

Vaccines

Essential for your
protection from infection



Community Pharmacy
Living Well
Campaign

“Due to the concise literature we were able to convert patients who were very sceptical about having a vaccine due to the myths in the public domain, one of these patients would be particularly vulnerable and due to the information provided and feeling safe in a community pharmacy setting, this patient is now vaccinated”

“After having a discussion with one of our patients with drug and alcohol addiction issues, who was adamant he was not getting the covid-19 vaccine, he returned into the pharmacy to ask us to help him book himself in for a covid-19 vaccine after going home and thinking about what was discussed.”

“I spoke to a young lady who was reluctant to be vaccinated using myths that she had read on Facebook to give reasons why she was not getting the vaccine. We went through each one and discussed why these were untrue and misleading. She left the pharmacy happy to have the vaccine.”

“Campaign helped to rebuild the public's trust and give reliable information.”

“We connected with the Middle Eastern community through our Arabic speaking dispenser resulting in a large amount getting vaccinated who previously would not have”

“I conducted a series of talks via zoom to a local community group. The second and most of third session was on vaccinations, there were many questions relating to the vaccination programme..”

“I feel that the resources (leaflets in particular) helped assist our pharmacy staff explain vaccine information to patients. This helped reassure patients regarding side effects, misconceptions and booking the covid vaccine. I think the campaign was extremely positive. “

“A lady who had seen our poster in the shop asked us when she would be eligible to receive the vaccine as she had received a shielding letter. She advised that she had not yet been called by her health centre. After talking with the lady, she informed us that she had COPD and was eager to get the vaccine. At this time, the trust were offering vaccinations to vulnerable people who had received a shielding letter. We gave the patient the relevant phone number and advised her to ring them. She then rang us later on to thank us as she was able to get an appointment to receive her vaccine the following day.”

“All patients that use our substitution prescribing service have been vaccinated through our engagement. None had initially planned to get vaccinated.”

“We engaged with foreign nationals who had difficulty accessing information “

Popular Queries

- ELIGIBLE GROUPS
- ALLERGIES
- VACCINE SAFETY
- SIDE EFFECTS
- HOW TO ACCESS AN APPOINTMENT
- VACCINATION IN PREGNANCY AND BREASTFEEDING
- COVID-19 ADVICE/ SYMPTOMS

Over 208,000 leaflets were provided to community pharmacy

Over 200

pharmacies reached those socially isolated, young families, those house-bound or those with drug or alcohol addiction issues.

How did Pharmacy engage?

- 423 verbally engaged and informed patients
- 118 used social media
- 16 used videoconferencing
- 107 External or Internal visual displays
- 184 with other healthcare professionals.



This campaign was the first vaccination information campaign of 2020 introduced to the public in Northern Ireland. It included information on the general vaccination schedule, why vaccination is important, what a vaccine is and how it works, vaccine safety, reasons to be vaccinated and also on the COVID-19 vaccine. It was launched before and during the early weeks of the COVID-19 vaccination programme.



99%

Of pharmacies felt their teams were supported in COVID-19 related queries and the campaign supported patients' health and wellbeing

Number of Pharmacies that made REFERRALS to:

- 117 Other Pharmacy Services
- 256 Other Healthcare Professional, e.g, GP
- 28 Community/ Voluntary Services

Over 400 pharmacies provided information to the elderly and those with long term health conditions.

The main age group that wanted campaign information were those aged 51-65 years old.

Over 31,480

patients were engaged through 521 pharmacies on Vaccination campaign messages.