



‘Tis the season to be healthy!

Campaign support briefing sheet

Top tips to build your campaign...



1. Dress up your display – base it on a Christmas theme so it's eye catching – be careful not to clutter the area though, you still want to be able to highlight the key messages e.g. count your units of alcohol around the festive season etc.
2. Come up with a catchy headline for your display or come with your own 'Top 5 tips to a healthy Christmas!' to entice people to want to find out what's on offer.
3. Promote your services and the benefits they provide – try and keep leaflets nearby so people can read before making the decision e.g. how would having the flu vaccination benefit a person?
4. Think outside the box, can you link the advice to mental wellbeing– take a look at some tips www.mentalhealth.org.uk/a-to-z/c/christmas-and-mental-health

Engaging with your customers

- Hello have you seen our health campaign? With Christmas coming up we thought it would be a great idea to share some advice during the festive season – can I show you what they are?
- Hi how are you today? With the cold weather approaching, we're giving away some free advice on staying well during the winter – would this be of interest to you or somebody you know?
- Have you had your flu vaccination yet?
- Hi, do you mind if I ask if you drink alcohol? Have you seen our display? We're asking our customers to measure out what they think a unit of alcohol is, would you like to try it?

Suggested resources

- **England:** Order free flu resources and guidance on the 'Stay Well this Winter' campaign to add to your display by registering on Public Health England's campaign resource centre: campaignresources.phe.gov.uk/resources
- **Wales:** order free campaign materials from Public Health Wales on a range of topics such as alcohol, mental health and flu: publichealthwales.ecwid.com/
- **Scotland:** all pharmacy contractors will have received Public Health Scotland campaign materials for 'Antimicrobial resistance' and 'Be health wise this winter' where you can utilise the materials to run this campaign. www.communitypharmacyscotland.org.uk/nhs-care-services/services/public-health-service/public-health-service-campaigns/current-phs-campaigns/
- **Northern Ireland:** downloadable posters are available to promote staying well in relation to supporting quit smoking and 'Choose well' by visiting: www.communitypharmacyni.co.uk/resources-2/campaigns/.
- **The Mental Health Foundation** can provide publications to download for free or you can order them for a small charge: www.mentalhealth.org.uk/publications. Please note, each country has a respective webpage so do check the resources they have available in specific countries.
- **The Five Ways to Mental Wellbeing** – promote how you can look after your wellbeing by taking some simple steps: www.mind.org.uk/workplace/mental-health-at-work/taking-care-of-yourself/five-ways-to-wellbeing/



Checklist for running your health promotion

To support you in preparation for your campaign, use this checklist to ensure you have everything in place before, during and after the event.

	Action	Resource	Completed
1	Suggested Resources	<ul style="list-style-type: none"> Order your resources in plenty of time See 'Suggested Resources' section of this briefing sheet. 	<input type="checkbox"/>
2	Engage your team	<ul style="list-style-type: none"> Speak to your colleagues about the health promotion and the key messages you are promoting. Are your customers able to find suitable products linked to winter ailments? You may want to discuss this as a team and order shelf edge inserts – order via our e-Shop: www.numarknet.com/store/retail-equipment/shelf-talkers-holders/numark-shelf-edge-inserts Log notes from your team meeting using the template on NumarkNet: www.numarknet.com/download/detail/1048. 	<input type="checkbox"/>
3	Up skill your knowledge - training	<ul style="list-style-type: none"> Counter Excellence for <i>Seasonal Indulgence</i> is accessible via the Numark training platform: www.numarknet.com/training/numark-training-library Upskill your product knowledge, pick 3 top products for a certain category e.g. colds, coughs etc. and discuss features and benefits to help you actively sell them to your patients. Read our Counter Excellence module on <i>Customer Service and Selling Skills</i>: learning.numarknet.com/customer-service-and-selling-skills Consider the features and benefits of the services you offer so you can comfortably engage your patients on to the service. 	<input type="checkbox"/>
4	Set up your health promotion zone (hpz)	<ul style="list-style-type: none"> For ideas on how to set up your hpz, please see the guide available at: www.numarknet.com/download/detail/1040. Use the top tips on page 2 of this briefing sheet for further ideas to make your hpz look eye catching and presentable. 	<input type="checkbox"/>
5	Raise awareness of your event	<ul style="list-style-type: none"> Tell your customers about your health promotion or display a poster in your pharmacy. Generate local interest by updating your website, using social media– get help here: www.numarknet.com/7523. Be aware of eligibility criteria of the services you provide e.g. flu vaccination or minor ailments if offered in your pharmacy. 	<input type="checkbox"/>
6	Signposting	<ul style="list-style-type: none"> Consider signposting to services in pharmacy e.g. alcohol intervention and blood pressure services. For more information on providing the service, please take a look at our service toolkits at www.numarknet.com/pharmacy-services/private-services. Ensure your signposting folder is up to date to refer customers to external services. See our signposting guidance: www.numarknet.com/download/detail/1038 	<input type="checkbox"/>
7	Replenish resources	<ul style="list-style-type: none"> Consider keeping a small stock of resources behind the counter so that you can replenish your hpz when required. 	<input type="checkbox"/>
8	Record your outcomes	<ul style="list-style-type: none"> Take photos of your hpz to store with your health promotion summary sheet (attached) to evidence the activity. Talk to your customers following their health promotion experience to get their feedback using the template on NumarkNet: www.numarknet.com/download/detail/1037. 	<input type="checkbox"/>

Health Promotion Summary Sheet

You can use this **summary sheet** to evidence your health promotion activity. Don't forget to take photographs of your health promotion display and attach it to this sheet. Retain this document in your evidence portfolio if you are a Healthy Living Pharmacy or Health+Pharmacy.

Health Promotion	
Brief outline of what the Health Promotion is about	
Event date / date range for campaign	
Initials of staff members who participated in campaign day/week/month	
Name of leaflets or promotional materials used in the health promotional zone	
Give three examples of advice which was given during the promotion	