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Stay Well Pharmacy

Communications toolkit

February 2018

**Please note that content in this Toolkit is embargoed and should not be released to the public or media until 00:01 hours 12 February 2018**

If you have any queries, please contact the Stay Well team at freuds at nhs[@freuds.com](mailto:BeClearOnCancer@freuds.com)

**Campaign overview**

**NHS Stay Well Pharmacy Campaign Background**

NHS England is launching ‘Stay Well Pharmacy’ on 12 February 2018. It is a new, national campaign to raise awareness of and promote the use of community pharmacy for clinical advice for minor health concerns.

The campaign aims to raise awareness that the local pharmacy is the first place to go to for clinical advice or over the counter medicines to treat minor health concerns such as sore throats, coughs, colds, tummy troubles, teething and aches and pains.

The campaign will highlight how community pharmacists and pharmacy technicians – who are qualified healthcare professionals - can offer clinical assessment and advice, reassurance, over the counter medicines for a range of symptoms and use of a private consultation room should it be required.

‘Stay Well Pharmacy’ will 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 main target audience is parents and guardians of young children under the age of 5 years, encouraging them to visit the local pharmacy team for minor health concerns.

By promoting the use of community pharmacy services, the strategic goals of ‘Stay Well Pharmacy’ are to provide patients with convenient access to qualified healthcare professionals when they experience a minor health concern; ensure the best use of medicines; improve patient outcomes and help ensure we make the best use of the clinical expertise of the pharmacy team while relieving some of the pressure on GPs and A&E departments.

The campaign is launched in a climate in which millions of GP appointments and visits to A&E take place for conditions which are self-treatable.

‘Stay Well Pharmacy’ has been commissioned by NHS England and will be live between 12th February – 31st March, running for 7 weeks through to the end of the winter period and leading up to the busy Easter period. It will be supported by advertising (TV, out of home posters, social media advertising and search); partnerships with community pharmacies, local authorities, GP surgeries, charities and community hubs; and PR.

**Target audience**

Research suggests that parents and carers have a lower risk threshold for their children[[1]](#endnote-1),[[2]](#endnote-2). Research conducted on behalf of NHS England as part of the Stay Well Pharmacy campaign has also revealed that parents would be more likely to make an appointment with the GP if their child was suffering from a minor health concern, over and above visiting a pharmacist[[3]](#endnote-3).

The main target audience for the ‘Stay Well Pharmacy’ campaign, therefore, is parents and carers of young children under the age of 5 years, to reassure them that a community pharmacy is an appropriate NHS service for those times when they may experience a minor health concern and feel they need clinical advice.

**Toolkit materials**

The ‘Stay Well Pharmacy’ campaign brand identity is part of the same brand family as the ‘Stay Well This Winter’ campaign and the ‘NHS 111’ campaign. A range of branded resources will be made available for partners to use, including: social media toolkits and posters.

The following PR toolkit materials and communications documents, containing further information on the campaign, will be made available:

* Long and short copy
* Key messages
* Facts and statistics
* Regional media releases

All resources can be ordered or downloaded free of charge from [PHE Campaign Resource Centre](https://protect-eu.mimecast.com/s/9AgcBMlG3OT7).

[Sign up](https://protect-eu.mimecast.com/s/l0MSBXYE62FN) for further information and access to resources for you and your colleagues. Get regular updates on the latest campaign news by signing up to the PHE Campaign Resource Centre (CRC) newsletter. [Register](https://protect-eu.mimecast.com/s/z6eiBL4pG3Hg) on the site and select to receive the ‘NHS Services’ updates or, if you are already registered [log in](https://protect-eu.mimecast.com/s/r0ZSBDaEgwck) to “Your Account”, and [update your preferences](https://protect-eu.mimecast.com/s/Z1bUB04MgOHG) to receive them. **Please contact us at**[**partnerships@phe.gov.uk**](mailto:partnerships@phe.gov.uk%20) **if you have any questions.**

Manage your email preferences or unsubscribe by [logging in](https://protect-eu.mimecast.com/s/r0ZSBDaEgwck) to our Campaign Resource Centre. Please note that the information in this document is strictly embargoed until **00.01 12 February 2018.** Confidentiality is crucial, so please help us reiterate this message if you present or share this document with colleagues/partners.

**Key messages**

**Primary messages:**

* ‘Stay Well Pharmacy’ is a new campaign from NHS England to encourage people, especially parents and carers of children under the age of 5, to visit their local pharmacy first for minor health concerns such as sore throats, coughs, colds, tummy troubles, teething and aches and pains
* Community pharmacists and pharmacy technicians 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
* Pharmacists can assess symptoms and recommend the best course of treatment or simply provide reassurance, for instance when a minor illness will get better on its own with a few days’ rest
* And if symptoms suggest it’s something more serious, they have the right clinical training to ensure people get the help they need
* Most community pharmacies (over 90%) can now offer a private consultation room, suitable for a confidential conversation, should it be requested
* Every pharmacist is trained in managing minor illnesses and providing health and wellbeing advice, so they are the right person to see for minor health concerns. They train for five years in the use of medicines before they qualify and register with the professional regulator, and some also have an additional prescribing qualification.
* Pharmacy technicians are also registered health professionals, subject to the same fitness to practice framework as pharmacists, who are increasingly taking on more clinical activities. This may include assisting patients with the most beneficial inhaler technique, or helping 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.

**Secondary messages:**

* Pharmacy teams consist of trained and regulated health professionals and can help with many aspects of health care, such as:
  + Clinically advising people on the treatment of minor health concerns such as coughs, colds, tummy troubles, teething and aches and pains
  + providing clinical advice and support for patients with long-term conditions
  + explaining how to take new medicines
  + reviewing medicines use to ensure safety
  + providing healthy living services, e.g. advice on quitting smoking, losing weight, reducing alcohol consumption, sexual health or increasing physical activity
  + offering consultations/ NHS health checks and a wide range of NHS services (see facts and stats)
  + flu vaccinations
* Pharmacists and pharmacy technicians have to undertake regular continuing professional development to keep up to date in order to remain on the register, and many have formal postgraduate qualifications
* Local pharmacies can offer fast and convenient clinical advice for a wide range of minor health concerns, with no appointment needed
* Most people live within easy reach of a pharmacy and many pharmacists offer extended opening hours in the evenings and at weekends
* We want to help the public get the most effective use of pharmacists and pharmacy technicians - skilled clinicians who are available in around 11,700 locations every day of the week
* Using a pharmacy as the first point of call for clinical advice for minor health concerns will help to free up GP time for more urgent appointments and help reduce non-emergency A&E visits
* To manage increasing demand, the NHS promotes self-care where possible for minor health concerns and as part of this is working to increase awareness that there are alternatives to making GP appointments
* Search nhs.uk/staywellpharmacy for more information and to help you find your nearest pharmacy services and opening hours

**Long copy**

‘Stay Well Pharmacy’ is a new campaign from NHS England which encourages people, especially parents and carers of children under the age of 5, to visit their local pharmacy team first for clinical advice for minor health concerns such as sore throats, coughs, colds, tummy troubles, teething and aches and pains.

Community pharmacists and pharmacy technicians are qualified healthcare professionals who are the right people to see if you need clinical advice or over the counter medicines to help safely manage a wide range of minor health concerns.

Pharmacists are trained in managing minor illness and can assess symptoms and recommend the best course of treatment or simply provide reassurance, for instance when a minor illness will get better on its own with a few days’ rest. And if symptoms suggest it’s something more serious, they have the right clinical training to ensure people get the help they need.

With most people living within easy reach of a pharmacy and with many pharmacies offering extended opening hours in the evenings and at weekends, pharmacy teams offer fast and convenient clinical support with no appointment needed. Most community pharmacies (over 90%) now offer a private consultation room, suitable for a confidential conversation, should it be requested.

Using a pharmacy for minor health concerns will help free up GP time for more urgent appointments and help reduce non-emergency A&E visits.

Search nhs.uk/staywellpharmacy for more information and to help you find your nearest NHS pharmacy services and opening hours.

**Short copy**

‘Stay Well Pharmacy’ is a new campaign from NHS England which encourages people, especially parents and carers of children under the age of 5, to visit their local pharmacy team first for minor health concerns such as sore throats, coughs, colds, tummy troubles, teething and aches and pains.

Community pharmacists and pharmacy technicians are qualified healthcare professionals, and are the right people to see if you need clinical advice, reassurance, over the counter medicines and even a private consultation room, should it be requested, to help safely manage a range of minor health concerns. The campaign reminds people that local pharmacy teams offer fast and convenient clinical support with no appointment needed.

Search nhs.uk/staywellpharmacy for more information and to help you find your nearest NHS pharmacy services and opening hours.

# Annex A Key facts and statistics

**Pharmacy services:**

* There are 45,923 registered pharmacists and 19,510 registered pharmacy technicians in England.[[4]](#endnote-4) Other roles within the pharmacy team include dispensing technicians and counter assistants
* There are around 11,700 community pharmacies in England[[5]](#endnote-5) providing a service to around 1.2 million people visiting for health queries every day[[6]](#endnote-6)
* 95% of the population is within a 20-minute walk of a local community pharmacy and access is greatest in areas of highest deprivation[[7]](#endnote-7)
* £200 million is invested in training pharmacists each year6

**In community pharmacy:**

The role of the pharmacist includes:

* Clinically checking prescriptions for safety, appropriateness, cost effectiveness and supervising dispensing
* Reviews with patients with long-term conditions who are taking multiple medicines
* Explaining to patients how to take new medicines
* Clinically advising people on the treatment of minor health concerns
* Clinically advising patients with long-term conditions about health and wellbeing and supporting them with their repeat prescriptions
* Providing public health interventions, such as flu vaccinations and blood pressure testing

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

Pharmacy professionals are highly trained:

* Pharmacists will have completed a four-year university degree and a pre-registration training placement for a year under the supervision of an experienced and qualified pharmacist, usually in a hospital or community pharmacy. Following this, they have to pass a further examination before applying for registration with the professional regulator, the General Pharmaceutical Council
* Pharmacy technicians are registered health professionals with Level 3 Diplomas in Pharmaceutical Science and Pharmacy Service Skills, completed in two years. Following this, they will apply for registration with the professional regulator, the General Pharmaceutical Council. Eight of 19 modules in the science diploma are on actions and uses of medicines in the British National Formulary

**Working practice**

* Community pharmacies have at least one pharmacist present while open, this individual is available to help the public with clinical advice for minor health concerns
* Local pharmacies provide NHS services under contract to NHS England in a similar contractual arrangement to GP practices
* A pharmacist will assess symptoms and consider any long-term conditions, and the medicines that the person is taking, before providing a recommendation. They will either:
  + - Support/clinically advise on the person’s decision to self-care. (Self-care means the person suffering does not normally need to seek medical care and/or treatment for the condition, but may decide to seek clinical advice from a local pharmacy and use an over the counter medicine to treat symptoms)
    - Sell an over the counter medicine (which doesn’t need a prescription or visit to a GP) that will help relieve symptoms and make the person more comfortable, where this is appropriate
    - Signpost to the right medical care if the pharmacist considers the condition is serious enough to warrant further help
* Community pharmacies dispense prescription medicines, sell over the counter medicines, and routinely provide a wide range of NHS services including:
  + - Flu vaccinations
    - Emergency hormonal contraception
    - Healthy living advice and support

Over the counter medicines consultation

* [A public consultation on NHS prescribing of over-the-counter medicines](https://www.engage.england.nhs.uk/consultation/over-the-counter-items-not-routinely-prescribed/user_uploads/otc-guidance-2.pdf) for 33 minor, short term health concerns began on 20 December 2017 and will run until 14 March 2018
* Due to data showing variation in prescribing practice and exemptions across English CCGs, which impact patients, NHS England has developed draft guidance on minor, short-term health concerns for which over the counter medicines would no longer routinely be prescribed
* The consultation will not affect prescribing of items for chronic (long term) conditions or where minor conditions are symptomatic or a side effect of something more serious
* A list of 33 minor health concerns have been identified by the national clinical working group as appropriate for self-care
* The proposal aims to save up to £136 million a year which could be used to expand other treatments for major conditions such as cancer and mental health problems

**Regulation:**

* Pharmacy professionals and pharmacy premises are independently regulated by the pharmacy regulator, the General Pharmaceutical Council (GPhC)
* The GPhC has the authority to investigate and, if necessary, act against individual pharmacy professionals and pharmacy owners who fail to meet professional regulatory standards. This includes when a dispensing error occurs. NHS England will take appropriate action against any community pharmacy contractor which fails to meet its contractual obligations.

**Perceptions of pharmacy services derived from research conducted as part of the Stay Well Pharmacy campaign:**

* 79% of adults say they are aware that pharmacists are trained healthcare professionals who can give advice on most common illnesses3
* A quarter (24%) of people have visited a pharmacy in the last 6 months3
* Only 6% of parents / carers of children aged 5 and under currently say they would consider seeking advice in the first instance from a pharmacist for a minor health concern which had lasted more than 24 hours, whereas 35% said they would choose to contact a GPand 5% would choose emergency care as their first point of call3

**Medicines:**

* Overall medicines spend 2016/17 was £17.4bn, an increase of 33.7% from £13bn in 2010/11[[8]](#endnote-8)
* In 2015/16, 1.1 billion NHS prescription items were dispensed to patients in primary care. And the number of prescriptions in primary care is increasing by 1.9% a year[[9]](#endnote-9)
* Nine out of 10 prescription items are dispensed free of charge in England[[10]](#endnote-10)

1. Ogilvie S, Hopgood K, Higginson I, Ives A, and Smith JE (2016) Why do parents use the emergency department for minor injury and illness? A cross-sectional questionnaire. Journal of the Royal Society of Medicine Open. Accessed via <https://www.researchgate.net/publication/296620535_Why_do_parents_use_the_emergency_department_for_minor_injury_and_illness_A_cross-sectional_questionnaire> [↑](#endnote-ref-1)
2. Rowe B, Cook C, Wootton R and Brown T (2015) A&E: Studying parental decision making around non-urgent attendance among under 5s. Accessed via <https://www.revealingreality.co.uk/wp-content/uploads/2017/03/Revealing_Reality_DH_non-urgent_attendance.pdf> [↑](#endnote-ref-2)
3. Stay Well Pharmacy Campaign survey into public use and awareness of pharmacists was carried out by Kantar TNS Online Bus between November 2nd – 9th.   A representative sample of 2,209 adults aged 16+ were surveyed [↑](#endnote-ref-3)
4. General Pharmaceutical Council data [↑](#endnote-ref-4)
5. NHS Digital General Pharmaceutical Services England 2007/08 to 2016/17. Accessed via: https://digital.nhs.uk/catalogue/PUB30135 [↑](#endnote-ref-5)
6. Public Health England, Royal Society of Public Health (2016) Building Capacity: Realising the potential of community pharmacy assets for improving the public’s health. Accessed via <https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/643520/Pharmacy_a_way_forward_for_public_health.pdf> [↑](#endnote-ref-6)
7. Todd et al (2014) The positive pharmacy care law: an area-level analysis of the relationship between community pharmacy distribution, urbanity and social deprivation in England - <http://bmjopen.bmj.com/content/4/8/e005764.full>

   Accessed via: Public Health England, Pharmacy: A Way Forward for Public Health - [www.gov.uk/government/uploads/system/uploads/attachment\_data/file/643520/Pharmacy\_a\_way\_forward\_for\_public\_health.pdf](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/643520/Pharmacy_a_way_forward_for_public_health.pdf) [↑](#endnote-ref-7)
8. Health and Social Care Information Centre (2017) Prescribing Costs in Hospitals and the Community, England 2016-17. Accessed via <https://digital.nhs.uk/media/34102/Prescribing-Costs-in-Hospitals-and-the-Community-England-2016-17-Report/default/hosp-pres-eng-201617-report> [↑](#endnote-ref-8)
9. NHS England (2017) Items which should not routinely be prescribed in primary care: A Consultation on guidance for CCGs. Accessed via <https://www.england.nhs.uk/wp-content/uploads/2017/07/Items-not-routinely-prescribed-in-primary-care.pdf> [↑](#endnote-ref-9)
10. Health and Social Care Information Centre (2017) Prescriptions Dispensed in the Community, England 2006-16. Accessed via <https://digital.nhs.uk/media/31323/Prescriptions-Dispensed-in-the-Community-Statistics-for-England-2006-2016-Report/default/pres-disp-com-eng-2006-16-rep> [↑](#endnote-ref-10)