



PH746

To all community pharmacies in Dorset (inclusive of Bournemouth & Poole) and Hampshire & Isle of Wight (inclusive of Southampton and Portsmouth)

Dear Colleague,

I am writing to inform you about a forthcoming public health campaign supported by Public Health England. This is **not** one of the mandatory campaigns, as part of the Community Pharmacy Contractual Framework for 2019/20, however, it is one which highlights to the public what the pharmacy team can do for them and encourages them to use pharmacy services; so we hope you will be willing to support the campaign by displaying the materials in your pharmacy.

The Help Us, Help You - Pharmacy Advice campaign encourages the public to use their local pharmacy as the first port of call for clinical and health advice on minor health concerns such as coughs, colds, tummy troubles and aches and pains. This year the look and feel of the campaign has been updated, with a dramatic eye-catching image.

The campaign will launch on 20 January 2020 for nine weeks and will be supported by TV, outdoor posters, press and social media. Activity is aimed at all members of the public, with a particular focus on parents and carers of children aged 5 – 12 years old.

Campaign resources that will be delivered direct to your community pharmacy in January

All community pharmacies in England will receive a pack containing resources to support this campaign. These resources will arrive in a jiffy bag via a Healthcare Distribution Association member delivery to your pharmacy from mid-January.

If you wish to support the campaign and you have not received your pack by 3 February, visit the PHE Campaign Resource Centre for the most up to date information.

Social media, digital screens and other digital resources will be available on PHE's Campaign Resource Centre closer to launch. It would be great if you were able to use these resources to support the campaign.

We will be looking to evaluate this campaign and seek feedback from you, will do this using PharmOutcomes and will provide more detail later.

Your help and support for this campaign is appreciated.

Kind regards

Tim Perriment

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