

NHS Flu Season 2017/18

We are still waiting for some local figures on performance from September. We are now in the peak season, so the actions are very simple this week and build on the national programme which has just started.

The radio advertising campaign on **Heart, Capital & Smooth radio** has now finished. We hope that this actively drove patients to your Community Pharmacies during this time. As we own the licence for the advert, why not continue to play the advert in your pharmacy, perhaps every half hour as a reminder of our great service. [Click here to hear it](#)

This week's key actions are:



1. **UP the flu focus** in these critical 2-weeks. Keep interest high by continuing to drive lots of conversations with all eligible patients of the service - target the high-risk categories.
2. Retweet again the LPC tweet highlighting the flu advert to all your contacts.... replaying the message is powerful.
3. Use the NHS Keep well this Winter material. [Click here to access.](#)
4. There is also much material on the Self Care sites that advertise pharmacist services. [Click here to access.](#)

Influenza

Hampshire & Isle of Wight LPC

SUPPORTING LOCAL COMMUNITY PHARMACY



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