**Checklist for holding a health promotion event/campaign**

**Planning ahead**

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| **Task** | **Completed** |
| Create a health promotion event/campaign calendar for the forthcoming year to help the team plan and to ensure they have enough time to order resources, complete training, etc.   * **Tip:** Consider running your health promotion campaign/events in line with an appropriate awareness month/day, for example, alcohol awareness in January to coincide with Dry January. * **Tip:** Look at the mandatory national public health campaigns ([psnc.org.uk/publichealth](https://psnc.org.uk/services-commissioning/essential-services/public-health/)) for the forthcoming year so you can ensure you promote these and can plan additional events/campaigns around these. * **Tip:** Have a look at: [psnc.org.uk/healthpromotion](http://www.psnc.org.uk/healthpromotion) for ideas on health promotion events/campaigns.\* |  |

**Before the health promotion event/campaign (up to a month before)**

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| **Task** | **Completed** |
| **Resources** | |
| Decide what resources you want to make available for your event/campaign, for example, posters and leaflets. Order or create these.   * **Tip:** Have a look on relevant charity websites as they often have free resources that can be downloaded or posted out to you. * Have a look at: [psnc.org.uk/healthpromotion](http://www.psnc.org.uk/healthpromotion) for resource ideas.\* * **Tip:** If you are creating your own resources and plan to use the NHS primary care logo, read [PSNC Briefing 010/17: Updated NHS Identity Guidelines – NHS logo use by pharmacies](http://psnc.org.uk/contract-it/psnc-briefings-pharmacy-contract-and-it/psnc-briefing-01017-updated-nhs-identity-guidelines-nhs-logo-use-by-pharmacies-february-2017/)to make sure you are following the NHS identity guidelines. |  |
| Decide if you need resources in different languages to target the local population, or large-print/easy read materials for customers with learning difficulties. Order or create these.   * **Tip:** Have a look on relevant charity websites as they may have free resources that can be downloaded or posted out to you. * Have a look at: [psnc.org.uk/healthpromotion](http://www.psnc.org.uk/healthpromotion) for resource ideas.\* * **Tip:** If you are creating your own resources and plan to use the NHS primary care logo, read [PSNC Briefing 010/17: Updated NHS Identity Guidelines – NHS logo use by pharmacies](http://psnc.org.uk/contract-it/psnc-briefings-pharmacy-contract-and-it/psnc-briefing-01017-updated-nhs-identity-guidelines-nhs-logo-use-by-pharmacies-february-2017/)to make sure you are following the NHS identity guidelines. |  |
| Consider developing a questionnaire to assess how useful patients find the advice given during the campaign/event.   * **Tip:** A template questionnaire is available as a standalone document at: [psnc.org.uk/hlp](http://www.psnc.org.uk/hlp) - this can be adapted to suit the health promotion topic. |  |
| Decide if you need any additional resources for your Health Promotion Zone such as poster boards, tables, leaflet holders, a box for completed questionnaires, etc. and order these as necessary. |  |
| **Signposting** | |
| Find out what support is available locally and nationally relating to the health promotion topic so patients can be signposted appropriately. Share this information with the team.   * **Tip:** Have a look at: [psnc.org.uk/healthpromotion](http://www.psnc.org.uk/healthpromotion) for links to national charities.\* |  |
| Consider whether a member of a local public health agency or charity can attend the event   * **Tip:** Involving a local public health agency or charity may help build a working relationship between the pharmacy team and the organisation. |  |

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| **Training** | |
| Look at what training is available for members of the pharmacy team and decide what training would be appropriate to complete.   * **Tip:** Look at training available from organisations such as:   + [Centre for Pharmacy Postgraduate Education](https://www.cppe.ac.uk/);   + [TheLearningPharmacy.com](http://www.thelearningpharmacy.com/);   + [e-Learning for Healthcare](http://www.e-lfh.org.uk); and   + your [LPC](http://lpc-online.org.uk/). * **Tip:** Speak to your local authority and or local/national charities to see if there is any training that team members can attend/complete. * Have a look at: [psnc.org.uk/healthpromotion](http://www.psnc.org.uk/healthpromotion) for training ideas.\* |  |
| **Press/advertising** | |
| Consider contacting the local press to see if they are interested in covering your health promotion event/campaign. |  |
| Think about other staff groups/organisations that you can make aware of your event such as local libraries, health and care organisation receptionists, or local charity groups and approach them to see if they will promote your event/campaign by displaying a poster, including information in their newsletters, etc. |  |
| If your pharmacy is active on social media, promote the event through this channel before the campaign/event to build interest. Tip: [PSNC Briefing 001/17: Social media guide for community pharmacy teams and LPCs](https://psnc.org.uk/contract-it/psnc-briefings-pharmacy-contract-and-it/psnc-briefing-00117-social-media-guide-for-community-pharmacy-teams-and-lpcs-january-2017/) provides a guide to help you to consider the benefits of using Twitter and other social media as tools for keeping up to date with pharmacy and healthcare news or communicating with patients and other stakeholders. [PSNC’s making the most of social media webinar](https://psnc.org.uk/psncs-work/our-events/register-your-interest-in-our-webinar/making-the-most-of-social-media-webinar/) (available on demand) also provides tips on how to get the most out of social media. |  |
| Look to see if there any local events that members of the pharmacy team can attend to promote the health promotion event/campaign, e.g. local charity groups or patient groups. |  |

**Before the health promotion event/campaign (the week before)**

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| **Task** | **Completed** |
| Ensure all members of the pharmacy team complete any relevant training for the event/campaign. |  |
| Ensure all members of the pharmacy team read and become familiar with the screening and/or assessment tool guides which will be used, if any. |  |
| Ensure all members of the pharmacy team read and become familiar with the resources available for the event/campaign and ensure everyone is aware of signposting options. |  |

**During the health promotion event/campaign**

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| **Task** | **Completed** |
| Organise the Health Promotion Zone where information can be displayed.   * **Tip:** Try to make this as attractive and attention-grabbing as possible to engage with people. |  |
| Use every opportunity to approach people who visit the pharmacy and let them know about your campaign/event. |  |
| Record the number of people who have been spoken to during the campaign/event. |  |
| Take photos of your Health Promotion Zone or other activities (do not take photos of patients without their permission). |  |
| Encourage patients to fill out the feedback questionnaire. |  |
| If your pharmacy is active on social media, continue to promote the campaign/event. |  |
| Make sure the Health Promotion Zone is kept well stocked with resources, is tidy and free from clutter. |  |

**After the health promotion event/campaign**

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| **Task** | **Completed** |
| Record details of the event in your HLP evidence portfolio along with any photos and examples of props/resources used. |  |
| Have a de-brief with the team to see what went well and what could be improved on for the next event/campaign. |  |
| Write a brief report based on feedback (from the questionnaires or otherwise) and refer to this next time you plan a campaign/event. |  |
| When removing promotion materials/props, do not throw them away; you may decide to re-use them in future events (if they are still relevant). |  |
| Send the report and photographs of your campaign/event to:   * your [LPC](http://lpc-online.org.uk/); and * [Public Health England](mailto:hlpnewsletter@phe.gov.uk) (email: [hlpnewsletter@phe.gov.uk](mailto:hlpnewsletter@phe.gov.uk))   so, information can be shared with other HLPs to inspire and encourage others to hold similar public health events/campaigns. |  |

\*The health promotion hub on the PSNC website ([psnc.org.uk/healthpromotion](http://www.psnc.org.uk/healthpromotion)) is ‘work in progress’ and new health promotion topics will continue to be added.