

Agreement between the National Pharmaceutical Society and FAS



Objective

To inform and raise awareness of the consequences of underage drinking.

Description

FAS signed an agreement with the national Pharmaceutical Society to run an information campaign with the “Minors, not a drop” motto. The initiative aims to take advantage of the potential of pharmaceutical professionals as health prescribers to prevent underage consumption by supporting the families of young people and by generating a social awareness on the issue.

In preparation, the Foundation provided an online workshop to pharmacists to teach them how to carry out the campaign. In addition, they received a guide and an infographic which contain information about how to discourage alcohol consumption in children, and how to promote habits of responsibility and moderation among adults.

Information posters and flyers are distributed by pharmacies to young people and their families, and also the general public. When distributing the flyers to parents, pharmacists make sure parents understand the adverse effects that alcohol intake can cause in minors and can provide additional support to the advice provided in the flyers. All the materials include a QR code to download the information.

The campaign was launched at a national level in partnership with the National Pharmaceutical Society. During 2019, the campaign was promoted in different Autonomous Communities such as Galicia, Balearic Islands, and Extremadura always in collaboration with the public administration.

Partners

The National Pharmaceutical Society

Results

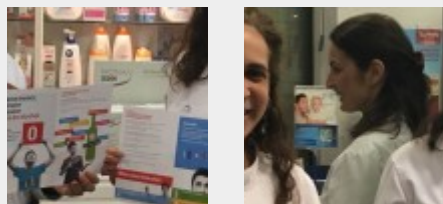
So far (March 2020) 16,000 posters and over 315,00 flyers have been distributed through the National Pharmaceutical Society in each of the 17 autonomous communities of Spain and 50 provinces.

By February 2019, 250,000 posters and flyers had been handed out and 100 pharmacists had taken part.

The campaign has a potential network of 22,000 pharmacies and 48,500 pharmacists.

Downloads

Photo gallery



Documents

Poster (pdf - 0.21 Mo)

Guide for parents (pdf - 0.28 Mo)