



# News Alert

Monday 23<sup>rd</sup> December 2019

## Delivery of Dry January materials for mandatory campaign

Resources for the Dry January campaign will be delivered to community pharmacies (please see section below on distance selling pharmacies [DSPs]) on 31st December 2019, via courier.

The Dry January campaign is one of **six campaigns**, which have been agreed between PSNC and NHS England and NHS Improvement, as part of the Community Pharmacy Contractual Framework; therefore, all contractors **must** participate in this campaign.

The campaign materials that must be displayed as part of the public health campaign are **Dry January calendars**, which can be provided to patients to tick off their dry days and provide information on the benefits of a month off alcohol. Contractors are not required to display posters as part of the contractual requirement to participate in this campaign but they are encouraged to also use **digital resources** that can be used on social media, email, screens etc. **Contractors are required to participate in the Dry January campaign from the first day the pharmacy opens for business in January 2020 until 31st January 2020.**

Contractors can also sign up for more information about Dry January on the [Alcohol Change UK website](#).

If a contractor has not received their calendars by the first day their pharmacy opens for business in 2020 they should email: [england.communitypharmacy@nhs.net](mailto:england.communitypharmacy@nhs.net) stating the pharmacy name, F-code, address and name of the campaign they have not received materials for.

### Distance selling pharmacies

Due to logistical challenges the Dry January calendars are not being delivered to DSPs. DSPs are therefore expected to use the digital resources highlighted above, to participate in the Dry January campaign. However, if a DSP would like to receive the Dry January calendars, they can make a request, using the email address above, to receive these materials.

*Pharmaceutical Services Negotiating Committee*



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