

Ref PH535

To all Community Pharmacies in the Wessex area

Dear Colleague,

**Help Us Help You – Before it Gets Worse**

On 4th February 2019, NHS England will launch Help Us Help You ‘Pharmacy Advice’ campaign, I apologise for the short notice. The campaign will position pharmacies as the first place to go to for advice on minor health concerns, such as coughs, colds, tummy troubles and aches and pains.

“Help Us Help You – Before it Gets Worse” is Our next Community Pharmacy mandatory Health Promotion Campaign and is one of your 6 Mandatory Campaigns for 2019 notified under Essential Services in Wessex. Please commence the campaign and display the campaign material as soon as you receive your pack. Help us Help you is the new brand name for the “Stay Well This Winter” campaign(s) - “Help Us Help You – Before it Gets Worse”.

“Help Us Help You brings together” a family of campaigns including flu immunisation, staying well in winter, NHS111, pharmacy and extended GP hours. Commissioned by NHS England and Public Health England it builds on the success of the previous Stay Well This Winter Campaigns - to encourage preventative self-care to help those most at risk of hospitalisation over winter and ease the pressure on NHS services.

As part of this new campaign, NHS England has produced a suit of materials which can be used by partners to display in their settings, which will help them to inform their patients and/or customers of the key campaign messages. Packs containing these materials will be automatically sent to every Pharmacy and GP surgery in England. The pharmacy pack, which includes a number of resources developed specifically for the pharmacy environment, will be sent to every community pharmacy in England. Deliveries of these packs will commence Monday 28th January, please look out for yours.

Look out for your resource pack which will be delivered with the identifying feature.

The pharmacy specific packs will contain the following:

- 1 x double sided window sticker
- 3 x wobblers for shelves
- 50 x 8-sided mini info cards
- 1 x Info card dispenser





The packs will also include a briefing sheet, highlighting the background, main objectives and key messages of the campaign. Pharmacy partners can view the full pharmacy specific briefing sheet by clicking the following link: [Pharmacy briefing sheet](#)

Digital tools, such as Social media posts and digital screens, will also be available to download from the [PHE Campaign Resource Centre](#) or by clicking the following link:

- <https://campaignresources.phe.gov.uk/resources/campaigns/73-pharmacy-advice>

Partners will also be able to order more materials from the above site should they need to.

For further information, please do check the following pharmacy & general campaign overview pages:

- <https://campaignresources.phe.gov.uk/resources/campaigns/73-pharmacy-advice/overview>
- <https://campaignresources.phe.gov.uk/resources/campaigns/81-help-us-help-you/overview>
- or contact the Partnerships team at PHE at [Partnerships@phe.gov.uk](mailto:Partnerships@phe.gov.uk) This is also your contact if you don't receive your pack or require further material.

We will provide you with further information about the campaign evaluation of this campaign and when to use PharmOutcomes in due course, in the meantime please find click the following link for the [Monitoring sheet](#) to record your active involvement.

*nb. The Evaluation details for the previous campaign called 'Help Us Help You – Stay Well this Winter' will be sent to you in the near future.*

***Please be aware and watch out for this so as not to confuse these two campaigns as the same***

Thank you for supporting this important campaign to highlight the integral role pharmacies play in the NHS. You make all the difference.

Kind regards

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