For Your Health!
NUTRITION AND MEDICATION NEWS FROM YOUR PHARMACY

How Your Health Messages are Crafted

Audience: It is intended that each message crafted for broadcast via *Pharmacists' Email Marketing System* is of general interest to and understandable by a wide range of readers who are high school graduates.

Writing style: It is intended that each message contains generally-acceptable grammar, punctuation, and spelling, with smooth paragraph-to-paragraph transition.

Message features: It is intended that each message:

- is based on science rather than speculation;
- is referenced from internet-accessible sources;
- has an enticing but not misleading title to coax the email recipient to open and read the message;
- has a brief introduction that tells readers why the message is important;
- involves *lay terminology* (e.g., *joint pain*) rather than *medical terminology* (e.g., *arthralgia*), and the term *medication* rather than *drug* (unless a direct quote or reference to "drug abuse");
- provides a summary and/or conclusion based on the content and strength of the discussion;
- is *not* a copy/paste of copyrighted material (exception – portions of copy for *national health observances*); and
- provides a disclaimer: *"The above message does not constitute medical advice";* and
- refers the recipient to the pharmacist for additional information: *"Ask me if you have questions or desire additional information."*

Topics: Message topics are selected to demonstrate *your* broadly-based knowledge and expertise regarding health issues with which many pharmacists may be concerned – including but not limited to:

Nutritional supplements (e.g., vitamins, minerals, phytonutrients, amino acids, fiber, protein, functional foods).

Self-care of minor, self-limited health problems (e.g., cough, cold, fungal skin infections, sunburn, constipation, diarrhea, dry skin).

Medicine administration (e.g., why a prescribed medicine is labeled to be taken before meals, with food, in the morning, at bedtime, not with grapefruit).

Health and wellness (e.g., scientific/clinical evidence demonstrating how diet, medications, exercise, immunizations – and more – can positively and/or negatively affect quality of life and/or longevity).

Clinical research on medications (e.g., medications commonly used in acute and chronic health problems).