

# Look out for your Stay Well This Winter toolkit

You will soon receive a free **toolkit** to help you help your customers stay well this winter. It contains lots of promotional materials for display in your pharmacy.

As you may know, currently NHS England and Public Health England are running a joint campaign – Stay Well This Winter. It offers simple advice with the aim of protecting those that are most vulnerable to falling seriously ill with winter ailments. There are plenty of practical tips and information, including encouraging them to seek help and advice from you, their pharmacist.

## Inside the envelope you will find:

- An A4 poster to encourage customers to get their flu jab.
- An A4 poster with general advice on how to stay well this winter.
- An A4 poster to remind customers to collect their prescriptions before GPs and pharmacies close for Christmas.
- Three badges for staff to wear, prompting customers to ask them for advice.
- Two shelf wobblers to place near winter health products.
- A strut card to put on the counter to remind customers that they can speak to you about their winter ailments.
- A briefing that includes all the information you need about the Stay Well This Winter campaign.

Your toolkit should arrive in the next couple of weeks, so look out for it.

Many thanks  
**The Stay Well This Winter Team**

## The toolkit will look like this:

