

To: Community Pharmacies-  
*contracted to provide the Living Well  
service 2020/21*

12-22 Linenhall Street  
BELFAST  
BT2 8BS

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

Web Site:

[www.publichealth.hscni.net](http://www.publichealth.hscni.net)  
[www.hscboard.hscni.net](http://www.hscboard.hscni.net)

30<sup>th</sup> November 2020

Dear Colleague,

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

Thank you for taking part in the Community Pharmacy Service: Living Well Campaigns. The first campaign of 2020/2021, **Looking after your health and wellbeing during COVID-19**, is due to finish on 30<sup>th</sup> November 2020.

As per previous correspondence your pharmacy is required to complete an online evaluation survey. Please complete this by 18th December 2020. The survey can be accessed at <https://www.surveymonkey.co.uk/r/GM8BBLB>

### **CAMPAIGN 2 (2020/2021) - VACCINATIONS**

The second campaign “**Vaccinations**” is due to commence **mid December 2020**. This campaign will focus on promoting the positive benefits of getting vaccinated and the safety and efficacy of vaccines. It will also raise awareness of the COVID-19 vaccine with the aim of reassuring the public. Until resources are received for this campaign, please keep promoting campaign “**Looking after your health and wellbeing during COVID-19**”.

### **PLEASE NOTE:**

For this campaign, an online evaluation survey will be used to gather feedback and gauge your pharmacy’s experiences with the campaign. The online evaluation survey must be completed at the end of the campaign. Details will be emailed to your secure email address in January 2021.

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 HSCB will be monitoring compliance with the service requirements. Where the HSCB identifies failure to comply, the HSCB reserves the right to recover all, or part of, this funding via an adjustment to the pharmacy’s BSO payment account.

## RESOURCES

Pharmacies should expect resources for the “**Vaccination**” campaign to be delivered between 11<sup>th</sup> December 2020 and 18<sup>th</sup> December 2020. Resources will consist of, unless arranged otherwise:

- A1 poster- It’s still important to get your vaccinations
- A1 poster – Protect yourself
- A3 poster - Protect yourself
- A4 Q+A fact sheet for pharmacy staff
- A5 leaflet for public – (see note below)

In terms of infection control, leaflets can be displayed to the public as long as they do not compromise cleaning or make cleaning more difficult. If leaflets are to be displayed within the pharmacy, it is advised not to place large volumes of stock on counter spaces/ leaflet holders at any one time. It is also encouraged to promote hand hygiene alongside leaflet stock. To minimise infection risk, please also promote the online resources available at: <http://www.hscbusiness.hscni.net/services/3035.htm>.

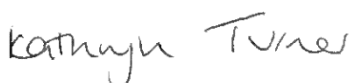
**Please start your campaign launch as soon as the campaign resources are received. Resources for this campaign are limited.**

If you have not received your resource pack by 19th December 2020 please email [reception.pha@hscni.net](mailto:reception.pha@hscni.net) and ensure your email subject heading is titled “**LIVING WELL PHARMACY CAMPAIGN**”.

We request, as per the service specification, that you display the posters in at least one window unit of the pharmacy.

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

Kind regards,



**Kathryn Turner**  
Pharmacy Lead  
HSCB



**Stephen Wilson**  
Assistant Director of Communications  
And Knowledge Management  
PHA

<b>Contact Details for Local Integrated Care Offices:</b>				
<b>Belfast</b>	<b>South Eastern</b>	<b>Southern</b>	<b>Northern</b>	<b>Western</b>
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