



Public Health Promotion Campaigns 2023

Month	Key priority area	Campaign		
			<p>LINK TO H&WB Cumbria Health Profile</p> <p>National PHE- Remember to access the information you will need to sign in</p> <p>https://campaignresources.dhsc.gov.uk/</p>	LPC/Pharmacy action
	NEW CAMPAIGN RESOURCES EMAIL -			
January 2023	<p>Better Health – Weight Loss Campaign (Mandatory)</p> <p>Dry January</p> <p>Better Health – Adult Obesity</p>	<p>PQS - Respiratory – Must be completed by the 31st March 2023, all pharmacy team.</p> <p>PQS – Weight Loss Training</p>	<p>National Campaign Resource Centre</p> <p>Return of unwanted and used inhalers</p> <p>2021.01.04 Better Health Campaign Guide.pdf (windows.net)</p>	Central ordering

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	Better Health – Childhood Obesity	To be completed by Trainee Pharmacists & Technicians, Dispensing Staff and Medicine Counter Assistants.	Training - All Our Health: Adult Obesity & All Our Health: Childhood Obesity	
February 2023	<p>Better Health – Adult Obesity</p> <p>Better Health – Childhood Obesity</p> <p>Sepsis</p> <p>Mental Health</p> <p>ASK for ANI</p>	<p>Training to be completed for all pharmacy team members for PQS that didn't complete last year.</p> <p>PQS - The Safe Spaces is hosted on the CPPE website.</p>	<p>National PHE Campaign Resource Centre</p> <p>2021.01.04 Better Health Campaign Guide.pdf (windows.net)</p> <p>PHE Campaign Resource Centre</p> <p>Zero Suicide Alliance (ZSA) training;</p> <p>Safe Spaces Training & Quiz</p>	Central ordering

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	<p data-bbox="577 576 741 639">Infection & Prevention</p> <p data-bbox="577 879 719 911">Antibiotic</p>	<p data-bbox="898 272 1491 336">Ask for ANI training. All pharmacy team to complete.</p> <p data-bbox="898 544 1525 639">PQS – HEE infection prevention and control level 1 e-learning and e-assessment. 1st April 2020 – 31st March 2023.</p> <p data-bbox="898 879 1525 975">PQS – HEE antimicrobial stewardship for community pharmacy e-learning and e-assessment. 1st April 2020 – 31st March 2023.</p>	<p data-bbox="1574 576 1787 767">Training-HEE infection prevention and control Level 1 e-learning and assessment</p> <p data-bbox="1574 943 1738 1007">Training-Antimicrobial</p>	

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March 2023	<p>Better Health – Adult Obesity</p> <p>Better Health – Childhood Obesity</p> <p>Better Health-Quit Smoking</p>	<p>PQS – Adult & Child two separate courses, short with a small number of questions. 1st April 2019 – 31st March 2023.</p> <p>.</p> <p>New service Smoking Cessation Launched.</p> <p>National No Smoking Day 8th March 2023.</p>	<p>National Training - All Our Health: Adult Obesity & All Our Health: Childhood Obesity</p> <p>2021.01.04 Better Health Campaign Guide.pdf (windows.net)</p>	
April 2023	<p>Change 4 Life Weight Management TBC</p> <p>STROKE Campaign</p>	<p>Change for life leaflets and posters</p> <p>Patient facing pharmacy staff that provide health promoting advice must complete PHE All Our Health bitesize training and assessments, on Adult Obesity <i>and</i> Childhood Obesity. (PQS)</p> <p>ACT FAST campaign.</p>	<p>PSNC Site Change 4 Life PHE Campaign Resource Centre</p> <p>Change4Life Campaign Resource Centre (phe.gov.uk)</p> <p>ACT FAST Campaign</p>	

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May 2023	Oral Health	Smile month 15 th May – 15 th June 2023	Smile Month	
	Mental Health Awareness Week		Every Mind Matters Loneliness	
	Dementia Awareness Week	Dementia Awareness w/c May 15 th 2023.	Dementia Awareness	
June 2023	Hypertension		Off to the best start - A guide to help you Campaign Resource Centre (phe.gov.uk)	Central Ordering
	Blood Pressure		Breast Feeding	
	National Breast-Feeding Week	National Breast-feeding week 25 th – 29 th June 2023.		
July 2023	Cancer – Lung Cancer	Campaign for coughing symptoms lasting longer than three weeks or more.	Help Us Help You - Lung Cancer Symptoms Campaign Resource Centre (phe.gov.uk)	
	Breast Cancer	Public Health past campaigns to be used.	Teenage Cancer Link	
	Teenage Cancer	Useful information and Facebook page for Teenagers		
	Cumbria Cancer Champions.	Information from the new Cancer Champions that have been trained.		

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August 2023	Mental Health	Every Life Matter Campaign. (Suicide Awareness week September).	Every Life Matters - Suicide Safer Cumbria (every-life-matters.org.uk)	
September 2023	Flu / Winter Health / Vaccines. Suicide Awareness Week 2023	National Campaign Suicide Awareness Week 10 th to 16 th September 2023.	Campaign Resource Centre (phe.gov.uk) Every Life Matters - Suicide Safer Cumbria (every-life-matters.org.uk)	Central Ordering
October 2023	Flu/ Winter Health/ Vaccines Stop Smoking	National Campaign .	Campaign Resource Centre (phe.gov.uk)	Central Ordering
November 2023	Flu / Winter Health/ Vaccines	National Campaign	Campaign Resource Centre (phe.gov.uk)	Central Ordering

Month	Key priority area	Campaign		
December 2023	TBC??			

HLP is now part of Quality Payments. Within the requirement public health campaign should meet national and local health needs as suggested in the JSNA/PNA and Annual report of the director of Public Health.

Link to JSNA and PNA - <https://www.cumbriaobservatory.org.uk/jsna/>

Cumbria Public Health Profile by district <https://www.cumbriaobservatory.org.uk/health-social-care/>

Requirement to run health promotion campaigns include the following priority areas

1. Ensure there is a dedicated health zone with permanent non-promotional information available
2. Promotion campaigns should be separate distinct displays which aim to attract customers in order that pharmacy staff can start health conversations, offer brief advice, and promote relevant pharmacy services – (should include the 6 contractual health campaigns) The health promotion calendar from page 4 describes examples of how your displays could achieve this. Intervention conversation should be recorded on the conversation record sheets and Pharmoutcomes MONTHLY. Photograph of each display as evidence.
3. More resources can be obtained Register with the following websites:
 - The DH orderline at www.orderline.dh.gov.uk/ecom_dh/public/home.jsf
 - The PHE campaign resource centre at <https://campaignresources.phe.gov.uk/resources>
 - The Change4Life website at www.nhs.uk/Change4Life/Pages/change-for-life.aspx
4. Good quality free resources are also available from:
 - Macmillan Cancer Support at <https://www.gasp.org.uk/product-category/co-monitors/accessories/>
 - Cancer Research UK at <http://publications.cancerresearchuk.org/>
 - British Heart Foundation at www.bhf.org.uk/
 - Diabetes UK at www.diabetes.org.uk/
 - PSNC <http://psnc.org.uk/services-commissioning/locally-commissioned-services/healthy-living-pharmacies/healthy-living-pharmacy-health-promotion-ideas-for-pharmacy-teams/>

- GASP- Mouthpieces for CO monitors - <https://www.gasp.org.uk/product-category/co-monitors/accessories/>

Make Every Contact Count e-learning part of HLP

<http://www.e-lfh.org.uk/programmes/making-every-contact-count/> (Online training)

HLP Network Session Dates

March 2023			
June 2023			
September 2023			
January 2023	Dry January Month		