

To: All GP Practices

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Web Site:

www.publichealthagency.hscni.net
www.hscboard.hscni.net

21st May 2019

Dear Colleague,

**COMMUNITY PHARMACY ESSENTIAL SERVICE: LIVING WELL
CAMPAIGNS**

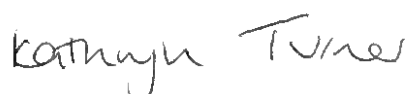
**The HSCB in conjunction with PHA is launching the above service from
1st June 2019 in Community Pharmacies.**

This new service will provide Community Pharmacists with the opportunity to further engage with patients in the delivery of key public health messages. It involves the provision of opportunistic information and advice to patients receiving prescriptions and general pharmacy visitors on public health issues and the pro-active participation in campaigns during agreed periods. Each campaign will run for a period of two months in over 97% of Community Pharmacies in Northern Ireland.

A schedule of campaigns aligned with health promotion priorities identified by the Public Health Agency (PHA), and agreed by HSCB and Community Pharmacy Northern Ireland (CPNI) has been developed for 2019/2020.

We have attached, for your information, the agreed schedule of rolling campaigns for the remainder of 2019/2020.

Yours sincerely



Kathryn Turner
Pharmacy Lead
HSCB



Stephen Wilson
Assistant Director of Communications
and Knowledge Management
PHA

