

To: Community Pharmacies- *contracted
to provide the Living Well service
2019/20*

12-22 Linenhall Street
BELFAST
BT2 8BS

PHA Tel : (0300) 555 0114
HSCB Tel : (0300) 555 0115

Web Site:

<https://www.publichealth.hscni.net/>
www.hscboard.hscni.net

10th July 2019

Dear Colleague,

COMMUNITY PHARMACY ESSENTIAL SERVICE: LIVING WELL CAMPAIGNS

Thank you for taking part in the Community Pharmacy Essential Service: Living Well Campaigns. You are now in the middle of the first campaign. This is due to finish on the **31st July 2019**.

We hope this campaign has been a success so far in your pharmacy. **Please submit your evaluation template(s), once the campaign is finished, to your local Department of Integrated Care office by 23rd August 2019.** We would encourage you to submit your competition entry using the entry form within your resource pack alongside the evaluation template(s). After this date, the subgroup of representatives from CPNI, HSCB and PHA will then decide the winner and you will be notified in due course.

Funding of £500 per pharmacy for each campaign has been agreed with CPNI. This funding will be paid in monthly instalments of £250 and will appear as an adjustment to payment on your BSO schedule.

The **second campaign, “Choose to Live Better”**, aims to encourage people to make simple lifestyle changes, to inform the public of the importance of being a healthy weight and to help prevent future weight gain. It is due to commence **1st August 2019** and will finish on **30th September 2019**.

Pharmacies should expect the “Choose to Live Better” resource pack to be delivered towards the end of week commencing

22nd July 2019 with a briefing document which will provide further detail about the campaign.

Please store the pack safely until the campaign is due to be launched.

The resource pack should include, unless otherwise arranged, the following:

- Cover letter
- A1 Poster x 1
- A3 Poster x 4
- Leaflets
- Tape measures x 50
- Briefing document
- Evaluation template
- Competition entry form

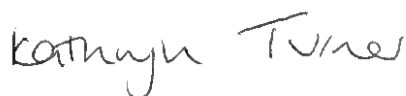
Resources for this campaign are limited. If you have not received your resource pack by 30th July 2019, please email reception.pha@hscni.net

As with the previous campaign, HSCB/PHA will be running a competition for the best participating pharmacy. The winner of each campaign will receive a grant for an iPad. Participants should submit details on the activities undertaken to promote the campaign, and photographs of the window/in-store display.

All printable and additional resources, information and the schedule of campaigns will be available online at: <http://www.hscbusiness.hscni.net/services/3035.htm>

In the interim, please visit www.choosetolivebetter.com for more information to help you prepare for this campaign.

Yours sincerely,



Kathryn Turner
Pharmacy Lead
HSCB



Stephen Wilson
Assistant Director of Communications
And Knowledge Management
PHA