

August 2019

PSNC Briefing 032/19: Healthy Living Pharmacy – Holding a health promotion event/campaign

This PSNC Briefing provides guidance for community pharmacy contractors and their teams on holding a health promotion event/campaign.

Introduction

To achieve and to maintain Healthy Living Pharmacy (HLP) level 1 status as defined by Public Health England's [quality criteria](#), pharmacy teams are required to meet 27 quality criteria and are required to demonstrate how they meet these. Holding health promotion events/campaigns and documenting details of these are a way for pharmacy teams to demonstrate that they meet several of these criteria.

Health promotion ideas for pharmacy teams

A hub is available on the PSNC website, which provides links to different topics for pharmacy teams to consider or to help generate ideas, for health promotional events/campaigns. Guidance such as where to find information on local data; resources from national charities; national awareness campaign dates; information on training; and key facts and stats can be found on the different health promotion pages.

The hub is 'work in progress' and new health promotion topics will continue to be added. The page can be accessed at: psnc.org.uk/healthpromotion

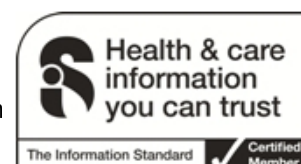
Checklist

To assist pharmacy teams when planning a health promotion event/campaign, a suggested checklist can be found in Annex 1 (a standalone version of the checklist is available at: psnc.org.uk/hlp).

The information Standard

When looking for information or resources on health promotion topics, it is advisable to use reliable, trustworthy and reputable sources of information which are certified by the Information Standard.

The [Information Standard](#) is an independent quality mark of good practice in health information. When you see the Information Standard logo, it means that the organisation displaying it has been certified as trustworthy and reliable.



Event/campaign questionnaire

Pharmacy teams may wish to use a questionnaire to help them evaluate their health promotion event/campaign and to make improvements to future events/campaigns. A template questionnaire can be found in Annex 2 (a standalone version of the questionnaire is available at: psnc.org.uk/hlp).

If you have queries on this PSNC Briefing or you require more information, please contact the PSNC Services Team at: Services.Team@psnc.org.uk.

Annex 1: Checklist for holding a health promotion event/campaign

Planning ahead

Task	Completed
<p>Create a health promotion event/campaign calendar for the forthcoming year to help the team plan and to ensure they have enough time to order resources, complete training, etc.</p> <ul style="list-style-type: none"> • Tip: Consider running your health promotion campaign/events in line with an appropriate awareness month/day, for example, alcohol awareness in January to coincide with Dry January. • Tip: Look at the mandatory national public health campaigns (psnc.org.uk/publichealth) for the forthcoming year so you can ensure you promote these and can plan additional events/campaigns around these. • Tip: Have a look at: psnc.org.uk/healthpromotion for ideas on health promotion events/campaigns.* 	<input type="checkbox"/>

Before the health promotion event/campaign (up to a month before)

Task	Completed
Resources	
<p>Decide what resources you want to make available for your event/campaign, for example, posters and leaflets. Order or create these.</p> <ul style="list-style-type: none"> • Tip: Have a look on relevant charity websites as they often have free resources that can be downloaded or posted out to you. • Have a look at: psnc.org.uk/healthpromotion for resource ideas.* • Tip: If you are creating your own resources and plan to use the NHS primary care logo, read PSNC Briefing 010/17: Updated NHS Identity Guidelines – NHS logo use by pharmacies to make sure you are following the NHS identity guidelines. 	<input type="checkbox"/>
<p>Decide if you need resources in different languages to target the local population, or large-print/easy read materials for customers with learning difficulties. Order or create these.</p> <ul style="list-style-type: none"> • Tip: Have a look on relevant charity websites as they may have free resources that can be downloaded or posted out to you. • Have a look at: psnc.org.uk/healthpromotion for resource ideas.* • Tip: If you are creating your own resources and plan to use the NHS primary care logo, read PSNC Briefing 010/17: Updated NHS Identity Guidelines – NHS logo use by pharmacies to make sure you are following the NHS identity guidelines. 	<input type="checkbox"/>
<p>Consider developing a questionnaire to assess how useful patients find the advice given during the campaign/event.</p> <ul style="list-style-type: none"> • Tip: A template questionnaire is included in Annex 2 and is available as a standalone document at: psnc.org.uk/hlp - this can be adapted to suit the health promotion topic. 	<input type="checkbox"/>
<p>Decide if you need any additional resources for your Health Promotion Zone such as poster boards, tables, leaflet holders, a box for completed questionnaires, etc. and order these as necessary.</p>	<input type="checkbox"/>
Signposting	
<p>Find out what support is available locally and nationally relating to the health promotion topic so patients can be signposted appropriately. Share this information with the team.</p> <ul style="list-style-type: none"> • Tip: Have a look at: psnc.org.uk/healthpromotion for links to national charities.* 	<input type="checkbox"/>
<p>Consider whether a member of a local public health agency or charity can attend the event</p> <ul style="list-style-type: none"> • Tip: Involving a local public health agency or charity may help build a working relationship between the pharmacy team and the organisation. 	<input type="checkbox"/>

Training	
<p>Look at what training is available for members of the pharmacy team and decide what training would be appropriate to complete.</p> <ul style="list-style-type: none"> • Tip: Look at training available from organisations such as: <ul style="list-style-type: none"> - Centre for Pharmacy Postgraduate Education; - TheLearningPharmacy.com; - e-Learning for Healthcare; and - your LPC. • Tip: Speak to your local authority and or local/national charities to see if there is any training that team members can attend/complete. • Have a look at: psnc.org.uk/healthpromotion for training ideas.* 	<input type="checkbox"/>
Press/advertising	
<p>Consider contacting the local press to see if they are interested in covering your health promotion event/campaign.</p>	<input type="checkbox"/>
<p>Think about other staff groups/organisations that you can make aware of your event such as local libraries, health and care organisation receptionists, or local charity groups and approach them to see if they will promote your event/campaign by displaying a poster, including information in their newsletters, etc.</p>	<input type="checkbox"/>
<p>If your pharmacy is active on social media, promote the event through this channel before the campaign/event to build interest.</p> <ul style="list-style-type: none"> • Tip: PSNC Briefing 001/17: Social media guide for community pharmacy teams and LPCs provides a guide to help you to consider the benefits of using Twitter and other social media as tools for keeping up to date with pharmacy and healthcare news or communicating with patients and other stakeholders. PSNC's making the most of social media webinar (available on demand) also provides tips on how to get the most out of social media. 	<input type="checkbox"/>
<p>Look to see if there any local events that members of the pharmacy team can attend to promote the health promotion event/campaign, e.g. local charity groups or patient groups.</p>	<input type="checkbox"/>

Before the health promotion event/campaign (the week before)

Task	Completed
Ensure all members of the pharmacy team complete any relevant training for the event/campaign.	<input type="checkbox"/>
Ensure all members of the pharmacy team read and become familiar with the screening and/or assessment tool guides which will be used, if any.	<input type="checkbox"/>
Ensure all members of the pharmacy team read and become familiar with the resources available for the event/campaign and ensure everyone is aware of signposting options.	<input type="checkbox"/>

During the health promotion event/campaign

Task	Completed
<p>Organise the Health Promotion Zone where information can be displayed.</p> <ul style="list-style-type: none"> • Tip: Try to make this as attractive and attention-grabbing as possible to engage with people. 	<input type="checkbox"/>

Use every opportunity to approach people who visit the pharmacy and let them know about your campaign/event.	<input type="checkbox"/>
Record the number of people who have been spoken to during the campaign/event.	<input type="checkbox"/>
Take photos of your Health Promotion Zone or other activities (do not take photos of patients without their permission).	<input type="checkbox"/>
Encourage patients to fill out the feedback questionnaire.	<input type="checkbox"/>
If your pharmacy is active on social media, continue to promote the campaign/event.	<input type="checkbox"/>
Make sure the Health Promotion Zone is kept well stocked with resources, is tidy and free from clutter.	<input type="checkbox"/>

After the health promotion event/campaign

Task	Completed
Record details of the event in your HLP evidence portfolio along with any photos and examples of props/resources used.	<input type="checkbox"/>
Have a de-brief with the team to see what went well and what could be improved on for the next event/campaign.	<input type="checkbox"/>
Write a brief report based on feedback (from the questionnaires or otherwise) and refer to this next time you plan a campaign/event.	<input type="checkbox"/>
When removing promotion materials/props, do not throw them away; you may decide to re-use them in future events (if they are still relevant).	<input type="checkbox"/>
Send the report and photographs of your campaign/event to: <ul style="list-style-type: none"> • your LPC; and • Public Health England (email: hlpnewsletter@phe.gov.uk) so, information can be shared with other HLPs to inspire and encourage others to hold similar public health events/campaigns.	<input type="checkbox"/>

*The health promotion hub on the PSNC website (psnc.org.uk/healthpromotion) is 'work in progress' and new health promotion topics will continue to be added.

Annex 2: Event/campaign questionnaire

Please complete the short questionnaire below. The answers will help us evaluate this event/campaign and plan future events/campaigns.		
Did you learn anything new from our event/campaign?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are you likely to contact any of the local/national charities or organisations highlighted at the event/campaign?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are you taking away any resources to read?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
What did you like most about the event/campaign?		
How can we improve events/campaigns in future?		
Is there a topic you would like to see covered in a future event/campaign?		
Some questions about you		
What is your sex?	<input type="checkbox"/> Male	<input type="checkbox"/> Female
	<input type="checkbox"/> Intersex	<input type="checkbox"/> Prefer not to say
How old are you?	<input type="checkbox"/> Under 18	<input type="checkbox"/> 18-24
	<input type="checkbox"/> 25-34	<input type="checkbox"/> 35-44
	<input type="checkbox"/> 45-54	<input type="checkbox"/> 55-64
	<input type="checkbox"/> 65 or over	

Thank you for taking the time to complete this questionnaire.