



North Midlands – Shropshire & Staffordshire Area
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Email – a.pickard@nhs.net

Date 11th October 2018

Dear colleagues

Re: Every Mind Matters Campaign

Public Health England have recently launched the 'Every Mind Matters' campaign as a pilot across the West Midlands area, and as a result NHSE has agreed to support this campaign by making it one of the contractual health promotion campaigns for this year.

Contractually we are going to run this campaign from 5th November for 4 weeks until 1st December, although all pharmacy contractors should have already received campaign materials this week.

Background information

Each year, around one in four people in England experience a mental health problem and the proportion of diagnosable common mental health conditions has increased by 20% in 20 years.

A new survey of adults in the Midlands conducted for PHE also shows nearly three quarters (71%) of people in the Midlands report experiencing one or more of low mood, anxiety, stress and trouble sleeping frequently or occasionally.

The new campaign highlights that while we can all feel stressed, anxious, low or have trouble sleeping, there are simple actions we can take to manage them and prevent these issues from becoming more serious.

It encourages people to visit the Every Mind Matters guide, a free NHS-approved online resource, which provides expert advice, practical tips, and experiences from real people to help manage these issues and those of others.

Resources

Each pharmacy should be receiving a campaign pack directly from PHE that includes a briefing sheet, 100 x conversation starters, 1 x dispenser and 2 x A4 posters. I have also sent as a separate attachment, a copy of the campaign overview toolkit. If you do not receive the campaign pack, then this can be ordered free of charge from the Public Health England Campaign Resource Centre -

<https://campaignresources.phe.gov.uk/resources/campaigns/82/resources/4073>

You do need to register with the resource centre before ordering materials, but this is very simple and is free of charge. The registration link is located in the top right hand corner of

their homepage and it only takes a few seconds to complete and activate the account.

Healthy Living Champions

It is advisable where possible for the Healthy Living Champions within each pharmacy to familiarise themselves with the campaign overview toolkit, and then brief the rest of the team on the salient points, particularly in relation to accessing the online guide via the One You website.

Data collection and PharmOutcomes

As a reminder, it is a contractual requirement for the information to be transferred from the data collection sheet onto the relevant campaign module on PharmOutcomes within 7 days of the end of each campaign please (ie. by the 8th December for this campaign). Failure to do so may result in a breach notice being issued.

If you have any queries regarding this campaign or access to resources please contact me via email, or speak to one of your LPC representatives.

Yours faithfully,



Andrew Pickard
Pharmacy Advisor, NHS England North Midlands, Staffordshire and Shropshire Area