

Ref PH442

To all Community Pharmacies in the Wessex area

Dear Colleague,

- The expected delivery date for resource packs is Tuesday 28 August so you will receive them in time for the launch of the campaign on 4th September. If you have not received your resource pack by 4 September then please email partnerships@phe.gov.uk
- Your feedback from the Act FAST campaign told PHE that you would benefit from having more webinars. PHE listened to what you said and they are pleased to highlight their Heart Age webinar which you can now watch. Take up this great learning opportunity and watch the webinar here: <https://campaignresources.phe.gov.uk/resources/campaigns/78-heart-age/Heart%20Age>.
- A range of materials are included in the Heart Age resource pack to help you promote heart health awareness and support the campaign. Resources include leaflets and posters which you can put in prominent positions.
- The Heart Age webinar explains how you can embed the Heart Age tool on your own pharmacy websites. The tool will be available at the end of August on the PHE Campaign Resource Centre. You can also take up the opportunity to analyse how your websites are performing by starting a Google Analytics account. There are also some great training resources on the Campaign Resource Centre about campaign evaluation and running online campaigns.
- Please remember to note your activity on the crib sheet so that you can report your participation on PharmOutcomes at the end of the campaign, the submission deadline is currently the **12 October 2018**, we will remind you in advance when the valuation is available. The information you provide helps demonstrate the importance of your role in reaching the public and informs future campaign activity.

Please note the Campaign launches 4 September 2018 and is embargoed until that date please do not publish or broadcast before that date.

Please find links for:

- [Campaign Guidance](#)
- [Heart Age briefing document](#)
- [Heart Age tool monitoring sheet](#)

Thank you for your co-operation and support for this very important campaign, your participation is appreciated as always.



Kind regards

Helen Wardle

Primary Care Commissioning Support

South Region (Wessex)

NHS England

Oakley Road | Southampton | Hampshire | SO16 4GX

Telephone 0113 824 9850

Email Helen.wardle@nhs.net