

**TO: ALL COMMUNITY PHARMACY CONTRACTORS IN BEDFORDSHIRE, HERTFORDSHIRE, LUTON, and**

**MILTON KEYNES.**

Midlands & East (Central Midlands)

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**Email:** [**england.pharmacy-athsm@nhs.net**](mailto:england.pharmacy-athsm@nhs.net)

Direct line: 01138248830

November 2017

Dear Colleague,

**Health Promotion Campaign**

**6 November to 17 December 2017**

**STAY WELL THIS WINTER**

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| Participation in Health Promotion Campaigns is an important part of the Terms of Service for Community Pharmacy Contractors.  This health promotion campaign focuses on the national **Stay Well This Winter campaign** and community pharmacists are asked to participate throughout November and December. The aims of the campaign are :  1. Maintain high levels of awareness of the winter campaign among at-risk groups (C2DE adults aged 65 and over, those with long term conditions and their carers)  2. Prompt those who are at risk of hospital admission to visit the pharmacy for advice and/or treatment for seasonal illnesses, as well as encouraging them to have the flu jab  3. Promote trust in the NHS and belief that the NHS is looking after people  **General Stay Well This Winter messages for patients/carers**  • If you start to feel unwell, at the first sign of a winter illness, even if it is just a cough or cold, get advice from your pharmacist before it gets more serious.  • Don’t put off getting the flu vaccination. If you’re eligible, get it now. It’s free because you need it.  • Pick up prescription medications before the Christmas holidays start. Many GPs and pharmacies will close, or have limited opening hours, over the holidays.  If you do need help over the holiday period when your GP surgery or pharmacy is closed, call NHS 111 or visit www.nhs.uk who can direct you to a local service that is open.  • Do you suffer from breathlessness? Find out if you are eligible for a free flu jab.  • It is important to keep warm in winter – both inside and outdoors as it can help to prevent colds, flu and more serious health problems, such as heart attacks, strokes pneumonia and depression. Heat your home to at least 18°C (65°F), if you can, you might prefer your living room to be slightly warmer.  • Make sure you speak to your pharmacists about medicines you should have in stock to help get you and your family through the winter season.  • Make sure you are receiving all the help available to heat your home that you are entitled to. Find out more here: nhs.uk/staywell  • Keeping an eye out for elderly relatives and neighbours and supporting them in the cold weather can help them Stay Well This Winter.  **Materials**  All pharmacies should have received campaign packs via the Healthcare Distribution Agency at the beginning of October - these packs contain:  • A letter and briefing sheet  • 2 posters  • 50 leaflets  • 1 leaflet holder  • 2 shelf wobblers  • Keep Antibiotics Working campaign poster  Materials are also available from Public Health England for hard copy order or download. You must be registered and logged in.  <https://campaignresources.phe.gov.uk/resources/campaigns/34-stay-well-this-winter-/resources>  Information should be prominently displayed in all pharmacies or displayed on pharmacy websites for distance selling pharmacies, and the patient resources are provided to support your health promotional message and interventions. |  |  |  |

**Monitoring and outcomes**

It is important that you complete your data collection forms with the number of interventions provided to the public. The completed data collection form for this campaign should be retained at the pharmacy. This information should be transferred to the summary form. Following completion of **all** the campaigns during 2017/18, one summary form must be submitted by each contractor at the end of March 2018 to **NHS England Midlands & East (Central Midlands)** by emailing: [**england.pharmacy-athsm@nhs.net**](mailto:england.pharmacy-athsm@nhs.net)

Without submission of the summary form there is no confirmation that a pharmacy has participated in the public health campaigns which form part of the essential services. Furthermore, the information you provide enables us to evaluate the success of the campaigns we run. Pharmacies are advised to also retain their own copies as evidence for contractual monitoring.

Please do not hesitate to contact one of the Midlands & East (Central Midlands) Area Team using the email above if you have any further questions relating to this campaign.

Thank you for your full and enthusiastic support in this important and mandatory element of the pharmacy contract.

Yours sincerely



Jane Bray

Primary Care Support Contract Manager