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Dear Colleague,

Act F. A. S. T. Pharmacy Campaign Guidance

Pharmacies across the South coming together to make a difference

A step-by-step guide to running your public health campaign;

We are pleased to announce the next contractual public health campaign for 2018 is the stroke awareness campaign **Act F.A.S.T.** It will take place during **18th May 2018 - 28th June 2018**. This guidance is designed to support your implementation of the campaign.

STEP 1: Read these instructions carefully and familiarise yourself with the campaign (see below).

STEP 2: Look out for your pack in the post it will include posters and leaflets for display (see below).

STEP 3: Display posters and leaflets and capture conversations on your crib sheet (see below).

STEP 4: Share stories for press and social media to celebrate your work(see below).

STEP 5: Complete evaluation forms 1 week after the campaign (see below).

STEP 1:

Stroke is a medical emergency. The objective of the campaign is to **raise awareness** and get people who witness somebody showing stroke signs to overcome their initial reluctance to call 999 - even if they are not sure that it is a stroke or if it is just one sign. F.A.S.T. is a simple test to help people identify stroke signs:

- Face – has their face fallen on one side? Can they smile?
- Arms – can they raise both arms and keep them there?
- Speech – is their speech slurred?
- Time - to call 999 if you see any one of these signs

Please see attached the Facts and Stats sheet for further information or log on to the Campaign Resource Centre - www.campaignresources.phe.gov.uk . It's free and takes two minutes to register.

#ActFASTsouth

www.campaignresources.phe.gov.uk

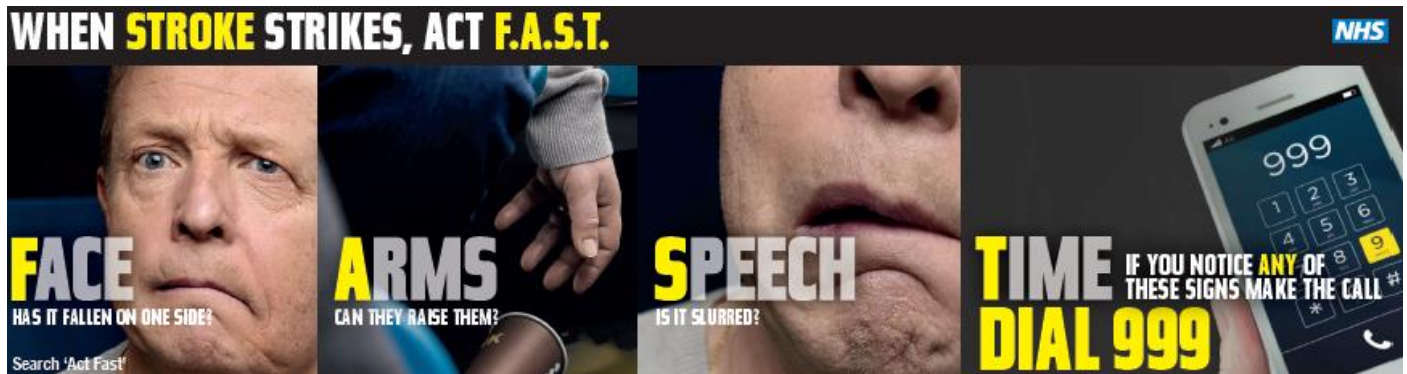


STEP 2:

Your campaign packs will include **2x posters and 25 x leaflets** to display in your pharmacy. The expected delivery date is: **16th May 2018**.

Distance Selling Pharmacies: Please use the graphic following as an email signatures for the duration of the campaign or access the Campaign Resource Centre for digital assets at

<https://campaignresources.phe.gov.uk/resources/search?query=&f.Campaign%7Ccampaign000=act+fast+stroke>



STEP 3:

At the end of the campaign, you will be asked the following questions so it may be useful to **PRINT** out and keep a tally on the attached crib sheet.

- Total number of conversations regarding the campaign that occurred within the pharmacy.
- How many conversations about the campaign occurred during a MUR or NMS consultation and,
- How many patients as a result of your conversations about the campaign were referred to the GP/ED/other healthcare professional etc. for further consultation?

Please **DO NOT** submit the crib sheet to NHS England on the close of the campaign. Only the return of campaign evaluations via PharmOutcomes will be accepted as proof of participation.

STEP 4:

Celebrating your work is important. If you have any good news stories to share please let the Public Health England communications team know as soon as it happens on southwest-pressoffice@phe.gov.uk or your NHS England pharmacy team on england.wessexpharmacy@nhs.net.

The communications team for PHE South West and South East will also be sharing information via twitter, to make sure you don't miss out, please follow their twitter accounts @PHE_SouthWest and @PHE_SouthEast. The twitter handle for this campaign is #ActFASTsouth

STEP 5:

You will receive evaluation instructions direct from your NHS England pharmacy Team, we will be collecting the evaluation on PharmOutcomes. The evaluation submissions deadline is **5th July 2018**.

Submissions will be evaluated from every pharmacy across the South of England and the findings and best practice shared.

Key information:

- Campaign starts on 18th May and ends on 28th June 2018
- Resource delivery date 16th May 2018.
- Evaluation submissions by 5th July 2018

If you have NOT received your resource pack by the **20th May** please email partnerships@phe.gov.uk; stating 'Stroke – Act F.A.S.T campaign resources NOT received' in the subject bar and providing your pharmacy name, F-code, pharmacy address and postcode, cc'ing in (for information only) the generic pharmacy mailbox england.wessexpharmacy@nhs.net; .

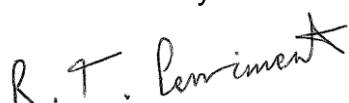
Attachments:

- Key stats & facts
- Crib sheet
- Digital poster
- Digital leaflet

For further information please contact me using the details in the header above.

Thank you for your support delivering this and other community pharmacy campaigns. We really enjoy seeing pictures of the campaign and don't forget to check out #ActFASTsouth during May and June. We would love to hear from you.

Yours sincerely



Tim Perriment
Primary Care Commissioning Support (Wessex) (Pharmacy and Ophthalmic)
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