



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 second contractual Community Pharmacy public health campaign of 2018-19 is the **Be Clear on Cancer Blood in pee** campaign. It will take place during **19th July 2018 – 23rd September 2018** with the pharmacy campaign running for the first six weeks until 7th September. This guidance is designed to support you implement the campaign. **Please note it is embargoed until the 19th July 2018.**

STEP 1: Read these instructions carefully and familiarise yourself with the campaign.

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

STEP 3: Display posters and leaflets and make a record of conversations on your crib sheet.

STEP 4: Share stories for press and social media to celebrate your work.

STEP 5: Submit evaluation forms within 2 weeks of the campaign end.

STEP 1: The aim of the campaign is to **raise awareness of the symptoms of bladder and kidney cancer** and get people to see their GP without delay if they notice blood in their urine. The main message for the public is: **if you notice blood in your pee, even if it's just the once, tell your doctor.** Visible haematuria is the main symptom of bladder cancer and a common symptom of kidney cancer, which claim 8,000 lives a year. The earlier cancer is detected, the more easily it can be treated.

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

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

Distance Selling Pharmacies: Please use the following graphic as an email signature for the duration of the campaign and access the Campaign Resource Centre for more digital assets. **Please do not use it before the 19th July as it is embargoed until the launch.**

**Blood in your pee?
Tell your doctor.**



nhs.uk/bloodinpee

**BE CLEAR
ON CANCER**

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 monitoring 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 for further consultation?

Please **DO NOT** submit the monitoring 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. The Survey details will follow in due course.

STEP 4:

Celebrating your work is important. If you or your team have any good news stories to share please let our communications team know as soon as it happens on southwest-pressoffice@phe.gov.uk for the Dorset area and southeast-pressoffice@phe.gov.uk for Hampshire @Isle of Wight as appropriate or to your local pharmacy team at 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 hashtag for this campaign is #bloodinpee

STEP 5:

You will receive campaign evaluation instructions direct from your NHS England Regional Team, who is collecting them via PharmOutComes . The evaluation submissions deadline is **21st September 2018**. Submissions will be evaluated from every pharmacy across the South of England and the findings and best practice shared.

Key information:

- Pharmacy campaign starts on 19th July and ends on 7th September 2018
- Resource delivery date 16th July 2018.
- Evaluation submissions by 21st September 2018

If you have NOT received your resource pack by the **16th July** please email partnerships@phe.gov.uk stating Bloodinpee campaign resources NOT received in the subject bar and providing your pharmacy name, F-code, pharmacy address and postcode please cc to your local pharmacy team england.wessexpharmacy@nhs.net also.

Attachments:

- Blood in Pee
- Monitoring sheet

For further information please contact your local pharmacy team: england.wessexpharmacy@nhs.net

Thank you for your support delivering community pharmacy public health campaigns. We really enjoying seeing pictures of the campaign and don't forget to check out #bloodinpee during July, August and September. We would love to hear from you, so please send them to your local pharmacy team or include them in the evaluation or email partnerships@phe.gov.uk

Please note this campaign is embargoed until the 19th July please do not publish or broadcast before that date. Thank you