

Ready to Care on your campus

Materials and messages for student PSW clubs

A conversation about pharmacy care

Ready to Care is an MCW pharmacy student research project developed with Dr. Michael DeBisschop. The campaign explains pharmacy standard of care reform and what it could mean for Wisconsin patients. Student PSW clubs can bring the materials to chapter meetings, campus events, and their social channels.

A chapter meeting

Use the student presentation, discuss one patient example, and share the flyer afterward. A short session can include five minutes on the idea, five minutes on a patient example, and ten minutes for questions. The guide and FAQ offer more detail.

An information table

Use the campaign introduction poster with the two-sided flyer. Keep the FAQ and patient conversation sheet available for people who want more information. The QR code opens the education page and its downloads.

Social channels

Add the campaign link to your chapter's bio before posting the carousel. Keep the five images in order. Use the matching story images with a link sticker to the guide. Copy the captions on the next pages into your posts.

Event materials

The event templates include a Letter announcement and a matching story. Fill in your chapter, date, time, location, and contact before printing or posting. The facilitator guide supplies discussion points for each patient example.

The campaign guide

<https://ready-to-care-wisconsin.pages.dev>

Messages for chapter outreach

An invitation and an event announcement you can adapt

Chapter invitation

Subject: Ready to Care materials for your student PSW club

Hello [name],

We are developing Ready to Care with Dr. Michael DeBisschop in the MCW pharmacy program. The campaign helps students and the public understand pharmacy standard of care reform and what it could mean for patients.

We would like to share the materials with your student PSW club. The set includes posters, a flyer, social graphics, and a chapter presentation with patient examples. Could we find a chapter meeting or campus event where the campaign would fit?

You can explore the materials here: <https://ready-to-care-wisconsin.pages.dev>

Thank you,
[Name and MCW contact]

Event announcement

What could pharmacy reform mean for Wisconsin patients? Join [club name] on [date] at [time] in [location] for a conversation about pharmacy standard of care. We will explain the idea, discuss a patient example, and leave time for questions. No background knowledge is needed.

Explore the Ready to Care guide: <https://ready-to-care-wisconsin.pages.dev>

A short spoken introduction

“We are sharing Ready to Care, an MCW student project with Dr. DeBisschop. It explains how pharmacy reform could give qualified pharmacists more ways to use their training. We will look at what could change, what would still matter, and a few questions patients can ask.”

Social captions

Ready-to-use wording for the campaign graphics

Carousel caption

What could pharmacy standard of care reform mean for Wisconsin? Swipe through for the basic idea, what would still matter, and a question you can ask your pharmacy today.

Ready to Care is an MCW pharmacy student research project with Dr. Michael DeBisschop. Read the guide and explore the materials: <https://ready-to-care-wisconsin.pages.dev>

#ReadyToCareWisconsin #PharmacyStudents

Medication access post

Running low on medicine and unable to reach your doctor's office? Ready to Care explores how pharmacy reform could help with some medication needs. Ask your pharmacy about current options.

Learn about the idea: <https://ready-to-care-wisconsin.pages.dev>

Patient questions post

Can your pharmacy help with this concern? What might it cost? What happens next? Our patient conversation sheet helps you prepare questions about the care available today.

Download the sheet: <https://ready-to-care-wisconsin.pages.dev#questions>

Student participation post

Bring a conversation about pharmacy care to your campus. Ready to Care has a presentation, patient examples, posters, and a flyer your student PSW club can share.

Find the materials: <https://ready-to-care-wisconsin.pages.dev#materials>

Story link

Add a link to the campaign page with the label "Read the guide." The story images leave room for the platform's link sticker. For an event story, add your chapter's date, time, and location.

Alternative text and sharing order

Descriptions for accessible social posts

Carousel descriptions

1. Could your pharmacist help with more? An illustration shows a pharmacist talking with an older patient. The slide introduces pharmacy reform in Wisconsin.
2. The idea is clearer authority for qualified pharmacists to use their training. An illustration shows medicines on a table. Any change to Wisconsin law would determine which services pharmacists could provide.
3. Good care needs enough information, the right training and resources, and referral when another clinician should help. More authority does not mean every service is available everywhere.
4. A patient talks with a pharmacist. The question is: What services do you offer, and what would my next step be? Availability and insurance coverage vary.
5. Students discuss the campaign. Readers can use the guide and patient conversation sheet or bring the presentation to a student PSW club.

A useful sharing order

Introduce the campaign with the general poster or carousel. Share the flyer to explain the idea. Use the presentation and patient examples for a chapter discussion. Share the patient conversation sheet as a practical takeaway.

Keeping the explanation clear

The campaign concerns reform, rather than announcing new Wisconsin services. People can ask their pharmacy about care available now. A change in law would not automatically make every service available or covered by insurance.