



NHS 'Help Us, Help You' - Pharmacy Campaign

CAMPAIGN TOOLKIT
Launch: 19th February

**Under-embargo until
00:01 19th February 2024**

Campaign Overview

A new community pharmacy-focused phase of NHS England's 'Help Us, Help You' campaign will launch from 19 February 2024.

The campaign will increase the public's awareness of the breadth of support community pharmacists can offer to patients on their doorstep. This will include highlighting the new service launched on 31 January that allows pharmacists to supply some medications for:

- Sinusitis in those aged 12 years and over
- Sore throat in those aged 5 years and over
- Earache in those between 1 and 17 years old
- Infected insect bite
- Impetigo
- Shingles in those over 18 years old
- Uncomplicated urinary tract infections (UTIs) in women aged 16-64

The campaign will seek to demonstrate how the health service is making it more convenient for people to access care. It will primarily target working age adults (18-40) who may experience minor health conditions. It will also reach ethnic minority groups and those with disabilities, to ensure it is addressing key health inequalities.

The new campaign will run across England, with adverts on TV on Demand, in public spaces such as bus shelters, as well as adverts on relevant websites and search engines, online videos and social media, supported by PR and partnership activity until the end of March 2024.

This will be supported with activity targeted to multicultural audiences and engagement with organisations to reach disabled audiences, including people with a learning disability, with alternative formats, including British Sign Language (BSL) and Easy Read versions.



Think pharmacy first

From treating an earache to soothing shingles, your pharmacist can now provide some prescription medicine, if needed, without seeing a GP.



National PR Activity

See your
pharmacist
Help us
help you

Alongside the advertising campaign launch on Monday 19 February, national PR activity will begin.

As part of the PR activity, a national takeover stunt will see three pharmacies rebrand their shop signs or windows to highlight the services offered by community pharmacists and encourage the public to 'think pharmacy first'.

The pharmacies are:

- Ringmer Pharmacy, Lewes, South East
- S G Barai Pharmacy, Sutton, London
- Aldeburgh Pharmacy, Aldeburgh, East of England

NHS England will issue a photo series and film of these supporting pharmacies rebranding their shop signs.

Coverage announcing the signage takeover activity will be generated in national, regional and consumer media outlets, leading with images of the signage and commentary from participating pharmacists. A pre-recorded audio package will be conducted with **Abraham The Pharmacist**, an influential community pharmacist, and shared across regional and consumer radio stations. Abraham The Pharmacist will also support with broadcast media interviews in support of the campaign.

Social media posts sharing images of the pharmacies and key campaign messaging will be shared on NHS and partner channels to support the launch, including posts from influential pharmacists.



PR Activity – Multicultural Communities

A multicultural strand of the campaign will reach Black and South Asian audiences, to acknowledge and address cultural nuances through appropriate messaging and channels.

Starting from 26 February 2024, this campaign will focus on Trusted Voices – community pharmacists from the two target audience backgrounds, who have connections to grassroots communities and can share campaign messages in their own authentic voice to drive relevance.

This campaign will launch national broadcast packages, working with key multicultural media across the UK. Presenter-hosted segments will include caller questions, live reads, guests and social media support to build understanding of the new elements of the pharmacist role. In addition, medi-influencers - South Asian and Black community pharmacists with an active social media presence - will co-create content and conversations that can be amplified to a wider audience.

Special features on the theme of 'Pharmacy Through the Generations' will also profile South Asian and Black community pharmacists with a family history of involvement in the pharmacy profession, showcasing their expertise and highlighting the new offer. These features will be placed across key multicultural print, online and social channels.



Campaign Support



This toolkit includes campaign messages, long and short copy and links to suggested social media posts to help you support the national campaign and PR activity.

All NHS HUH pharmacy campaign resources can be downloaded, free of charge, from the [Campaign Resource Centre](#) from 19 February.

Additionally, assets related to the pharmacy signage takeover including imagery, can also be downloaded from 19 February [here](#).

You can support the campaign by:

- 1 Downloading the campaign resources and sharing these with your colleagues, including local community pharmacies offering the new service, local communications networks and community organisations.
- 2 Sharing our campaign messages on social media, websites, email, and staff intranets to reach as wide an audience as possible
- 3 Promoting the public displays in your local area if appropriate (*pharmacy signage takeovers will be in Lewes, Sutton and Aldeburgh*)
- 4 Identify community pharmacy case studies in your region for potential involvement in media activities and to support the campaign locally.

If you have any queries about the campaign, please contact the NHS England Campaigns Team: england.campaigns@nhs.net

Key Messages



Core messaging

- Going to your local pharmacy offers an easy and convenient way to get clinical advice on minor health concerns - you don't need an appointment and you can be seen in a private consultation room.
- Your local pharmacist can now supply medicines for seven conditions, if appropriate, without the need for a GP appointment or prescription.
 - These conditions include earache (for those aged between 1 and 17), impetigo, infected insect bites, shingles, sinusitis, sore throat and urinary tract infections (UTIs) for women aged 16-64 years.
- Pharmacists have the right clinical training to make sure you get the help you need and can also signpost you to your general practice team, A&E or other relevant local service, where necessary.

Wider messaging

- Community pharmacies are staffed by highly-skilled and qualified health professionals who are trusted parts of local communities:
 - All pharmacists train for five years in the use of medicines before they qualify and are also trained in clinically assessing and treating minor illnesses and giving health and wellbeing advice to help people stay well.
 - Pharmacy technicians are part of the pharmacy team and are also registered health professionals.
- The new expanded community pharmacy services which also include initiating oral contraception without needing to see a GP first, and providing more blood pressure check services, are part of the NHS's primary care access recovery plan. It aims to free up to 10 million GP appointments a year once fully implemented, making it quicker and easier for the public to access healthcare in their local community, and giving them more choice in where and how they access care.
- Over 10,200 pharmacies (95%+) have opted to deliver the service and 80% of people live within 20 minutes of a community pharmacy, making it a convenient and quicker way of accessing care.

Call to Action

- Don't wait for minor health concerns to get worse – think pharmacy first and get seen by your local community pharmacy team.
- For more information, visit [nhs.uk/thinkpharmacyfirst](https://www.nhs.uk/thinkpharmacyfirst)

Content (1)



Below are some examples of long and short copy that could be used when communicating with audiences about the campaign. Please use the copy for any newsletters, emails or other materials, including websites, e-bulletins and social media. Statistics to localise the copy is shown in the 'supporting data' section.

LONG COPY

Going to your local pharmacy offers an easy and convenient way to get clinical advice on minor health concerns, and now community pharmacies can offer treatment for seven common conditions without patients needing to see a GP, as part of a major transformation in the way the NHS delivers care.

Highly trained pharmacists at more than nine in ten pharmacies can now assess and treat patients for earache, impetigo, infected insect bites, shingles, sinusitis, sore throat, urinary tract infections (UTIs) for women aged 16-64 - without the need for a GP appointment or prescription.

Community pharmacy teams are highly-skilled, qualified health professionals who have the right clinical training to give people the health advice they need. Patients don't need an appointment and private consultation rooms are available. Pharmacy teams can also signpost to other relevant local services where necessary.

Pharmacists have always helped patients, families and carers in their communities stay healthy and are well placed to offer treatment for health conditions. By expanding the services community pharmacies offer, the NHS is aiming to free up GP appointments and give people more choice in how and where they access care.

Don't wait for minor health concerns to get worse – think pharmacy first and get seen by your local pharmacy team.

For more information, visit nhs.uk/thinkpharmacyfirst

Content (2)



SHORT COPY

Community pharmacies can offer treatment for seven common conditions without patients needing to see a GP, as part of a major transformation in the way the NHS delivers care.

Highly trained pharmacists at more than nine in ten pharmacies can now assess and treat patients for earache, impetigo, infected insect bites, shingles, sinusitis, sore throat, urinary tract infections (UTIs) for women aged 16-64 - without the need for a GP appointment.

Available on the high-street, community pharmacy teams have the right clinical training to give people the health advice they need, with no appointment necessary and private consultations available. Community pharmacists will signpost patients to other local services where necessary.

By expanding the services community pharmacies offer, the NHS is aiming to help free up GP appointments and give people more choice in how and where they access care.

Don't wait for minor health concerns to get worse – think pharmacy first and get seen by your local pharmacy team.

For more information, visit [nhs.uk/thinkpharmacyfirst](https://www.nhs.uk/thinkpharmacyfirst)

Social media



We will amplify the reach of the campaign by posting content across NHS media channels including X (formerly known as Twitter), Facebook and Instagram.

Please help us get the message out there by using your social media channels from Monday 19 February to support the campaign.

Social media assets (videos and static images, some examples below) along with recommended accompanying post copy is available on the Campaign Resource Centre [[Social media](#) | [Think Pharmacy First](#) | [Campaign Resource Centre \(dhsc.gov.uk\)](#)]



Public perceptions of community pharmacy

- **Nine in 10 (90%)** pharmacy users in England perceive the quality of advice they received as good, while **a similar figure (87%) reported being able to get what they needed.**
- **Nearly eight in 10 (78%)** pharmacy users in England said they were dealt with in a timely manner and **a similar figure (77%)** said they were given enough time to speak with someone at the pharmacy.
- The public identify pharmacies as the organisation they would be most likely to go to if they needed information and advice on medicine **(73%)** or if they needed information or advice about a minor health condition **(58%).**

Public behaviours in relation to community pharmacy

- **Just over one-quarter (29%)** of people in England say they contact or visit a community pharmacy, either for themselves or someone they care for, at least monthly, **while one in five (20%)** say they do not normally contact or visit a community pharmacy.
- **More than four in ten (42%)** people in England would not go to a pharmacy to get information and advice on minor conditions, while **more than a third of people (34%)** in England do not know that pharmacies can provide advice about medicines and **nearly a quarter (22%) do not know** pharmacies provide prescription medicines.

Evaluation - Measurement



NHS campaign activity is evaluated in line with the Government Communications Service (GCS) Evaluation Framework 2.0.

It is important that we monitor and evaluate all our campaign activities effectively to show how campaigns contribute towards successful policy outcomes, providing clear evidence of impact and value for money.

The GCS Evaluation Framework 2.0 provides a structure for a monitoring and evaluation plan including outputs, out-takes, outcomes and organisational impact that you can apply to your local activity.

It recommends standard evaluation measures that you can use to:

- develop SMART (Specific, Measurable, Attainable, Relevant, Time-bound) communication objectives and Key Performance Indicators (KPIs)
- use evaluation to improve the effectiveness of all communication and campaign activity

More information can be found via:

[Monitoring and evaluating government communications activity - GCS \(civilservice.gov.uk\)](https://www.civilservice.gov.uk/monitoring-and-evaluating-government-communications-activity)