

Marking criteria



As the awards were put on-hold last year due to the pandemic, we're looking forward to going through all the award entries for the Pharmacy of the Year Award, finding out how you adapted to keep your customers safe and kept your pharmacy operational.

As with previous years, our points system is in place to help us determine our winner!

We will be marking the Pharmacy of the Year Award entries taking into consideration four main categories, within these categories we will look at each activity and mark your efforts accordingly.

Please also reference the below categories for ideas on activities for raising awareness in November, and make sure to use #TurnitPurple on social media!

Awareness

- Display area with information /2
- Staff wearing purple /1
- Purple hair /2
- Adapting to keep customers COVID safe..... /3
- Talking and engaging with patients..... /1
- Engaging with the community outside the pharmacy..... /3
- Creating an awareness video /5
- Pharmacy decorations..... /4

Fundraising

- Holding an awareness meeting/event /4
- Fundraising with PCA box /2
- Taking part in PCA fundraising activity..... /2
- Sent Fundraising Money to PCA..... /2

Engagement

- Contact local politicians..... /5
- Contact radio stations /5
- Contact media outlets /5
- Contact local businesses /5
- Made use of community volunteers /3
- Participated in the e-learning module /3

Socials

- Posted and used #TurnitPurple on at least 3 social channels /3



Total Score

/60

Saving lives through early diagnosis

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