

Developed by the AACCP Strategic Engagement Committee

# Advocacy Guide for Pharmacy Practice and Education

Last Updated: July 2025

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### About AACP

AACP is the national organization representing pharmacy education in the United States. The mission of AACP is to lead and partner with our members in advancing pharmacy education, research, scholarship, practice and service to improve societal health. Our members are the accredited colleges and schools of pharmacy in the United States and the faculty and staff members, students and administrators at these schools.

With its members and partners, AACP seeks to educate policy makers and funders to promote the development of health, education, practice and research policies that are evidence-based, effective and address the needs of AACP members, other stakeholders and the public.

The AACP Strategic Engagement Committee (SEC) is comprised of members who advise the Board of Directors on the formation of positions on matters of public policy and on strategies to advance those positions to the public and private sectors on behalf of academic pharmacy.

### AACP Mission

Advance pharmacy education, research, scholarship, practice and service, in partnership with members and stakeholders, to improve health for all.

### AACP Vision

We envision a world of healthy people through the transformation of health professions education.

The foundational work of the 2022–23 Council of Deans Promoting the Advancement of Pharmacy Task Force whose initial development of the Guide for Pharmacy Advocacy served as a guide for the 2023–2024 Strategic Engagement Committee’s development of the Advocacy Guide for Pharmacy Practice and Education.

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Based on 2024 Annual Meeting Focus Group conversations and suggestions made by the 2024–2025 SEC Committee, the guide was further modified.

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The purpose of this guide is to provide a foundational overview of approaches to integrate advocacy within the education and profession of pharmacy. The guide includes examples of strategies, resources, and tools that can be used to facilitate planning by Advocacy Champions and academy members to both educate student pharmacists in advocacy and develop advocacy practices. The information is divided by three main advocacy audiences: government affairs, professional affairs, and public affairs. It is further stratified by local, state, and federal initiatives. The guide promotes intraprofessional, interprofessional, and community collaboration and partnerships.

The guide was originally developed by the 2022–2023 Council of Deans Promoting the Advancement of Pharmacy Task Force focused on promoting the advancement of pharmacy. This version was used as the foundation for the 2023-2024 Strategic Engagement Committee which was charged with developing a comprehensive resource guide for advocacy initiatives. A focus group related to this guide was conducted at the 2024 AACP Annual Meeting. The outcomes of this focus group led to the 2024-2025 Strategic Engagement Committee's effort to update and expand the resource guide.

The concept of Advocacy Champions was developed by the 2022–2023 Strategic Engagement Committee. The intent of Advocacy Champions is to collaboratively advance strategies and partnerships for academic pharmacy professionals to advocate for advanced standards, conditions, resources, and opportunities for pharmacy practice and education at an institutional, regional, and national level. Subsequent to identifying an Advocacy Champion for each school, the 2023-2024 SEC created a new AACP Advocacy Connect Community.

Through links to various resources (e.g., how-to guides, successful practices, educational outcomes, online resources), this guide is intended to support Advocacy Champions, academy members, and others as they develop key and consistent messages that effectively communicate the profession's value. The guide, and corresponding Advocacy Pyramid Model, is organized by type of advocacy (government affairs, professional affairs, and public affairs) and then further broken down by audience (federal, state, local) for ease of use. This guide will continue to inform AACP's ongoing advocacy efforts and initiatives to advance education and profession of pharmacy.

## How to Use the Advocacy Guide and Its Resources

The Advocacy Guide provides an overview of what advocacy is for the pharmacy profession as well as a discussion on the three types and three levels of advocacy. There are sections for incorporating advocacy education within pharmacy curricula, guidance on different types of advocacy, and ways to obtain more information on these types, existing advocacy programs at AACP member institutions, and other areas. These sections can be utilized for different purposes based upon the need of the institution or faculty member developing an advocacy program within the institution. A brief discussion on considerations and goals when developing an advocacy event will help provide some additional foundation that can then guide the utilization of the resource tables.

### Advocacy Learning Outcomes and Objectives for Pharmacy Education

During the 2024–2025 academic year, colleges and schools of pharmacy were invited to submit examples of learning outcomes and objectives to meet the 2025 ACPE Standards Outcome 2.1.f Advocacy (Advocate)- *The graduate is able to promote the best interests of patients and/or the pharmacy profession within the healthcare settings and at the community, state, or national level.* Examples of these learning outcomes can be found in the section, Educational Outcomes. Additional information along with activity descriptions can be found within the 2024–2025 SEC Report.

### Utilizing Information from the Advocacy Activities Catalog

The 2024–25 AACP Strategic Engagement Committee started collecting information from members related to the specific advocacy practices and events within their respective institutions. This catalog can be searched to obtain information on advocacy practices similar to the ones being planned. It can be useful in the early stages of practice development once the goal(s) for the practice has been determined. It contains information on the details of how the submitted advocacy practices were developed and conducted, including the groups involved in the event. This catalog can be a useful resource as a new advocacy practice is being developed.

### Use of Resource Tables

The 2023–24 Strategic Engagement Committee developed a list of resources that could be useful in developing an advocacy activity or program. This list includes websites, organizations, and other information sources related to advocacy. It is organized similar to the Advocacy Pyramid provided below, separated into tables by target audience and level for the advocacy event. The intent of Resource Tables is to provide potentially valuable sources of information to use while planning a new event or modifying an existing event.

When planning the event, determine the *target audience* for the event and the *level* of advocacy on which the event will focus. Once determined, find the relevant section of the Resource Tables and search through it for information that can be utilized in developing the event. These resources can be used to find collaborators to assist with the event, methods of contacting the target audience, information on similar advocacy programs, and more.

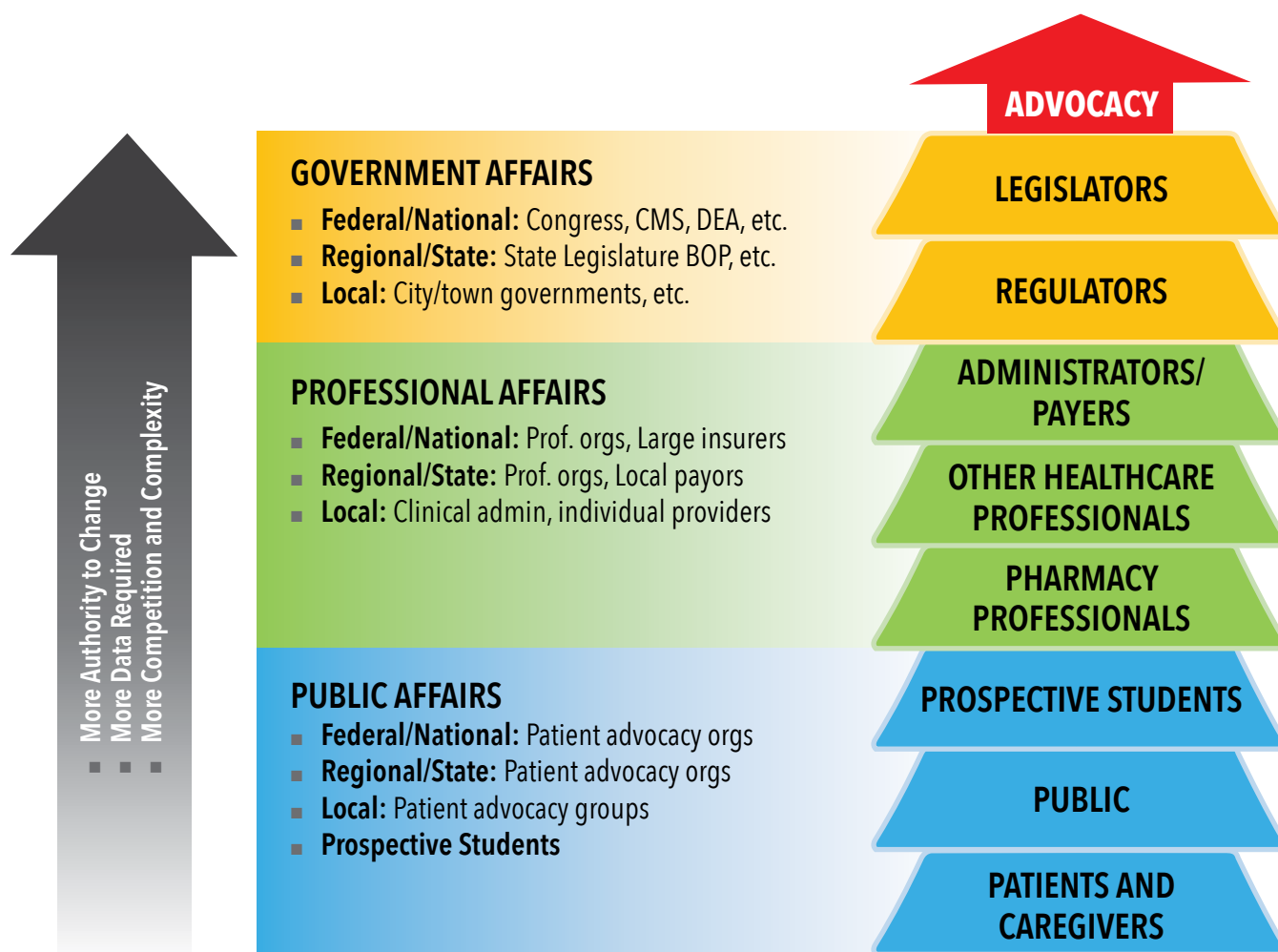
## What Is Advocacy and Why is it Important?

As faculty who may teach the topic, we can probably relate that when our students hear the word advocacy, they often think of public policy, legislation, government lobbying, etc. While those perceptions and potential reality are part of advocacy, one can reflect and step back to define and describe advocacy in broader terms in two categories: patient advocacy and professional advocacy. The term advocacy is rooted in the Latin words *ad vocare*– meaning “to add one’s voice” for a cause. Thus, sometimes advocacy may not even involve policy or legislative process. For example, one can advocate for a prescriber to change a patient’s treatment regimen to optimize medication use and health outcome. A revised definition from Bzowickyj and Janke for “advocacy for the profession of pharmacy” reflects *“an ongoing commitment to advancing the awareness of the value that a pharmacist provides to the health and wellbeing of society by actively supporting and communicating that vision concisely to opinion leaders, elected officials, decision makers, potential partners and any other audience in order to influence their perspective and ultimately have them speak and/or act on your behalf.”* Advocacy can therefore be defined or viewed through different lenses, but it eventually reflects collaboration and unity for a common purpose.

Throughout their years in pharmacy education, students generally focus and prioritize augmenting their knowledge and skills on pharmacological, clinical, and pharmacotherapy topics, but often ask why they need to learn about or apply advocacy. While they may view advocacy as a lower priority, it is necessary to challenge, instill, and emphasize the essential and rationale of advocacy in pharmacy education and training. First, pharmacy or any profession needs representation or a voice to promote and support its existence and advancement to optimize patient care and public health. Equally, it is important and relevant for students as future pharmacists to become engaged professional citizens and involved in one way or another in contributing to the future and success of their profession. Further, changes are needed in national and state issues and policies, such as regulations, scope of practice, etc. These issues can affect the profession within a variety of practice/work settings, interprofessional roles and collaborations, as well as health agencies and institutions. Therefore, there are multiple reasons to teach and apply advocacy to advance our profession and patient care. This guide is intended to describe what advocacy is and how it can be utilized as a resource for educating students and developing their advocacy skills.

## The AACP Advocacy Pyramid

The 2023–24 Strategic Engagement Committee (SEC) developed the Advocacy Pyramid below, which was adapted with permission from the American Association of Psychiatric Pharmacists (AAPP) AAPP Advocacy Framework. While many aspects of the AAPP model were carried over to the SEC model, several additional aspects were incorporated as well.



Adapted from the American Association of Psychiatric Pharmacists: <http://aapp.org/advocacy/framework>

The pyramid is split into three general sections based upon the audience type: Public, Professional, and Government Affairs. Each of these is then further divided into three levels of advocacy: Federal/National, Regional/State, and Local. These are arranged according to the overall level of relative influence and evidence needed to affect change within that group. Legislators and regulators will generally have more influence but require more information to advocate effectively compared to various professional groups, who will then have more influence and require more information than public level groups. Similarly, federal-level groups likely have more influence than state or local groups but also require more evidence to make an effective impact through advocacy. One additional group specifically mentioned in the SEC pyramid that was not incorporated into the AAPP framework was prospective pharmacy students. As AACP needs to consider this group in our advocacy mission efforts, this group was incorporated within the Public Affairs section. Depending upon an individual or institution's specific advocacy goals, each of these sections and levels should be considered as to the specific focus, message, and information provided to help advance the advocacy mission.

## Considerations for Developing an Advocacy Activity or Program

One of the early items that should be asked about in developing an advocacy event is: *What is the ultimate goal of this event?* Much like developing a new academic program, having a clear goal for the advocacy program is paramount towards ensuring success of the program.

- Is the intention to raise **awareness** to an area of concern?
- Is it to promote **acceptance** of a particular view or group?
- Is it to affect some kind of **action** in the target audience?
- Or is there some other **specific goal** for the advocacy event being planned?

This goal should be clear and have a definitive means of determining the success of the event. Once determined, this goal should be considered foremost throughout the planning process.

Similar to how different target audiences and higher levels of influence will likely require greater effort and evidence to achieve effective advocacy, each of these potential goals will also likely require greater degrees of effort and evidence across these goals: awareness being the least intensive, then acceptance, and action generally requiring the greatest effort. This is also the most appropriate order in which to approach advocacy: asking the target audience to take action on a topic they do not accept will prove difficult, and acceptance is similarly difficult if they do not have some awareness of the topic. This should also be considered both in determining the goal of the advocacy event but also the appropriate methods to be employed.

Another consideration in establishing the goal of the advocacy event is the timeline for the event and the desired outcome(s). In addition to the time required to move a target audience from awareness to acceptance to action is the time that each audience can take to implement any change action. For example, a single event may be sufficient to move a public group to action, but a more prolonged advocacy course will likely be required to achieve any significant legislative or regulatory action. In determining the goal for the advocacy event, the feasibility of the timeline should be considered to ensure the goal can realistically, and certainly potentially, be achieved in the timeline established for the event. Otherwise, the goal might need to be modified to something more incremental in a series of separate events over time, each advancing towards the larger ultimate goal.



To help colleges and schools of pharmacy, a volunteered list of learning outcomes gathered by the SEC survey in 2025 is provided below and categorized by type of advocacy. These outcomes can be used to help develop activities and practices (examples of practices can be found in the next section) that can be mapped to the ACPE 2025 Standard 2.1.f. Various forms of assessments can be utilized to formally assess the outcome including (but not limited to): reflection, case discussions, co-curricular, OSCE, and formal assessment via quiz/exam.

**Government**

- Evaluate legislative priorities at state and national levels to determine their potential impact on population health and the pharmacy profession
- Develop a comprehensive understanding of the structure and function of state government, including legislative and regulatory processes
- Participate in advocacy efforts to promote the interests of the pharmacy profession within the state
- Explain the resources available to research the current legislation which is important to pharmacy
- Describe legislative visits and the process taken to complete them

**Professional**

- Discuss how to advocate in the workplace for yourself and other pharmacy colleagues around important issues
- Educate others on the role of the pharmacist in improving health outcomes
- Develop SMART goals to identify how and when they will become involved with a professional pharmacy organization
- Understand the importance and process of professional advocacy and the role of pharmacists in the process
- Recognize the role of advocacy in the advancement of the pharmacy profession through advocacy at the local, state, and/or national levels
- Engage with professional organizations and the broader community

**Public (Patient)**

- Assist patients in navigating the complex healthcare system to ensure they receive resources and care required
- Advocate for care and policies that are in the best interest of patients
- Promote the best interests of patients within the healthcare settings and at the community, state or national level
- Demonstrate effective and collaborative communication skills with all members of a healthcare team by serving as a medication specialist and advocate for the patient
- Describe support networks and community health resources available to patients

AACP has developed a catalog on member advocacy practices and events within their respective institutions. A link to this catalog can be found here: [www.aacp.org/sites/default/files/2025-06/AACP Advocacy Practices Survey Catalog June 2025.pdf](http://www.aacp.org/sites/default/files/2025-06/AACP%20Advocacy%20Practices%20Survey%20Catalog%20June%202025.pdf). The catalog can be searched to find your desired information relative to your own planned advocacy activity using the following search terms:

**Advocacy Focus:** Legislative/Regulatory, Professional, Patient, Self, Other

**Level of Advocacy:** Local, State, National, International

**Region of the US:** Northeast, South, Midwest, West

**Key Stakeholders (target of advocacy):** Legislature, Regulatory Body, Professional Organization, Patient Advocacy Group, Insurers/Payers, C-Suite/Healthcare Systems, Other

**Collaborators:** Pharmacy Organizations, Board of Pharmacy, Patient Advocacy Groups, Other

**Participants:** Pre-Pharmacy Students, 1st/2nd/3rd/Final Year Student Pharmacists, Residents, Fellows, Faculty, Administrators, Preceptors/Adjunct Faculty, Alumni, Public/Patients, Other

**Method of Educating Students:** Lecture/Didactic, Training Program, Other, Not Applicable

**Institutional Support:** Financial, Faculty Release Time to Plan, Faculty Release Time to Participate, Student Release Time to Participate, Logistical, Material, Other, Not Applicable

Once the relevant activities have been located within the catalog, further information regarding the focus question(s), methods, practice evaluation methods, and lessons learned from conducting the activities are given. This information can be used to develop your own advocacy activity through replication or adaptation of the methods described in the catalog. Please note that an activity succeeded (or didn't) at one institution does not guarantee the same result in another institution. The information in the catalog is intended to be used as a starting point, not an absolute plan, for other advocacy activities.

The resources below are a compilation of materials available online through various organizations, agencies, and other sources. They are organized by the advocacy audience type and listed by the specific subtypes within the Advocacy Pyramid above. Within the table for each audience type, the information is further delineated by the level of advocacy: national, state, and local. However, please realize that some resources might be useful for various audiences or various levels, so consider reviewing these resource tables beyond the specific activity you are planning.

### Government Affairs Stakeholder: Legislators

Goal Statement: Establish relationships with elected officials; discuss legislative issues that impact healthcare, especially the pharmacy profession and education; promote pharmacy related efforts

Audience	Resources	Activities and Outcomes
<b>Federal/National</b> <ul style="list-style-type: none"> <li>■ US House of Representatives</li> <li>■ US Senate</li> </ul>	<a href="#">Find your Congressional Representatives</a> <a href="#">APhA Advocacy Center Legislator Look Up</a> <a href="#">Future of Pharmacy Care Coalition: Federal Legislation Tracking</a>	Advocate for federal legislation impacting healthcare and/or pharmacy Communicate with legislators regarding pharmacy related topics Provide expert testimony
<b>State</b> <ul style="list-style-type: none"> <li>■ State elected representatives/legislator</li> <li>■ State Governors</li> </ul>	<a href="#">National Community Pharmacy Association: State Legislative Tracker</a> <a href="#">ACT Pharmacy Collaborative: 50 Stories from 50 States</a> State Legislative Websites State Pharmacy Organizations Political Action sites	Advocate for state legislation impacting healthcare and/or pharmacy Communicate with legislators regarding pharmacy related topics Provide expert testimony
<b>Local</b> <ul style="list-style-type: none"> <li>■ Municipal officials (city/town government)</li> </ul>	Local municipality sites Institutional offices (i.e. Outreach, Advancement, Government Affairs, Public Relations/Communications, etc.)	Advocate for local healthcare initiatives relevant to pharmacy Communicate with local officials regarding pharmacy related topics Provide educational outreach and programming for officials (and public) related to healthcare

**Government Affairs Stakeholder: Regulators and Funding Agencies**

Goal Statement: Establish relationships with regulatory agencies; discuss regulatory issues, and policies that impact health-care especially the pharmacy profession and education; promote pharmacy practice and education related regulations

Audience	Resources	Activities and Outcomes
<b>Federal/National</b> <ul style="list-style-type: none"> <li>■ Accrediting Agencies (i.e. Accreditation Council for Pharmacy Education, Joint Commission, etc.)</li> <li>■ Agency for Healthcare Research and Quality (AHRQ)</li> <li>■ Centers for Disease Control and Prevention (CDC)</li> <li>■ Centers for Medicare &amp; Medicaid Services (CMS)</li> <li>■ Department of Health and Human Services (HHS)</li> <li>■ Drug Enforcement Administration (DEA)</li> <li>■ US Department of Education</li> <li>■ US Food and Drug Administration (FDA)</li> </ul>	Agency Websites: <a href="#">American Pharmacist Association Advocacy Issues</a> <a href="#">American Society of Consultant Pharmacists Advocacy Issues</a> <a href="#">American Society of Health System Pharmacists: Key Issues</a> <a href="#">Pharmacy Quality Alliance: Pharmacist Provided Care Action Guide</a>	Advocate for federal regulations impacting healthcare and/or pharmacy  Communicate with regulators regarding pharmacy related topics  Provide expert feedback regarding proposed regulatory changes
<b>State/Regional</b> <ul style="list-style-type: none"> <li>■ State Board of Pharmacy</li> <li>■ State Department of Education</li> <li>■ Regional Educational Accreditors</li> </ul>	State Board of Pharmacy sites State Department of Education sites  State Pharmacy Organizations Regional Accreditation Sites	Advocate for state regulations impacting healthcare and/or pharmacy  Communicate with regulators regarding pharmacy related topics  Provide expert feedback regarding proposed regulatory changes
<b>Local</b> <ul style="list-style-type: none"> <li>■ Municipal health departments</li> </ul>	<a href="#">American Public Health Association</a>  Institutional offices (i.e. Outreach, Advancement, Government Affairs, Public Relations/Communications, etc.)  Local Municipality sites	Advocate for local healthcare initiatives relevant to pharmacy  Communicate with local health regulators regarding pharmacy related topics  Participate in educational outreach and programming for health regulators and the public related to healthcare topics

**Professional Affairs Stakeholder: Payors/Administrators**

Goal: Engage in discussions with key stakeholders to advocate for pharmacy services, recognition, and reimbursement

Audience	Resources	Activities and Outcomes
<b>Federal/National</b> <ul style="list-style-type: none"> <li>■ Medicare</li> <li>■ Medicaid</li> <li>■ PBMs (Express Scripts, CVS Caremark, Optum RX)</li> <li>■ CMSAdministration (FDA)</li> </ul>	Federal Register CMS  Organizational and board websites/ newsletters/community groups	Specific to the PBM's, engage in discussions with other influencers to attempt to get movement to reimbursement models  Write letters  Disseminate evidence supporting pharmacy services, recognition and reimbursement
<b>State/Regional</b> <ul style="list-style-type: none"> <li>■ Medicaid</li> <li>■ State or regional insurers</li> <li>■ Board of Pharmacy</li> </ul>		
<b>Local</b> <ul style="list-style-type: none"> <li>■ Self insured municipalities</li> <li>■ C-suite</li> </ul>		Engage in discussions to educate as to benefit of pharmacist services to decrease plan costs

## Professional Affairs Stakeholder: Professionals (healthcare and non-healthcare)

Goal: Engage and collaborate with various stakeholders, both healthcare and non-healthcare, to advocate for change and advance the practice of pharmacy.

Audience	Resources	Activities and Outcomes
<b>International</b> <ul style="list-style-type: none"> <li>FIP (<a href="https://www.fip.org/">https://www.fip.org/</a>)</li> </ul>	<a href="#">FIP Development Goals</a>	Advocate for new federal bills and create new laws pertaining to pharmacy and healthcare
<b>Federal/National</b> <ul style="list-style-type: none"> <li>APhA (<a href="#">American Pharmacists Association</a>)</li> <li>ASHP (<a href="#">American Society of Health Systems Pharmacists</a>)</li> <li>ACCP (<a href="#">American College of Clinical Pharmacy</a>)</li> <li>NACDS (<a href="#">National Association of Chain Drug Stores</a>)</li> <li>NCPA (<a href="#">National Community Pharmacy Association</a>)</li> <li>NABP (<a href="#">National Association of Boards of Pharmacy</a>)-</li> <li>American Medical Association</li> <li>American Nursing Association</li> <li>American Pharmacy Law Association</li> <li>Joint Commission of Pharmacy Practitioners</li> <li>National Academy of Medicine</li> </ul>	<a href="#">AACP Practice Transformation Center</a> <a href="#">APhA Community Pharmacy Workplace Summit Report</a> <a href="#">AACP Co-Curriculum Toolkit</a> Organizational newsletters	Educate lawmakers on health issues impacting patients Advocate for pharmacist wellness and workload Educate pharmacists and technicians
<b>State/Regional</b> <ul style="list-style-type: none"> <li>State professional organizations and boards</li> <li>Relevant non-health profession boards</li> <li>State/Regional Deans Meetings</li> </ul>	NASPA (National Alliance of State Pharmacy Associations) <a href="#">Resources</a> NABP (National Association of Boards of Pharmacy) <a href="#">Resource</a> to Connect with your local Board of Pharmacy	
<b>Local</b> <ul style="list-style-type: none"> <li>Local professional organizations</li> <li>Local administrators (district supervisors, hospital pharmacy directors, etc.)</li> <li>Individual pharmacists and technicians</li> <li>Institution's liaison</li> <li>Local public health</li> <li>Local grassroots organizations</li> <li>Economic development</li> <li>Donors</li> </ul>	<a href="#">Online resources</a> that disseminate the benefits of engagement in pharmacy organizations	Harness the skills, resources and talents of local pharmacists in initiatives that advance pharmacy practice, improve pharmacy professional wellbeing, and improve patient care Educate pharmacists and technicians

**Public Affairs Stakeholder: Patients and Caregivers**

Goal: Ensure excellence in patient care; ensure support and education of caregivers; improved health equity and recognition of social determinants of health; investment in research, design, manufacture of drugs, devices and diagnostics; serve as a trusted intermediary and educator for the public; serve as a financial intermediary and oversee healthcare spending

Audience	Resources	Activities and Outcomes
<b>Federal</b> <ul style="list-style-type: none"> <li>Healthcare insurance companies</li> <li>Healthcare &amp; Pharmaceutical Industries</li> </ul>	<a href="#">Healthy People</a> <a href="https://www.ashp.org/pharmacy-practice/resource-centers/community-pharmacy/policy-and-advocacy?loginreturnUrl=SSOCheckOnly">https://www.ashp.org/pharmacy-practice/resource-centers/community-pharmacy/policy-and-advocacy?loginreturnUrl=SSOCheckOnly</a>	<p>Educate the stakeholders about the social determinants of health and role of pharmacists in ensuring the SDOH and reduce healthcare costs</p> <p>Take initiatives to achieve the goals of Healthy People 2030</p>
<b>State</b> <ul style="list-style-type: none"> <li>Employers, Hospitals, Clinics, Chain pharmacies</li> </ul>		<p>Providing support in advocacy, education and resources to patients and caregivers at the state level, and in partnership with employers, hospitals, clinics and chain pharmacies</p> <p>Advocating for patient and caregiver rights in collaboration with statewide entities</p> <p>Health and wellness services to the community</p>
<b>Local</b> <ul style="list-style-type: none"> <li>Healthcare Systems</li> <li>Social work agencies</li> <li>Department of Education</li> <li>Local community including churches and other places of worship</li> <li>Patient Advocates</li> </ul>		<p>Providing support in advocacy, education and resources to patients and caregivers locally</p> <p>Partnering with healthcare systems and other local entities on initiatives that improve patient care and improve health outcomes</p>

**Public Affairs Stakeholder: Public**

Goals: Engage and collaborate with stakeholders that serve the public and promote public health; oversee health promotion, disease prevention, and emergency preparedness; invest in the research and design and manufacture of drugs, devices, and diagnostics; engage with the public at large on public health issues and strategies; to serve as a trusted intermediary with the public; to train healthcare providers for their practice such as physicians, nurses, pharmacists, and other allied health professions; to engage with local entities on initiatives that improve population health and individual health outcomes

Audience	Resources	Activities and Outcomes
<b>International</b> <ul style="list-style-type: none"> <li>World Health Organization (<a href="https://www.who.int/">https://www.who.int/</a>)</li> <li>UNICEF (<a href="https://www.unicef.org/">https://www.unicef.org/</a>)</li> <li>Pan American Health Organization (PAHO)</li> </ul>	<a href="#">WHO Advocacy Guide for HIV/AIDS Prevention</a> <a href="#">WHO Advocacy Guide for Access to Emergency Care</a> <a href="#">Pan American Health Organization Practical Guide to Successful Advocacy</a>	Disseminating engagement and advocacy efforts shared between international partners through presentations, media and journal articles
<b>Federal</b> <ul style="list-style-type: none"> <li>Legislators and policy makers, decision-makers, public health/ government agencies/research organizations</li> <li>United States Public Health Services (USPHS) (<a href="https://www.usphs.gov/">https://www.usphs.gov/</a>)</li> <li>Center for Disease Control and Prevention (CDC)</li> <li>National Institute of Health (<a href="https://www.nih.gov/">https://www.nih.gov/</a>)</li> <li>Food &amp; Drug Administration (FDA)</li> <li>PCORI (<a href="https://www.pcori.org/">https://www.pcori.org/</a>)</li> <li>PQA (<a href="https://www.pqaalliance.org/">https://www.pqaalliance.org/</a>)</li> <li>SAMHSA (<a href="https://www.samhsa.gov/find-help/national-helpline">https://www.samhsa.gov/find-help/national-helpline</a>)</li> <li>Health Resources and Services Administration (HRSA)</li> <li>Healthcare &amp; Pharmaceutical Industries</li> <li>Non-profit organizations/Non-government organizations (NGOs)</li> <li>Media</li> </ul>	<a href="https://www.ashp.org/advocacy-and-issues/patient-access-to-pharmacist-services">https://www.ashp.org/advocacy-and-issues/patient-access-to-pharmacist-services</a>	Developing key talking points, e.g., one pagers, elevator speeches, giving expert testimony  Sample templates for preparing letters, scripts, planning check-lists, arranging for site visits and virtual meetings  Identifying and tracking current legislative issues using a searchable database both state- and nation-wide
<b>State</b> <ul style="list-style-type: none"> <li>Legislators and policy makers, decision-makers, public health/government agencies</li> <li>Department of Health (DOH)</li> <li>Higher Education Institutions</li> </ul>	State specific resources	



Audience	Resources	Activities and Outcomes
<b>Local</b> <ul style="list-style-type: none"> <li>Other health professionals, public health/government agencies, professional organizations</li> <li>Local churches and other places of worship</li> </ul>	<a href="#">Guide to conducting community forums to address the opioid crisis</a>  <a href="#">Guide to conducting community forums on vaccine hesitancy</a>	<p>Provide public education and serve as a connector to engage the local community on topics of critical relevance, with a goal of improving community health and patient health outcomes</p> <p>Organize community forums as a way to bring together community stakeholders and the public on issues of critical importance</p>
<b>Prospective Students</b> <ul style="list-style-type: none"> <li>Feeder schools, high schools, middle schools, four year colleges,</li> </ul>	<p>American Association of Colleges of Pharmacy: Pharm4Me  <a href="https://www.aacp.org/sites/default/files/2020-10/Pharm4Me2020Brochure.pdf">https://www.aacp.org/sites/default/files/2020-10/Pharm4Me2020Brochure.pdf</a></p> <p>American Pharmacist Association: APhA Career Pathways  <a href="https://www.pharmacist.com/Career/Career-Pathways">https://www.pharmacist.com/Career/Career-Pathways</a></p>	<p>Engagement in career fairs, mentoring, pre-pharmacy clubs, marketing and promotion efforts, Pharm4Me, APhA Career Pathways</p>

**What is the AACP Advocacy Resource Guide?**

AACP encourages all member institutions to have Advocacy Champions. The purpose of the guide is to provide resources, such as examples of strategies and tools that can be used by Advocacy Champions to develop key and consistent messages that effectively communicate the profession's value and accelerate the advancement of practice. The guide is organized by type of advocacy (government affairs, professional affairs, and public affairs) and then further broken down by audience (federal, state, and local) for ease of use.

**What is considered an advocacy activity by AACP?**

A formal action at a local, state, regional, national, or international level that supports a pharmacist's scope of practice or the advancement of pharmacy education.

**What is an advocacy activity?**

An advocacy activity is the “doing” of any program, event, action or activity that supports, promotes or represents views on a specific topic relevant to the pharmacy profession ( e.g., add more examples.... a pharmacist's scope of practice or the advancement of pharmacy education.

**Who is considered an Advocacy Champion by AACP?**

The purpose of AACP Advocacy Champion community is to collaboratively advance strategies and partnerships for academic pharmacy professionals to advocate for advanced standards, conditions, resources, and opportunities for pharmacy practice at an institutional, regional, and national level.

**Are these the only activities Advocacy Champions are allowed to do?**

The strategies, resources, and tools in this guide are only recommendations. Institutions can choose which activity to focus on based on the needs of the college/school of pharmacy and the state.

1. AACP Advocacy Guide for Pharmacy Practice and Education. Accessed via: <https://www.aacp.org/sites/default/files/2024-08/Advocacy%20Guide%20%5BDRAFT%5D.pdf>
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### Suggested Citation

American Association of Colleges of Pharmacy. Advocacy guide for pharmacy practice and education. Updated July 1, 2025. Accessed [Date]

### Contact Information

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American Association of  
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Pharmacists help people live healthier, better lives.