

**Ref PH564**

**To all Community Pharmacies in the Wessex area and copied to Partner organisations and other interested parties for information**

Dear Colleagues,

**Mandatory Health Promotion Campaign(s)**

As you will be aware the Terms of Service require pharmacies to participate in up to six Health Promotion Campaigns per calendar year, reference - Clauses 16 and 18, Part 2 (Essential Services) Schedule 4, (Terms of Service for Pharmacists) The National Health Service (Pharmaceutical and Local Pharmaceutical Services) Regulations 2013 (as amended).

**The current campaign status is as follows;**

**1) Winter Campaign “Help Us Help You – Stay Well this Winter”**

This campaign ran over winter (November / December 2018) and we have requested your returns on PharmOutcomes to validate pharmacy participation and compliance with this Essential Service.

For those of you that have completed the return, may I thank you for your help and co-operation in providing important messages and information to your local community. If you have not yet completed the PharmOutcomes entry for this particular campaign then please do so now without further delay, a non-response will result in further follow up action. Thank you for your co-operation.

**2) The current Campaign is “Help Us Help You – Before It Gets Worse” (A pharmacy advice campaign)**

This is the first Mandatory Campaign for this calendar year (2019)

All pharmacies should now have received the relevant material and should be promoting this campaign. If you have not received your pack and or have any queries about the campaign, please contact: [partnerships@phe.gov.uk](mailto:partnerships@phe.gov.uk)

We will request your evaluation return for this particular campaign in early April 2019, for your information I attach an example of the questions. This is the data we will be looking to collect again when the end of the campaign has passed.

Further information was contained in the following CPSC News article, together with a copy of the monitoring sheet to be used during the campaign

[NHS Evaluation Questionnaire](#)

<https://www.cpsc.org.uk/news/latest-cpsc-news/help-us-help-you-it-gets-worse-next-health-promotion-campaign-2019>

### **3) Current and future Mandatory Health Promotion Campaigns**

Over a number of meetings NHS England have taken the step of nationally agreeing Mandatory Public Health Promotion Campaigns with PSNC.

The topics on which national agreement has been reached are listed in the table below;

Campaign	Subject / Title	Period campaign running
For 2019		
1	<b>Help us to Help You - “Before It Gets Worse” (Pharmacy Advice)</b>	February / March 2019
2	Children’s Oral Health / Smile Month (This is in line with the training currently being incentivised by QPS (see below), but remains a campaign for all Community pharmacies to promote)	May / June 2019
3	Antimicrobial resistance	September 2019
4	Stoptober	October 2019
5	Help us to Help You – “Stay well this winter”	November / December 2019
6	TBC – there remains the ability to introduce a further campaign during 2019	TBC
For 2020		
1	Alcohol	January 2020

Campaign details are currently being worked out and so further information will follow but we did not want to delay, any further, sharing this list with you

#### **Campaign number 2 (above) - Children’s Oral Health / Smile Month**

QPS in these circumstances refers to the Quality Payments Scheme, this is part of the Community Pharmacy Contractual Framework and was introduced from 1st December 2016. It incentivises community pharmacies to meet the specified quality criteria. You can find more detail about the scheme here - <https://psnc.org.uk/services-commissioning/essential-services/quality-payments/> .

In relation to the planned pharmacy participation in the Oral Health Promotion Campaign for May/June, pharmacies under QPS will:

- 1) **On the day of the QPS review, the pharmacy is a Healthy Living Pharmacy level 1 (self-assessment); and**
- 2) **80% of staff working at the pharmacy (including pharmacy professionals) that provide healthcare advice to the public have successfully completed the CPPE children’s oral health training assessment.**

You can find more information here - <https://psnc.org.uk/services-commissioning/essential-services/quality-payments-healthy-living-pharmacy-hlp-self-assessment/>



CPPE referred to above is the – Centre for Pharmacy Postgraduate Education  
*CPPE Children’s oral health training*

*The CPPE Children’s oral health video and e-assessment can be accessed on the [Pharmacy Quality Payments Scheme](#) page on the CPPE website, for convenience see:  
<https://www.cppe.ac.uk/gateway/oralhealth> and <https://www.cppe.ac.uk/services/quality-payments>*

*Staff working at the pharmacy (including pharmacy professionals\*) that provide healthcare advice to the public are required to watch the e-learning video and successfully complete the e-assessment.*

*PSNC has created a [CPPE Children’s oral health record sheet](#) which contractors can choose to use to keep a record of the pharmacy staff that have watched the CPPE e-learning video and successfully completed the e-assessment.*

*When a member of staff has watched the e-learning video and successfully completed the e-assessment, a certificate of completion will be stored in their personal record on the CPPE website. This can be printed to provide evidence of completion; contractors are advised to keep a copy of the certificate within the pharmacy.*

*Each member of staff that provides healthcare advice to the public who is working in the pharmacy on the day of the review (15th February 2019) count as one, regardless of how many hours they have worked.*

*For example, if five members of staff that provide healthcare advice to the public are working in the pharmacy on 15th February 2019, the contractor will need to ensure that at least four of them (80%) have watched the e-learning video and successfully completed the e-assessment*

Thank you for your continued support in delivering these important health messages

Kind regards

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