

NHS England and NHS Improvement – Midlands
Region (Staffordshire and Shropshire)

Primary Care Directorate

Anglesey House
Wheelhouse Road
Rugeley
WS15 1UZ

Date: 15th August 2019

a.pickard@nhs.net

Dear colleagues

Ref: Antimicrobial Resistance (AMR) Campaign

The AMR campaign is the third of the mandatory public health campaigns that has been agreed for this year, and will run from 1st September until 30th September.

Resources for the campaign (and the subsequent Stoptober campaign) are being delivered to all pharmacies over the next two weeks and will include posters and leaflets, but alongside this letter I have also attached electronic versions of the campaign materials.

If you have not received your campaign pack by 27th August 2019, please email: partnerships@phe.gov.uk stating the pharmacy name, address and name of the campaign(s) you have not received materials for.

I have also attached a copy of the data collection sheet that should be used to record details of any conversations/interventions that you have with patients regarding AMR during the campaign period.

As with all previous campaigns, we require the information from the data collection sheet to be inputted onto the Public Health Campaign Feedback module within PharmOutcomes at the end of the campaign, and this should be done by 7th October 2019 at the latest. Failure to do so will result in a remedial breach notice for the pharmacy and potential further sanctions.

If you have any additional queries please contact me at a.pickard@nhs.net

Yours faithfully,



Andrew Pickard, Pharmacy Advisor, Staffordshire and Shropshire Area

