**Pharmaceutical Services Based on Primary Health Care**

As part of the PAHO initiative on the renewal of primary health care, regional guidelines are being drafted for the development of pharmaceutical services as an integral part of health services based on primary health care. They contain the following strategic elements:

**Values**

Based on the principles of the renewed PHC, the Working Group arrived at a consensus on the following principles: a) The right to the enjoyment of the highest attainable standard of health, b) Equity, c) Solidarity, d) Humanization, e) Excellence, f) Transparency, g) Ethics, h) Respect.

**Mission**

To promote, in conjunction with the health team and with community participation, the highest attainable standard of health for the population through excellent comprehensive pharmaceutical services articulated with health systems based on PHC, seeking access with quality and the rational use of drugs and other essential health supplies, including alternative and complementary therapies.

**Vision**

Socially relevant pharmaceutical services in health systems based on PHC that meet the needs of the individual, the family, and the community, with well-defined roles and functions that promote healthy lifestyles, access, and the rational use of drugs, contributing to the exercise of the right to enjoyment of the highest attainable standard of health

**Pharmaceutical Services**

A series of actions seeking to guarantee comprehensive personal and public health care, aimed at health promotion and protection; the prevention, diagnosis, and treatment of disease; and rehabilitation, using medicines as the principal input and ensuring their accessibility and rational use. The purpose of these actions, developed with the health team and community participation, is to ensure concrete health outcomes to improve the quality of life of the population.

We are promoting a change of focus in drug policies and the work of pharmacists, which is currently drug-centered, to give priority to the patient and his needs, thereby making a greater commitment to health outcomes. The postulates of primary health care are the theoretical underpinnings for this shift in paradigm.

A Working Group on Pharmaceutical Services based on Primary Health Care (PS/PHC) is enthusiastically supporting this effort and participating in the development of the guidelines, committing to contributing to their dissemination and implementation.. There is also a community of practice to facilitate communication and coordination among the various members.