

The forthcoming national community pharmacy public health campaign aligns with the national Choose *Well* campaign and the completion of the roll out of the Choose Pharmacy-Common Ailments Service across Wales.

This campaign will aim to support pharmacy customers in preparing themselves to avoid illness and/or injury during the winter months and to know where best to seek advice and treatment if required. This is an integral part of the Welsh Government *Choose Well* campaign.

- The campaign will run from November 2018 until end of February 2019
- Contractors will be able to promote existing services available and whilst themes are suggested, contractors can decide how best to implement the campaign according to business needs and health priorities arising over the winter months
- eLearning and Distance Learning Packages are available at: <https://www.wcppe.org.uk/>
  - chronic conditions including respiratory illness, diabetes, cancers and dry eye and poly-pharmacy in the frail and elderly
  - acute and minor conditions including minor ailments, dyspepsia, GI, women and men's health and older people
  - Behavioural risk factors including alcohol misuse, smoking and falls prevention
  - Antimicrobial stewardship and resistance; NHS influenza Immunisation Service and Making Every Contact Count via National Enhanced Services Accreditation (NESA)
- Limited campaign material will be distributed and pharmacies will be asked to utilise material already available or order additional material if required (see campaign pack from shared services)
- All community pharmacies across Wales are invited to proactively take part in this campaign in fulfilling Essential Service 4 (Promotion of healthy lifestyles) of the community pharmacy contractual framework.

We would like to thank you for your support. If you have any queries please do not hesitate to contact Sian Evans [sianeans14@wales.nhs.uk](mailto:sianeans14@wales.nhs.uk)  
Tel: 02920 104686, Public Health Wales.

# Choose Well



## How pharmacy can help this winter



	Flu	Self care	Common Ailment Scheme	My Winter Health Plan	Medicines Management	Behavioural risk factors	Non healthcare advice and support
Audience Theme	<ul style="list-style-type: none"> <li>Clinical at risk groups</li> </ul>	<ul style="list-style-type: none"> <li>All pharmacy customers - advice for self care and Over the Counter (OTC) medicines if appropriate</li> </ul>	<ul style="list-style-type: none"> <li>Adults and children eligible to access the service</li> </ul>	<ul style="list-style-type: none"> <li>Older people, their families and carers in particular those with chronic conditions</li> </ul>	<ul style="list-style-type: none"> <li>All pharmacy customers on regular or repeat medicines</li> </ul>	<ul style="list-style-type: none"> <li>Adults who smoke or drink alcohol</li> <li>Older people at risk of falls</li> </ul>	<ul style="list-style-type: none"> <li>Older people</li> </ul>
Action by community pharmacy	<ul style="list-style-type: none"> <li>Promote the benefits of vaccinations for influenza</li> <li>Provide flu vaccination service if available</li> <li>Provide advice on actions to reduce risk of getting flu or spreading it to other people</li> </ul>	<ul style="list-style-type: none"> <li>Provide advice about first aid items and OTC medicines to keep at home</li> <li>Provide advice and sell OTC treatment e.g fever, sore throats</li> <li>Educate about self care options customers for next time the same complaint occurs</li> </ul>	<ul style="list-style-type: none"> <li>Provide advice and /or treatment if necessary (free of charge) according to the <a href="#">formulary</a>, via the <a href="#">Choose Pharmacy-Common Ailment Service (CAS)</a></li> <li>Educate about self care options customers for next time the same complaint occurs</li> </ul>	<ul style="list-style-type: none"> <li>Distribute <a href="#">My Winter Health Plans</a> and Winter Health Tips to customers</li> </ul>	<ul style="list-style-type: none"> <li>Support customers in managing regular or repeat medicines during severe weather forecasts or during the festive period</li> <li>Provide Medicines Usage Reviews, Discharge Medicines Reviews and Emergency Supply Services, if service available</li> </ul>	<ul style="list-style-type: none"> <li>Put into practice Making Every Contact Count</li> <li>Identify, advise and refer customers to services</li> </ul>	<ul style="list-style-type: none"> <li>Signpost and refer customers for non healthcare advice to a range of third sector service providers</li> </ul>
Campaign material & additional resources	<p><a href="#">Beat Flu</a> Guides, leaflets, posters, videos, toolkit</p> <p><a href="#">Choose Well</a> Leaflets, posters, social media assets</p> <p><a href="#">Influenza</a> Posters, leaflets, signs, DVD</p>	<p><a href="#">DEWIS</a></p> <p><a href="#">NHS Direct Wales</a></p> <p><a href="#">111</a></p> <p><a href="#">Choose Well</a> Leaflets and posters</p>	<p>CAS service material - sent out to pharmacies offering the service via NWS</p> <p><a href="#">Choose Well</a> Common Ailment Service Leaflet</p>	<p>NHS Direct Wales <a href="#">My Winter Health Plans</a> and Winter Health Tips</p>	<p><a href="#">You and Your Medication</a> Leaflets</p>	<p><a href="#">Help Me Quit</a> Leaflets, cards, posters, passport</p> <p><a href="#">Thinking about your Drinking</a> Leaflets, alcohol wheel, scratch cards</p> <p><a href="#">Steady On Stay Safe</a> Poster, leaflets, postcards, guides</p>	<p><a href="#">Age Cymru</a> online</p> <p><a href="#">Care and Repair Cymru</a> online</p> <p><a href="#">Ageing Well in Wales</a> online, leaflets, guides</p>