CALL TO ACTION: PHARMACY MONTH 2026

Theme: "Ask Your Pharmacist"

Your Pharmacist – Your Partner in Health

Dear Colleagues,

It is with great pleasure that we confirm that the theme for **Pharmacy Month 2026**, **"Ask Your Pharmacist"**, has received formal approval from the Director-General of Health.

Pharmacy Month, observed annually in **September**, is a key national health awareness initiative aimed at promoting **rational medicine use**, strengthening **patient engagement**, and highlighting the essential role of pharmacy professionals within South Africa's healthcare system.

What the Theme Means

The 2026 theme, **"Ask Your Pharmacist – Your Pharmacist, Your Partner in Health,"** positions pharmacists, pharmacist's assistants, and the broader pharmacy team as:

- Accessible and trusted healthcare professionals
- Experts in medicines and patient safety
- Partners in prevention, screening, and chronic care
- Key contributors to Primary Health Care and Universal Health Coverage

The message to the public is simple yet powerful:

If you have a health question – Ask Your Pharmacist.

This campaign reinforces the role of the **entire pharmacy workforce across all sectors**—community, hospital, primary healthcare, academia, and industry—in improving health outcomes and supporting national health priorities .

Call to Action

We call on **all pharmacy professionals and stakeholders** to begin preparing for **Pharmacy Month – September 2026**.

You are encouraged to:

- Start planning **facility-based and community outreach activities**
- Align your initiatives with the campaign theme **"Ask Your Pharmacist"**
- Engage patients and communities in **meaningful health conversations**
- Promote **safe and responsible medicine use**
- Collaborate across disciplines to strengthen **integrated healthcare delivery**

Every pharmacy setting—whether in the public or private sector—has a role to play in bringing this campaign to life.

What Support Will Be Provided

The Pharmacy Month coordinating team will support the campaign through the development and dissemination of materials, including:

- **Posters and pamphlets** (translated into all of the official South African languages)
- **Social media content and campaign toolkits**
- **Webinar** for healthcare professionals
- **Television segments** and broader media engagement
- Additional communication and activation resources closer to the campaign period

These resources will enable consistent messaging and support implementation across all provinces and sectors.

Moving Forward Together

Pharmacy Month 2026 presents an important opportunity to:

- Strengthen the visibility of the pharmacy profession
- Build public trust and engagement
- Promote patient-centred care
- Support national health priorities, including NHI and Primary Health Care

We encourage every member of the pharmacy profession to actively participate and contribute to making this campaign a success.

Together, let us empower patients, strengthen our health system, and showcase the critical role of pharmacy in improving the health of all South Africans.

Yours sincerely,

On behalf of the Pharmacy Month 2026 Coordinating Team