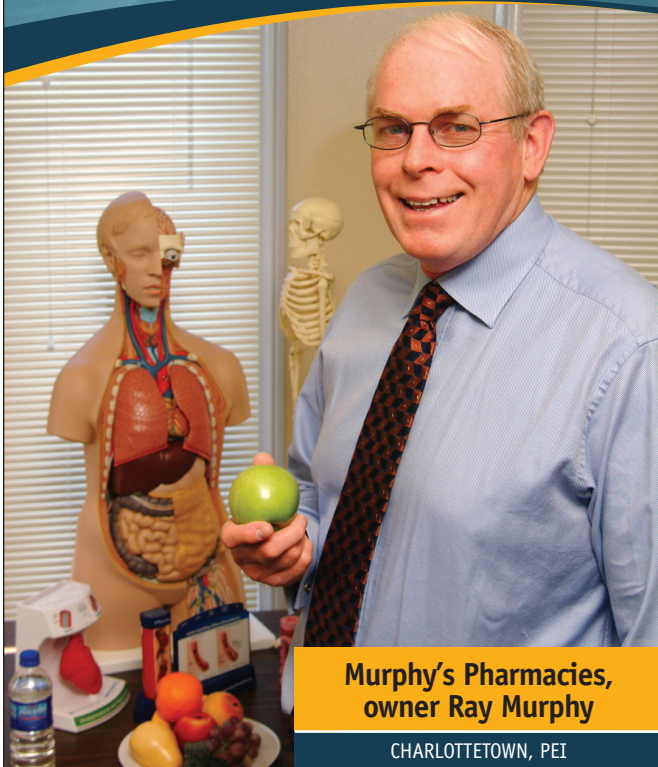


Health Promotion



**Murphy's Pharmacies,
owner Ray Murphy**

CHARLOTTETOWN, PEI

Touting the message loud and clear

MURPHY'S PHARMACIES OF CHARLOTTETOWN HAVE blanketed their community in health promotion messages, using everything from seminars to kids' summer camps, TV and radio. It's no surprise then, that this group got kudos for Health Promotion in the 2006 Commitment to Care Awards. "See their calendar [of events]," marvels one of our judges. "There's something every day!"

Here's just a sample: a healthy eating display, Ostomy Association meeting, heart health clinic, bone density testing, cholesterol clinic and heart health walking club. And that's just what they do inside their outlets, which consist of five pharmacies, a home healthcare centre and health education centre. Murphy's also partnered with the Queen Elizabeth Hospital Foundation in Charlottetown to sponsor and develop "Health Matters," a show on P.E.I.'s community TV channel. Now in its second year, the talk show has physicians, Murphy's staff and representatives from local charitable organizations as guests, and also has a call-in portion so viewers can get answers to questions. The Heart and Stroke Foundation of Prince Edward

Island, which participated in the show, would otherwise have found the cost "too prohibitive" to get their message out to Islanders, says Charlotte Comrie, the foundation's CEO. "Our message is carried to those who most need it through the caring and dedication of Murphy's."

Murphy's also partnered with a local radio station on a "12-week wellness challenge." Its wellness team of pharmacists, nurses and a dietitian gave the station's staff a baseline health assessment, then gave them a new health challenge to follow each week. The initiative also included on-air progress reports, as well as healthy living tips for listeners. "Many of our employees are often eating fast food and sacrificing a regular fitness program to accommodate an irregular work day," says Jennifer Evans, the station's general manager. "I witnessed a group of what some would call 'unlikely' candidates for a wellness program, embrace the program and make significant changes to their lifestyle."

Murphy's has also partnered with various disease associations on health promotion messages, including the Canadian Cancer Society and Osteoporosis Canada.

As if that weren't enough, Murphy's also commits staff and resources to a number of in-school programs, including an elementary school wash-your-hands educational program, a presentation on drugs of abuse for high schools, and health promotion initiatives at the University of Prince Edward Island. They sponsor a summer camp for troubled teens, providing financial support as well as pharmacists' time to provide education on drugs of abuse, personal hygiene and body image. "This summer camp would not have been possible without [owner] Ray Murphy's firm support," says Don MacKinnon of the outreach program. More than that, he adds, "the campers thoroughly enjoy the time they spend with the pharmacists."

Ryan Murphy, the chain's health programs co-ordinator, says his parents, Ray and Carolyn, give their staff the opportunity to try "literally anything" that would help the people in their community.

—Ruth Hanley

WANT TO FIND OUT MORE?

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