







PUBLIC HEALTH CAMPAIGNS -YORKSHIRE & THE HUMBER PHARMACIES

NHS England have agreed with PSNC 6 National Public Health Campaigns that are directed for the year 2019-2020.

2019-2020		
Month	Campaign	
Mid-FEBRUARY to Mid-MARCH		Help Us Help You Pharmacy Campaign: (formerly Stay Well Pharmacy): https://campaignresources.phe.gov.uk/resources/campaigns/73-stay-well-pharmacy https://campaignresources.phe.gov.uk/resources/campaigns Pharmacy contractors will be sent a resource pack for this campaign. This is expected to be delivered w.c 28 January 2019
Mid-MAY to Mid-JUNE		Children's Oral Health (Smile Month): *more details of resources to be provided 2019: https://campaignresources.phe.gov.uk/resources/campaigns/69-top-tips-for-teeth http://www.nationalsmilemonth.org/ https://www.mecclink.co.uk/oral-health/
SEPTEMBER		Antimicrobial Resistance: https://campaignresources.phe.gov.uk/resources/campaigns/58-keep-antibiotics-working/Overview https://www.youtube.com/watch?v=ef4QHUS5760 https://www.nhsinform.scot/campaigns/keep-antibiotics-working
OCTOBER		Stoptober: https://campaignresources.phe.gov.uk/resources/campaigns/6-stoptober/resources https://campaignresources.phe.gov.uk/resources/campaigns/15-smokefree/overview https://www.nhs.uk/smokefree/help-and-advice/local-support-services-helplines https://campaignresources.phe.gov.uk/resources/campaigns/15-smokefree/resources/1327 https://www.mecclink.co.uk/smoking/
NOVEMBER / DECEMBER		Help Us Help You Winter Campaign (formerly Stay Well this Winter): https://campaignresources.phe.gov.uk/resources/campaigns/34-stay-well-this-winter- https://campaignresources.phe.gov.uk/resources/campaigns/81-help-us-help-you
JANUARY 2020		Alcohol: https://campaignresources.phe.gov.uk/resources/campaigns/80-drink-free-days https://alcoholchange.org.uk/get-involved/campaigns/dry-january https://breastcancer.org/get-involved/dry-january https://resources.drinkaware.co.uk/ https://www.mecclink.co.uk/alcohol/

Directed Public Health Campaigns 2019 important information:

As part of your NHS pharmaceutical terms of service, you are directed to participate in at least 6 National health campaigns each year. As these are 'directed' you are required to participate. In order to simplify the process, we have agreed all 6 campaign topics for 2019 and have designed a Public Health Campaign Calendar to help with your plans and preparations for the forthcoming campaign. Please display the calendar in your pharmacy for reference.

Whilst some campaign resources will be sent directly to pharmacies other campaigns will require pharmacy contractors to order free resources & materials from Public Health England's campaigns resource centre. Detail of which campaign resources will be posted to you and those which pharmacy contractors will need to order (free of charge) will be provided by NHS England prior to each campaign.

Your active participation in these campaigns can help maintain and improve your local population's physical and mental health and wellbeing, especially those living with a long-term condition. You will be expected to exhibit these materials. We ask that you build on your resources and make each campaign as worthwhile as possible. We understand some pharmacies have limited space for health promotion: however, posters in windows and pharmacy displays along verbal promotion and promoting relevant charities are all forms of participation. Distance selling pharmacy contractors should add links to their website to promote campaigns and be offering general information as part of patient contact during phone calls and emails, where appropriate.

Training relevant to the campaign topics will be available through the CPWY Academy VirtualOutcomes training offer. This training is free to access for West Yorkshire pharmacy teams.

Likewise, all CPNY pharmacy teams have free access to VirtualOutcomes.

Please send photos of your promotions and ideas and share the good work you do throughout the year with CPWY/CPNY who will publish the best examples in their respective News Digest/Weekly Updates and HLP facebook pages.