



England

Central Midlands

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**TO: ALL COMMUNITY PHARMACY CONTRACTORS IN
NHS ENGLAND MIDLANDS & EAST (CENTRAL MIDLANDS)**

Dear Colleague,

Health Promotion Campaign September 2017

Blood Pressure Awareness

As you are aware 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 **Know Your Numbers Week, 18-24 September 2017** and community pharmacists are asked to participate throughout September. The campaign is to encourage members of the public, to have their blood pressure measured regularly and to raise awareness of ways to help reduce and/or prevent high blood pressure.

High blood pressure is the biggest known cause of disability and premature death in the UK through stroke, heart attack and heart disease. One in three adults in the UK has high blood pressure and every day 350 people have a preventable stroke or heart attack caused by the condition

Who is the campaign aimed at?

The campaign is aimed at all adults who have not had their blood pressure measured.

Materials

Materials are available from Blood Pressure UK for hard copy order or download.
<http://www.bloodpressureuk.org/HealthProfessionals/Resources>

Information should be prominently displayed in all pharmacies or displayed on pharmacy websites for distance selling pharmacies.

Monitoring and outcomes

It is important that you complete your data collection forms with the number of interventions provided to the public. Completed data collection forms for each of the campaigns for 2017-18 should be retained at the pharmacy and a copy of the summary form should be gradually completed for each of this year's campaigns and submitted as one sheet at the end of the year to **NHS England Midlands & East (Central Midlands)** by emailing: england.llrprimarycare@nhs.net following completion of **all** the campaigns during 2017. One summary form should be submitted by each contractor at the end of January 2018.

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 Central Midlands Area Team using the email above if you have any further questions relating to this campaign.

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

Yours sincerely



Ben Collins

Primary Care Support