

Health Promotion Campaigns 2017-18

Month	Key priority area	Campaign
<p>'ONE YOU' campaign may run throughout the year PH England campaigns</p> <ul style="list-style-type: none"> • Sepsis Jan – March 2017 • One You Jan – March 2017 (physical Activity push) • Stoptober 2017 • Stay well this winter 2017-18 • Be Clear on Cancer - Respiratory July – Oct 2017 • Stroke – Act F.A.S.T – being considered / TBC <p>National campaigns are highlighted in Blue.</p>		
March 2017	One You	Physical Activity PH England National campaign
April 2017	Mental Health	Depression awareness Parkinson Awareness Week
May 2017	One You	ONE YOU Healthy Lifestyle
		Dementia Awareness Week 15-21st May Action on Stroke month
June 2017	Carers and Social Care	Carers Support Week – www.carersweek.org Mens Health Week Sun awareness pack Child Health
July 2017	Diabetes	Eye Health <i>Local diabetic eye screening programme (DESP) campaign</i> <i>Pharmacy pack available</i>

Month	Key priority area	Campaign
July – Oct	Be Clear on Cancer	Respiratory
August 2017	ONE YOU Physical Activity and Healthy Eating Child Health	ONE YOU Physical Activity and Healthy Eating Child Health
Sept	Winter Health-Stay Well This Winter	Stay Well This Winter - Flu etc
Sept	Sexual Health Fall Prevention Awareness	Sexual health awareness week Link with Sexual Health Team CPFT. Information to follow
Oct	Stop Smoking	Stoptober
Nov	Alcohol	Alcohol Awareness Week One You
Dec	Alcohol	Preparation for Dry January 2017
Jan 18	ONE YOU	ONE YOU – <i>Public Health campaign</i> Sugar Smart Dry January
TBA	Stroke	Act F.A.S.T
Mar 18	Smoking	No Smoking Day

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HLP is now part of Quality Payments. Within the requirement public health campaign should meet national and local health needs as suggested in the JSNA/PNA and Annual report of the director of Public Health.

Link to JSNA and PNA - <http://www.cumbriaobservatory.org.uk/health/home.asp>

Cumbria Public Health Profile - <http://fingertipsreports.phe.org.uk/health-profiles/2016/e10000006.pdf>

Requirement to run health promotion campaigns include the following priority areas

1. Ensure there is a dedicated health zone with permanent non-promotional information available
2. Promotion campaigns should be separate distinct displays which aim to attract customers in order that pharmacy staff can start health conversations, offer brief advice, and promote relevant pharmacy services – (should include the 6 contractual health campaigns) The health promotion calendar from page 4 describes examples of how your displays could achieve this.
Intervention conversation should be recorded on the conversation record sheets and Pharmoutcomes MONTHLY.
Photograph of each display as evidence.
3. More resources can be obtained Register with the following websites:
 - The DH orderline at www.orderline.dh.gov.uk/ecom_dh/public/home.jsf
 - The PHE campaign resource centre at <https://campaignresources.phe.gov.uk/resources>
 - The Change4Life website at www.nhs.uk/Change4Life/Pages/change-for-life.aspx
4. Good quality free resources are also available from:
 - Macmillan Cancer Support at www.macmillan.org.uk/Profs/Pro.aspx
 - Cancer Research UK at <http://publications.cancerresearchuk.org/>
 - British Heart Foundation at www.bhf.org.uk/
 - Diabetes UK at www.diabetes.org.uk/

Month	Key priority area	Campaign	Ideas for activities / displays
March 2017	One You	Physical Activity PH England campaign National	
April 2017	Mental Health	Mental Health Depression Parkinson Awareness Week	http://emails.parkinsons.org.uk/k/Parkinsons/parkinsons_awareness_week?_ga=1.181502375.1689167791.1488820852
May 2017	One You	One You ONE YOU Healthy Lifestyle Dementia Awareness Week 15-21st May Action on Stroke month	Healthy Lifestyles Change4Life Dementia Awareness Week – Contact the local Alzheimer's society Use this opportunity to promote the pharmacy services. NMS, MUR, Flu, EPS, Repeat Dispensing, MAS etc
May		Sun Awareness Week (supported by British Association of Dermatologists at www.bad.org.uk/) ONE YOU Summer Health Dementia Awareness Week	For an eye catching display consider buckets and spades, sun hats, sun glasses, etc. Display recommended sun screens, or top tips on how to prevent sunburn. Promote the sale of the correct sun screens to the correct target groups. Summer Health- NHS Choices website – Hay fever, treatment for bites, dehydration, hats sun glasses http://www.bad.org.uk/for-the-public/sun-awareness-campaign/sun-awareness-leaflets-and-posters Contact the local Alzheimer's society Use this opportunity to promote the pharmacy services. NMS, MUR, Flu, EPS, Repeat Dispensing, MAS etc.
Jun	Carers and Social Care	Carers Support Week www.carersweek.org/	Ensure the pharmacy has all the information on support for carers and social care for signposting in your local area. Invite Carer Support agencies into the pharmacy with their information and personnel. Use this opportunity to promote the pharmacy services. NMS, MUR, Flu, EPS, Repeat Dispensing, Stop Smoking, MAS etc.
July	Diabetes	Eye Health	Eye Health

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	Be Clear on Cancer July – Oct	Respiratory	Local diabetic eye screening programme (DESP)campaign Pharmacy pack will be available from CPFT Resources - https://campaignresources.phe.gov.uk/resources/campaigns/46-respiratory-symptom-awareness/resources
Aug	ONE YOU Physical Activity and Healthy Eating	Change4Life Physical Activity campaign www.nhs.uk/change4life/Pages/change-for-life.aspx Child Health	<i>ONE YOU</i> physical activity: For an eye catching display consider e.g. walking boots, running shoes, swimming goggles, etc. Ensure the pharmacy has information on the local activity programmes for signposting – Local leisure centre programme, park run dates Health Builders – OTC medication http://www.cumbriaccg.nhs.uk/health-services/Advice-and-Guidance-for-Children/Advice-and-Guidance-for-Children.aspx
Sept	Winter Health Sexual Health	Winter Health – Flu Sexual Health Sexual health awareness week www.fpa.org.uk/campaigns/sexual-health-week	Display recommended OTC treatments for common colds. Age UK winter wrap up Promote Flu vaccine to the target groups. Working with Sexual Health Teams across Cumbria. Information will be available. Sexual health awareness week www.fpa.org.uk/campaigns/sexual-health-week
Oct	Smoking	Stoptober Preparation for Stoptober www.nhs.uk/smokefree	Use the opportunity to promote the pharmacy sexual health services. ONE YOU Stoptober Order resources with the pharmacy health promotion budget for an eye catching display. Run a quiz to ask customers to guess e.g. the amount spent on cigarettes in a year depending on the amount smoked. Promote your Stop Smoking Service.

Month	Key priority area	Campaign	Ideas for activities / displays
Nov	Alcohol	Alcohol Awareness Week www.alcoholconcern.org.uk/	Use empty alcohol bottles / cans to show the number of units. Ask customers to measure out a unit of alcohol; or run a quiz to guess the number of units in different drinks.
Dec	ONE YOU Alcohol	Preparation for Dry January 2018 www.alcoholconcern.org.uk/what-we-do/campaigns/dry-january/	As for Alcohol Awareness Week. <i>ONE YOU – Public Health campaign Dry January</i>
Jan 18	ONE YOU Physical Activity and Healthy Eating	Change4Life Healthy Eating campaign www.nhs.uk/change4life/Pages/change-for-life.aspx	ONE YOU – Sugar Smart and Dry January <i>ONE YOU – Public Health campaign</i> Sugar Smart Dry January Order resources with the pharmacy health promotion budget for an eye catching display that shows the amount of sugar in foods; or alternatively display healthy v unhealthy snacks, or sugar cubes next to each type of snack or drink. Run a quiz that asks customers to guess the sugar content of foods. Promote the free Slimming Voucher scheme – (approach HLP Slimming World/Weight Watches etc. for vouchers).
Mar 18	Smoking	No Smoking Day www.nosmokingday.org.uk/	As for Stoptober.

Any changes to the public health campaigns will be communicated asap.