



**Ref PH542**

**To all Community Pharmacies in the Wessex area**

Dear Colleagues and Partners,

**Please share this briefing email within your networks with a request to promote the campaign**

On Monday the 4<sup>th</sup> February 2019, NHS England launched the **#PharmacyAdvice** campaign under the **#HelpUsHelpYou** brand.

The aim of the campaign is to encourage the public to use their local community pharmacy as their first choice for clinical advice for minor health concerns such as coughs, colds, sore throats, tummy troubles and aches and pains. The campaign will help to further build the public's trust and confidence in community pharmacists, pharmacy technicians and the pharmacy team as providers of care, and ensure minor illnesses are effectively managed in the right place.

Help Us, Help You involves advertising (TV, out of home, social media), partnerships, PR, social media (Facebook, Twitter, Instagram), and specific Black, Asian and Minority Ethnic (BAME) and disability groups' communications. It runs from 4 February – 31 March 2019. Advertising is targeted to all adults this year, with a secondary focus on parents of children under 12.

**Key features:**

- We have developed the social media element of the campaign this year and prepared a series of short film clips which will be targeted at key audiences on Facebook.
- This includes a film of media GPs (@DrHilaryJones, @DrZoeWilliams, @SaraKayat) supporting the role of pharmacists in managing minor illnesses. It also involves social media pharmacist Abraham Khodadi - @AbrahamThePharm
- There are also the humorous film clips from last year of children dressing up as pharmacists and pharmacy technicians.
- The public-facing NHS website [nhs.uk](https://www.nhs.uk) (Twitter handle: @nhsuk) will be tweeting the film clips during the campaign so please follow and retweet.
- We will be using social media 'influencers' to carry out targeted marketing on Instagram with key audiences.
- We have included a double-sided window sticker for use in community pharmacies for first time – this can be left in place all year round.

- There will be a widespread consumer PR campaign involving broadcast, print and digital channels.

### **Campaign resources:**

1. A pack of resources has been sent to all community pharmacies in England. The outer packaging is clearly labelled with a green, NHS-branded sticker. The pack includes a double-sided window sticker, shelf wobblers, poster, information cards and a 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 [here](#)

All other partners can access the generic version of the briefing sheet [here](#). A resource pack with relevant material has also been sent to all GP Surgeries in England.

2. All other resources are available via Public Health England's Campaign Resource Centre at: <https://campaignresources.phe.gov.uk/resources/campaigns/73-pharmacy-advice/resources> You will need to register to use the CRC but all resources are free and include:
  - a. All campaign posters, including those for other healthcare settings.
  - b. PR toolkit (attached) which contains all the key messages, Q&A and draft articles for newsletters.
  - c. Social media toolkit, including all film clips and suggested Facebook posts and tweets.
  - d. An advert for use on digital screens in pharmacies and GP surgeries.

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

### **What we would like you to do:**

- If you work in or with community pharmacy, please support the campaign. It is one of the 6 campaigns included in the community pharmacy contract.
  - Prominently display the materials in the pharmacy, in the window and alongside relevant over-the-counter products.
  - Use the information card to remind customers to visit a pharmacy next time they need clinical advice about a minor health concern.
  - Ensure all staff members are briefed about the campaign to ensure that they are fully aware and, where appropriate, are ready to offer clinical advice for people with minor health concerns.
  - Pharmacists are requested to use the NICE Clinical Knowledge Summary information to support them with age group 0-5 years: <https://cks.nice.org.uk/feverish-children-risk-assessment>. The section was updated in November 2018.



- Everyone, We would appreciate it if you would please register for the Campaign Resource Centre at: <https://campaignresources.phe.gov.uk/resources/campaigns/73-pharmacy-advice/resources> and use the posters, articles, film clips, tweets and other materials. You will need to download resources onto your Desktop before uploading them into Twitter or into a PowerPoint or Word file.
- Please follow @nhsuk and all the media GPs and pharmacists, and retweet films and posts throughout the campaign; or download the films and do some tweets, or Facebook and Instagram posts, making sure you use #HelpUsHelpYou and #PharmacyAdvice and copy in others so they can share and spread the message.
- Join in the conversation with the media GPs and pharmacists when they tweet – this helps to generate more coverage.

We intend to send more updates as we progress through the campaign. If you have any queries about the campaign, please contact: [partnerships@phe.gov.uk](mailto:partnerships@phe.gov.uk)

Thank you for your help and co-operation in spreading awareness of this campaign, it is appreciated.

Kind regards

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