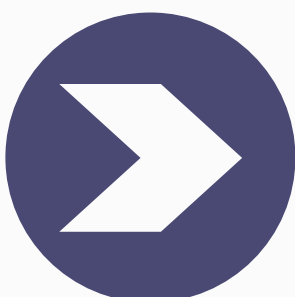


Provide contact information if you are trying to reach specific legislators. If not, a laptop can be set up for students to find their legislators and fill out the "To:" section.

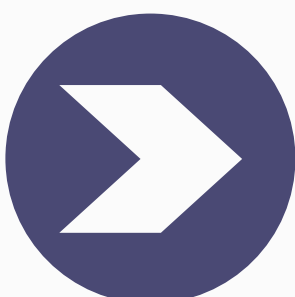
SAMPLE PROMPTS TO GIVE STUDENTS

- Ask students to write a message about the services that pharmacists and student pharmacists can provide
- Use legislative talking points found within the Legislative Action Center on pharmacist.com
- Work with your state association to develop talking points to support legislation within your state

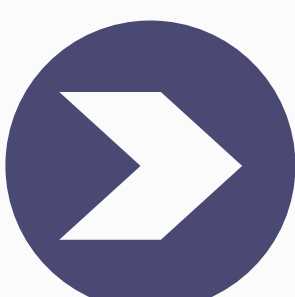
HELPFUL TIPS FOR ENCOURAGING STUDENTS TO FILL OUT POLICY POSTCARDS



Have a dedicated student at chapter events or patient care events to guide others through the process.



Encourage students to provide an email address for legislators to contact for follow-up information.



If you want to include your school logo or state association logo, there is space next to the APhA logo on the bottom right corner. Please don't remove or cover the APhA logo in the process, though!