

Help Us, Help You Pharmacy Advice

Campaign toolkit

January 2019

Please note that content in this toolkit is embargoed and content should not be used until 00:01 Monday 4th February 2019.

If you have any queries, please contact the NHS team at freuds on
nhspharmacy@freuds.com

Campaign Overview

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This winter, NHS England and Public Health England are introducing a new overarching brand that brings together all the winter pressures campaign activity - 'Help Us, Help You'. In recent years there has been an increasing emphasis on people taking responsibility for staying healthy and managing their own health and 'Help Us, Help You' is a powerful new way to build on this.

The unifying 'Help Us, Help You' campaign brand is based on the principle of reciprocity and aims to increase peoples' understanding of the actions they can take to help the NHS to help them. Following the expert advice of NHS staff, people can help the NHS help them stay well; prevent an illness getting worse; take the best course of action; and get well again sooner. The 'Help Us, Help You' campaign is delivered across a range of phases that target different audiences with different calls to action to help reduce these pressures. This includes messages about flu immunisation, staying well in winter, NHS 111, GP access, and this phase – Pharmacy Advice.

'Help Us, Help You' is an integrated multichannel campaign, involving advertising, partnerships, PR, social media, and specific Black, Asian and Minority Ethnic (BAME) and disability groups' communications. It will focus on different messaging and audiences and in the winter months 'Help Us, Help You' will deliver campaigns for flu, NHS 111, staying well in winter, extended GP hours and pharmacy.

The Help Us, Help You - Pharmacy Advice campaign aims to increase people's use of community pharmacy services by encouraging them to access clinical advice and support. The primary audience for this campaign is all adults who are suffering minor health conditions – such as coughs, colds, sore throats, tummy troubles and aches and pains – that do not require a GP appointment, with a secondary focus on parents and carers of children.

The campaign will raise awareness that community pharmacists are qualified healthcare professionals, and experts in medicines, who can offer clinical assessment, advice, reassurance, and over the counter medicines for a range of symptoms, and use of a private consultation room should it be required. It will also aim to remind people that local pharmacy teams offer a fast and convenient clinical service for minor health concerns with no appointment needed, and that the pharmacy team can refer patients to further professional help where necessary.

The Help Us, Help You campaign has been jointly commissioned by NHS England and Public Health England, with additional support from a wide range of NHS trusts, local authorities, charities and commercial sector partners.

Please ensure you refer to the [Public Health England Campaign Resource Centre](#) for the relevant creative execution.

Key Messages

Below are examples of key messages that can be used in communication about the Help Us, Help You - Pharmacy Advice campaign:

- Community pharmacists are qualified healthcare professionals who can offer clinical advice and over the counter medicines to effectively and safely manage a range of minor health concerns, such as coughs, colds, sore throats, tummy troubles, aches and pains and many more
- If symptoms suggest it's something more serious, pharmacists have the right clinical training to make sure you get the help you need immediately and can refer patients to a GP or A&E where necessary
- Every pharmacist trains for five years in the use of medicines before they qualify and is also trained in managing minor illnesses and providing health and wellbeing advice to help people stay well
- Pharmacy technicians are part of the pharmacy team and are also registered health professionals, subject to the same fitness to practice framework as pharmacists. They can assist patients with the most beneficial inhaler technique, or help patients understand the correct dose and frequency of a new medicine. They are there to help the NHS treat more people safely, conveniently and well
- Don't wait for minor health concerns to get worse – speak to your local pharmacy team to get advice right there and then
- Community pharmacists offer a more convenient, quicker way to obtain clinical advice on minor health concerns, and can consult with patients in a private consultation room with no need for an appointment
- Most people live within easy reach of a pharmacy, there are around 11,700ⁱ locations in England and many offer extended opening hours in the evenings and at the weekends

- Pharmacists are healthcare experts who are the right people to see if you need clinical advice for a minor health concern. And if symptoms suggest it's something more serious, they have the right clinical training to ensure people get the help they need
- By following the expert advice of community pharmacists, you can help the NHS help you stay well; prevent an illness getting worse; take the best course of action; and get well again sooner
- The campaign launch follows the publication of the NHS Long Term Plan which called for greater use of community pharmacists' skills
- Help Us, Help You, before it gets worse. Visit nhs.uk/pharmacyadvice for more information

Roles in community pharmacy

Pharmacy teams consist of trained and regulated health professionals and can help with many aspects of health care.

The role of the pharmacist includes:

- Clinically advising people on the treatment of minor health concerns such as coughs, colds, sore throats, tummy troubles, teething and aches and pains
- Clinically checking prescriptions for safety, appropriateness, and cost effectiveness and supervising dispensing
 - Answering questions and providing support to patients with their medicines
 - Ensuring people take their medicines safely
- Explaining to patients how to take new medicines
- Providing public health interventions, such as flu vaccinations

The role of the pharmacy technician involves:

- Preparation, assembly, sale and supply of medicines under the supervision of a registered pharmacist
- Clinical activities such as assisting patients with the most beneficial inhaler technique
- Issuing medicines to patients, explaining how to use them, answering questions
- Accuracy checking of dispensing by specially trained dispensing technicians/assistants
- Providing some public health services to patients, i.e. supervising methadone consumption, providing smoking cessation services and support for weight loss

Long and Short Copy

Below are examples of copy that can be used in communications about the 'Help Us, Help You' - Pharmacy Advice campaign. Please use the copy for any newsletters, emails or other materials, including websites and e-bulletins from **0.01 Monday 4th February 2019**.

Long copy

On Monday 4th February, NHS England is launching a new campaign to raise awareness that community pharmacists are qualified healthcare professionals, who can offer clinical advice and over the counter medicines to effectively and safely manage a range of minor health concerns, such as coughs, colds, sore throats, tummy troubles, aches and pains and many more.

As part of the 'Help Us, Help You' initiative, the campaign will highlight that local pharmacy teams offer a fast and convenient clinical service for minor health concerns with no appointment needed and use of a private consultation room should it be required.

And if symptoms suggest it's something more serious, pharmacists have the right clinical training to ensure people get the help they need immediately and can refer patients to a GP or A&E where necessary.

Community pharmacies in England provide a service to around 1.2 million people every day.¹ The campaign launch follows the publication of the NHS Long Term Plan which called for greater use of community pharmacists' skills. Every pharmacist trains for five years in the use of medicines before they qualify and they are also trained in managing minor illnesses and providing health and wellbeing advice.

Don't wait for minor health concerns to get worse – speak to your local pharmacy team to get advice right there and then.

Help us, help you, before it gets worse. Visit nhs.uk/pharmacyadvice for more information.

Short copy

On Monday 4th February, NHS England is launching a new campaign to raise awareness that community pharmacists are qualified healthcare professionals, who can offer clinical advice and over the counter medicines to effectively and safely manage a range of minor health concerns, such as coughs, colds, sore throats, tummy troubles, aches and pains and many more.

¹ Public Health England, Royal Society of Public Health (2016) Building Capacity: Realising the potential of community pharmacy assets for improving the public's health. <https://www.rsph.org.uk/our-work/policy/pharmacies-in-the-community.html> Accessed via https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/643520/Pharmacy_a_way_forward_for_public_health.pdf

As part of the 'Help Us, Help You' initiative, the campaign will highlight that local pharmacy teams offer a fast and convenient clinical service for minor health concerns with no appointment needed and use of a private consultation room should it be required.

If symptoms suggest it's something more serious, pharmacists have the right clinical training to ensure people get the help they need immediately and can refer patients to a GP or A&E where necessary.

Don't wait for minor health concerns to get worse – speak to your local pharmacy team to get advice right there and then.

Help us, help you, before it gets worse. Visit nhs.uk/pharmacyadvice for more information.

Social Media Advice

Social media is a key element of this campaign as it enables us to spread the important key messages. We have provided some suggested wording for social media posts which contain key information about the pharmacy campaign below for reference. Further social media content including copy, additional campaign materials and video content can be found on the [Public Health England Campaign Resource Centre](#)

If you have any questions regarding the social media calendar, please get in touch with George London: george.london@nhs.net. Please share these posts from **0.01 Monday 4th February 2019** on your social channels to help amplify support for the campaign on social media.

Please also follow the NHS UK Twitter ([@NHSuk](#)) page and PHE Twitter ([@PHE_uk](#)) and Facebook page ([@PublicHealthEngland](#)) and retweet/share where possible. We would recommend using **#HelpUsHelpYou** where possible.

Suggested posts:

- Don't wait for minor health concerns to get worse – speak to your local pharmacy team to get clinical advice right there and then. [#HelpUsHelpYou](#) before it gets worse. Visit nhs.uk/pharmacyadvice for more information. [<embed visual content>](#)
- Did you know community pharmacists are qualified healthcare professionals who can offer clinical advice and over the counter medicines to effectively and safely manage a range of minor health

concerns? [#HelpUsHelpYou](#) before it gets worse. nhs.uk/pharmacyadvice [<embed visual content>](#)

- Every pharmacist trains for five years in managing minor illnesses and the use of medicines and can help you with a range of minor health concerns. [#HelpUsHelpYou](#) before it gets worse. Visit nhs.uk/pharmacyadvice for more information. [<embed visual content>](#)
- By following the expert clinical advice of community pharmacists, you can help the NHS help you stay well; prevent an illness getting worse; and get well again sooner. [#HelpUsHelpYou](#) before it gets worse. Visit nhs.uk/pharmacyadvice for more information. [<embed visual content>](#)

ⁱ NHS England Data, September 2018