

Ref PH466

To all Community Pharmacies in the Wessex area

15<sup>th</sup> October 2018



Dear Colleague,

**A new brand to Help Us Help You this winter and beyond**

Our next Community Pharmacy Health Promotion Campaign is “Help Us Help You this winter” which is the new name for the “Stay Well This Winter” campaign. This is one of your 6 Mandatory Campaigns notified under Essential Services in Wessex. Please commence the campaign and display the campaign material as soon as you receive your pack being sent direct to you by the Healthcare Distribution Association UK (HDA UK).

“Help Us Help You brings together” a family of campaigns including flu immunisation, staying well in winter, NHS111, pharmacy and extended GP hours. Commissioned by NHS England and Public Health England, it builds on the success of Stay Well This Winter - to encourage preventative self-care to help those most at risk of hospitalisation over winter and ease the pressure on NHS services.

Help Us Help You is a powerful new way to frame our conversations based on the principle of reciprocity which empowers both service users and staff - that by following their advice, people can help NHS experts help them stay well, prevent an illness getting worse, take the best course of action and get well again sooner.

More information, digital screens, social media assets and additional materials can be found on the PHE Campaign Resource Centre:

<https://campaignresources.phe.gov.uk> and

[https://campaignresources.phe.gov.uk/resources/campaigns/81-help-us-help-you/getting\\_involved](https://campaignresources.phe.gov.uk/resources/campaigns/81-help-us-help-you/getting_involved)

**Every community pharmacy** in England will receive a free *Help Us Help You* pharmacy pack delivered by the Healthcare Distribution Association UK (HDA UK) from 10<sup>th</sup> -26<sup>th</sup> October (the bulk will arrive in the w/c 15<sup>th</sup> Oct).

**Additional free resources** (including paper, digital and social media) and more information (including a [webinar](#) and [slide deck](#)) to help you and colleagues to use the campaign can be found at <https://campaignresources.phe.gov.uk/resources/campaigns/81-help-us-help-you/resources>



If you have questions about the material or want further materials you can contact [partnerships@phe.gov.uk](mailto:partnerships@phe.gov.uk)

We will provide you with further information about the campaign evaluation and when to use PharmOutcomes in due course, in the meantime please find attached the [Monitoring sheet](#) to record your active involvement.

Thank you for your support for this important winter campaign.

Kind regards

**Tim Perriment**

**Primary Care Commissioning Support Manager**

**(Pharmacy & Optometry)**

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