

## List of Health Promotion Programme for the Community Pharmacy Contract April 2016- March 2017

Please retain this poster in your dispensary for reference throughout the year. There may be changes in year to this list, this will be communicated to you.

Pharmacy promotion month		Campaign
May 16	Signposting Focus	<p><b>Make May Purple – Action on stroke month</b>  <b>Poster and leaflets</b>            Target: All ages            A stroke can happen in an instant but its effects can last a lifetime. Yet too many people still don't understand the impact of stroke or the fact that it can happen to anyone at any age.</p>
July 16	Signposting Focus	<p><b>Change4life – National Childhood Obesity Week, 1<sup>st</sup> July</b>  <b>Poster and leaflets</b>            Target: Encouraging parents to cut down the amount of sugar their children consume by making one or more simple swaps.</p>
October 16	Signposting Focus	<p><b>Smoking Cessation – “Stoptober”</b>  <b>Poster and leaflets</b>            Target: Anyone who smokes or wants to know about local services to help quitters either for themselves or family.</p>
December 16	Signposting Focus	<p><b>Mental Health</b>  <b>Poster and leaflets</b>            Target: All ages            The campaign aims to raise awareness and show support for people living with Mental Illness.</p>
January 17	Signposting Focus	<p><b>Dry January</b>  <b>Poster and leaflets</b>            A campaign by Alcohol Concern aimed at social drinkers, encouraging them to give up alcohol for a month after the excesses of Christmas.</p>
March 17	Signposting Focus	<p><b>Ovarian Cancer/Prostate Cancer Awareness month</b>  <b>Poster and leaflets</b>            A campaign to raise awareness of ovarian and prostate cancers.</p>