

Public Health Promotion Campaigns 2020

Working document some campaigns will be added throughout the year, once confirmed.

Month	Key priority area	Campaign		
'Help Us Help You' (HUHY) campaign may run throughout the year 6 Community Pharmacy campaigns are still to be confirmed <ul style="list-style-type: none"> • Help Us Help You – Pharmacy campaign • Clear on Cancer – Cervical Screening March – Cumbria County Council • Antimicrobial Resistance Sept TBC • Help Us Help You - Stoptober – October TBC • Help Us Help You – Winter campaign Sept – Dec TBC 			LINK TO H&WB Cumbria Health Profile National PHE	LPC/Pharmacy action
January 2020	One You	Dry January	National Alcohol Change Website	Packs to be delivered to pharmacies.
January/February 2020	Help Us, Help You – Pharmacy Advice 2020 campaign	Minor Illness - Itchy eye and sore throat. A third creative for earache.	PHE Campaign Resource Centre	Packs to be delivered to pharmacies by 20/01/2020
March 2020	Love Your Heart	Similar campaign to 2019	BHF booklets leaflets posters	Community Pharmacy Cumbria have some resources
April 2020	Cervical Screening Campaign	In collaboration with Cumbria County Council pharmacies and GP's will be running a cervical screening campaign.		Resources will be provided by Cumbria County Council and available from March 2020 via HLP network meetings

Month	Key priority area	Campaign		
May 2020	Children's Oral Health/Smile Month	Oral Health in children – More information to follow.	National PHE Campaign Resource Centre	
May 2020	Purple May – Stroke Awareness	Stroke awareness month	Material from the Stroke Association	Love your heart posters and BHF booklets leaflets posters
June 2020	Mental Health	Every Life Matters Online resources More information to follow Work with Julie - Suicide prevention	Cumbria Wide MIND Every Life Matters Cumbria	Juliet Gray Training Manager juliet.gray@every-life-matters.org.uk
July 2020	Diabetes	Eye Health Local diabetic eye screening programme (DESP) campaign Pharmacy pack available	Health Profile Local	To be confirmed Stephen Quirk CPFT-Pack to be delivered to pharmacy
August 2020	Help Us Help You	Physical Exercise, Healthy Eating	PHE Campaign Resource Centre	TBA
Sept – Dec 2020	Help Us Help You	Winter Health – Flu, Self-Care Antimicrobial Resistance Sept	National PHE Campaign Resource Centre	Central ordering

Month	Key priority area	Campaign		
Sept 2020	Sexual Health	Sexual health awareness week Chlamydia Screening	Cumbria Wide	Link in with Sexual health team for posters
Oct 2020	HUHY	Stoptober	National PHE Campaign Resource Centre	Central Ordering
November 2020	HUHY			Print posters
January 2021	HUHY	Dry January 2021		As above

HLP is now part of Quality Payments. Within the requirement public health campaign should meet national and local health needs as suggested in the JSNA/PNA and Annual report of the director of Public Health.

Link to JSNA and PNA - <https://www.cumbriaobservatory.org.uk/jsna/>

Cumbria Public Health Profile by district <https://www.cumbriaobservatory.org.uk/health-social-care/>

Requirement to run health promotion campaigns include the following priority areas

1. Ensure there is a dedicated health zone with permanent non-promotional information available
2. Promotion campaigns should be separate distinct displays which aim to attract customers in order that pharmacy staff can start health conversations, offer brief advice, and promote relevant pharmacy services – (should include the 6 contractual health campaigns) The health promotion calendar from page 4 describes examples of how your displays could achieve this. Intervention conversation should be recorded on the conversation record sheets and Pharmoutcomes MONTHLY. Photograph of each display as evidence.
3. More resources can be obtained Register with the following websites:
 - The DH orderline at www.orderline.dh.gov.uk/ecom_dh/public/home.jsf
 - The PHE campaign resource centre at <https://campaignresources.phe.gov.uk/resources>
 - The Change4Life website at www.nhs.uk/Change4Life/Pages/change-for-life.aspx
4. Good quality free resources are also available from:
 - Macmillan Cancer Support at <https://www.gasp.org.uk/product-category/co-monitors/accessories/>
 - Cancer Research UK at <http://publications.cancerresearchuk.org/>
 - British Heart Foundation at www.bhf.org.uk/
 - Diabetes UK at www.diabetes.org.uk/
 - PSNC <http://psnc.org.uk/services-commissioning/locally-commissioned-services/healthy-living-pharmacies/healthy-living-pharmacy-health-promotion-ideas-for-pharmacy-teams/>
 - GASP- Mouthpieces for CO monitors - <https://www.gasp.org.uk/product-category/co-monitors/accessories/>

Make Every Contact Count e-learning part of HLP

<http://www.e-lfh.org.uk/programmes/making-every-contact-count/> (Online training)

HLP Network Session Dates

Oval Centre Workington 10:00 -12.30	4 th March 2020	14 th July 2020	17 th Nov 2020
Morton Community Centre Carlisle 10:00 -12.30	3 rd March 2020	15 th July 2020	18 th Nov 2020
Ambleside Parish Church 10:00 -12.30	12 th March 2020	16 th July 2020	24 th Nov 2020
Barrow AFC 10:30 -13:00	19 th March 2020	21 st July 2020	25 th Nov 2020

Places on these Network Sessions can be booked through Eventbrite: <https://cumbria-lpc.eventbrite.co.uk>

Please Note

Public Health Campaigns maybe received that are not on this list as they are arranged by PHE and sent centrally to both GP's and Pharmacies.

Example - Help Us, Help You – Pharmacy Advice 2020 campaign - Minor Illness Jan Feb 2020

Community Pharmacy Cumbria will ensure this is a working document and add it to our website under HLP.

Please ensure you take photos and record interventions on Pharmoutcomes as evidence.

This is a working document and will be updated regularly. Please ensure you check the Community Pharmacy Cumbria website under HLP, News Briefs, NHS shared mail or Pharmoutcomes messages for any updates.

