

## **Pharmacy Health Promotion Campaigns - January 2017 to March 2018**

Dear pharmacy colleague

In order to assist you, as a contractor, to deliver Essential Service 4<sup>1</sup> in the Community Pharmacy Contractual Framework we have agreed with your LPC to supply promotional materials for all of the identified pharmacy health campaigns starting January 2017. We recognise the importance of pharmacies having access to high quality display materials so that you can pro-actively offer health promotion messages to patients collecting or buying medicines and to other people visiting the pharmacy.

For the next 8 designated pharmacy campaigns we, through our project partner, Pharmacy Complete, will, for each campaign, provide every C&M pharmacy contractor with a poster, leaflets, other relevant materials and a knowledge card so that your Health Champions and other team members have topic-specific knowledge and guidance on how you can build a campaign and support patients. The knowledge cards will build as a set to support the pharmacies throughout 2017/18.

The campaigns\* selected to run over the next 15 months are: -

January 2017	Alcohol awareness
February 2017	Anti-microbial resistance
April 2017	Bowel cancer awareness
June 2017	Blood pressure awareness
October 2017	Stoptober
November 2017	Winter Health
January 2018	Alcohol awareness
February 2018	Anti-microbial resistance

\*all campaign materials will be delivered to community pharmacies in the month before each campaign starts i.e. Stoptober materials will be delivered in early Sept 2017.

We have always recognised the important role community pharmacies play in supporting effective health campaigns, however we have taken this innovative step in recognition of the superb engagement Cheshire and Merseyside pharmacies have given to the Healthy Living Pharmacy programme.

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<sup>1</sup> <http://psnc.org.uk/services-commissioning/essential-services/public-health/>

We expect more pharmacies to fully engage with our HLP programme during 2017/18 and, as well as using the campaign materials provided, you may wish to add to these by sourcing and creating your own resources and building displays in your health promotion zone and windows. You may also wish to consider running an awareness event out in your community; something that many Health Champions in our Healthy Living Pharmacies are already doing to build awareness of the extended role of community pharmacy and make a difference to the health and wellbeing of their local population.

For the campaigns to be recognised as a success and for you to be compliant with Essential Service 4, we need all pharmacies to confirm their participation and provide feedback on the materials supplied. To facilitate this, we have agreed with your LPC to use PharmOutcomes. Please look out for further details once the campaigns begin. Your declaration of participation in our health campaigns is also crucial to assist you in building an evidence portfolio as part of the Healthy Living Pharmacy programme.

Good luck with the first campaign in January on alcohol awareness with materials being sent to you in December.

Thank you for your support,

Cheshire & Merseyside NHS England and Public Health teams