

**North Midlands – Shropshire & Staffordshire Area**

Anglesey House  
Towers Plaza  
Wheelhouse Road  
Rugeley  
WS15 1UL

Date: 10<sup>th</sup> April 2018

Email – [a.pickard@nhs.net](mailto:a.pickard@nhs.net)

Dear Colleagues,

**Re: Essential Service 4 – Promotion of Healthy Lifestyles**

**Pharmacy Public Health Campaigns 2018/19**

The promotion of healthy lifestyles is an Essential Service of the Pharmacy Contractual Framework, and in part this requires pharmacies to participate in up to six NHS England led public health campaigns annually.

It has been agreed that PHE West Midlands and NHSE North Midlands will co-ordinate 4 regional campaigns as outlined in the table below, and these will be supplemented by 2 national campaigns that will be co-ordinated centrally (dates and topics to be confirmed).

Quarter	Period	Campaign
Quarter 1	April – June 2018	Cardiovascular with focus on diabetes
Quarter 2	July – Sept 2018	Mental health
Quarter 3	Oct – Dec 2018	Respiratory with focus on COPD
Quarter 4	Jan- March 2019	Alcohol awareness

The campaigns will run for 4-6 week periods within each quarter, and at the end of each campaign, information from the data collection sheets will need to be recorded within the relevant PharmOutcomes module as evidence of participation. Less than 30% of contractors entered campaign data onto PharmOutcomes last year, and whilst we took a pragmatic approach to this towards the end of last year, we will be looking for 100% completion for each campaign this year.

The first regional campaign will commence w/c 11<sup>th</sup> June to coincide with National Diabetes Week, and I will be writing out separately to all contractors with more specific details about this campaign.

There were a significant number of issues last year with the distribution of materials/resources for some campaigns and these have been escalated nationally in order to prevent a recurrence this year. However many of the campaigns will require contractors to order materials directly themselves, so links to these will be provided in the campaign letters that will be circulated at least 2 weeks in advance of each of the regional campaigns.

If you have any queries regarding these campaigns or the data collection requirements please email me at the following address - [a.pickard@nhs.net](mailto:a.pickard@nhs.net)

Yours faithfully,



Andrew Pickard, Pharmacy Advisor, NHS England North Midlands