

Professional Notice

To: Pharmacy Practitioners
From: Nova Scotia College of Pharmacists
Date: October 16, 2019
Re: Pharmacists Play a Critical Role in Promoting Vaccine Acceptance

While social media influencers have made a significant negative impact on the perception of vaccination in recent years, a person's trust in their healthcare provider remains one of the most important predictors of vaccine acceptance.

Pharmacists play a critical role in promoting vaccine acceptance by communicating sound, evidence-based advice in their daily practice. This role is even more critical in light of the recent resurgence of measles cases across Canada. Pharmacists are a trusted resource for information, an essential provider of vaccinations, and play an important leadership role in helping to combat misinformation and decrease the rate of vaccine-preventable diseases.

As Dr. Theresa Tam, Chief Public Health Officer of Canada notes in her [statement](#), how healthcare providers interact with those who have questions can have a direct effect on improving their confidence and supporting them in making the choice to be vaccinated.

The following resources provide the most up-to-date science-based information on vaccination in Canada and can support you in communicating with the public:

- [Government of Canada, Vaccines and Immunization](#)
- [Immunize Canada](#)
- [Canadian Paediatric Society](#)
- [Canadian Vaccination Evidence Resource and Exchange Centre \(CANVax\)](#)

The NSCP encourages all pharmacists to take advantage of their trusted role and medication expertise to promote vaccine acceptance.

We thank you for continuing to be a trusted resource for Nova Scotians.