



## Public Health Promotion Campaigns 2021

Month	Key priority area	Campaign		
<p>'ONE YOU' campaign may run throughout the year PH England campaigns PH Campaigns still to be confirmed. A Working Document.</p> <ul style="list-style-type: none"> <li>• Stoptober</li> <li>• Flu</li> <li>• Suicide Awareness</li> <li>• Weight Management</li> <li>• Infection Prevention</li> <li>• Sepsis</li> </ul>			<p>LINK TO H&amp;WB Cumbria Health Profile</p> <p>National PHE- Remember to access the information you will need to sign in</p>	LPC/Pharmacy action
<b>September 2020</b>	<b>Flu</b>	National campaign.	National <a href="#">PHE Campaign Resource Centre</a>	Central ordering
<b>October 2020</b>	<b>Flu</b> <b>Stop Smoking</b>	National campaign. Stoptober.	Regional Campaign	
<b>November 2020</b>	<b>Mental Health</b> <b>Suicide Awareness</b>	This is part of section 2 of the PQS requirement. All patient facing staff working in the pharmacy must complete Zero Suicide alliance training.	National <a href="#">Zero Suicide Alliance (ZSA) training</a> ;	

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December 2020 January 2021	<p><b>Change 4 Life Weight Management</b></p> <p><b>Antibiotic Infection and prevention</b></p> <p><b>Dry January</b></p>	<p>Change for life leaflets</p> <p>Patient facing pharmacy staff that provide health promoting advice must complete PHE All Our Health bitesize training and assessments, on Adult Obesity <i>and</i> Childhood Obesity. (PQS)</p> <p>Leaflets</p> <p>All pharmacy teams to complete, HEE Infection Prevention and Control level 1 e-learning and assessment. (PQS)</p> <p>All patient facing pharmacy staff must complete Antimicrobial Stewardship for Community Pharmacy e-learning and e- assessment (PQS)</p> <p>How are You? – Leaflets</p> <p>ONE YOU - Leaflets</p>	<p>National PSNC Site Change 4 Life <a href="#">PHE Campaign Resource Centre</a></p> <p>Training - <a href="#">All Our Health: Adult Obesity &amp; All Our Health: Childhood Obesity</a></p> <p>Training-<a href="#">HEE infection prevention and control Level 1 e-learning and assessment</a></p> <p>Training-<a href="#">Antimicrobial</a></p> <p><a href="https://campaignresources.phe.gov.uk/resources">https://campaignresources.phe.gov.uk/resources</a></p>	<p><a href="https://portal.e-lfh.org.uk/Component/Details/602874">https://portal.e-lfh.org.uk/Component/Details/602874</a></p>
February 2021	<b>Sepsis</b>	Follow on from 2019/2020 campaign.	<a href="#">PHE Campaign Resource Centre</a>	
March 2021	<p><b>Be Clear on Cancer</b></p> <p><b>TBA</b></p>			

<b>Month</b>	<b>Key priority area</b>	<b>Campaign</b>		
<b>April 2021</b>				
<b>May 2021</b>	<b>Children's Oral Health/Smile Month</b>			
<b>June 2021</b>	<b>Mental Health</b>			
<b>July 2021</b>	<b>Diabetes Eye</b>			
<b>August 2021</b>	<b>ONE YOU?? TBC Physical Activity and Healthy Eating</b>			
<b>September 2021</b>	<b>Sexual Health</b>			

**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](http://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](http://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/](http://www.bhf.org.uk/)
  - Diabetes UK at [www.diabetes.org.uk/](http://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**
