

NHS England and NHS Improvement – Midlands
Region (Staffordshire and Shropshire)
Primary Care Directorate
Anglesey House
Wheelhouse Road
Rugeley
WS15 1UZ

Date 15th November 2019

Dear colleagues

a.pickard@nhs.net

Ref: Help us Help You Winter Campaign

The NHS England Community Pharmacy Help Us Help You Campaign **commences on 18th November 2019, running until 31st December**. This campaign is one of the mandated public health campaigns that community pharmacies must participate in as part of the Community Pharmacy Contractual Framework.

The aim of this campaign is to encourage individuals who are over 65 and those with long term health conditions to go to a pharmacist at the first sign of a winter illness. Pharmacies should have already received the following resources to support this campaign from PHE;

- 2x A4 posters encouraging flu vaccination for patients in at risk groups and pregnant women
- Stay Well This Winter A5 leaflets

I have attached electronic copies of the campaign materials for reference, and additional resources can be downloaded if required via the PHE [Campaign Resource Centre](#). If you have not received your resource pack already, please contact partnerships@phe.gov.uk and copy me in to the email please.

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

As with all previous campaigns, we request that the information from the data collection sheet is inputted onto the Public Health Campaign Feedback module within PharmOutcomes at the end of the campaign. Therefore, once this campaign has finished, this data will need to be uploaded by 7th January 2020. Failure to do so will result in a remedial breach notice for the pharmacy and potential further sanctions if evidence of participation in the campaign is not received.

As a final reminder, you should have already entered details of the Stoptober campaign onto the PharmOutcomes module, so if you have not done so, please action this immediately.

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

Yours faithfully,



Andrew Pickard, Pharmacy Advisor, Staffordshire and Shropshire Area

