

To: Community Pharmacies- *contracted to provide the Living Well service from 2021/22*

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HSCB Tel : (0300) 555 0115

Web Site:
www.publichealth.hscni.net
www.hscboard.hscni.net

7th May 2021

Dear Colleague,

COMMUNITY PHARMACY ESSENTIAL SERVICE: LIVING WELL CAMPAIGNS

Thank you for your participation and outstanding commitment to the Living Well service in 2020/21. This has been a challenging year in light of the pandemic and community pharmacy has proven to be an invaluable source of trusted health information and support for the public. Living Well has aided this in trying to help the public understand regulations, public health advice and address prominent issues that were affecting the day to day lives of patients.

As a result of the work and commitment from Community Pharmacy, HSCB and PHA are pleased to inform you that this service will be continuing into 2021/22. Appendix 1 shows the new schedule of campaigns for 2021/22.

1. Campaign communication

You will continue to receive a campaign initiation letter detailing key campaign dates and important information and evaluation surveys will be issued after each campaign to capture each pharmacy's activity and experiences. It is vital that **all pharmacies contracted to provide "Living Well"** submit their evaluation survey after each campaign as it allows HSCB to collate data to demonstrate the value and impact of the service to other sectors. Data also supports future commissioning and service development.

2. Resources

Printed resources will be provided as usual, however for some campaigns, other further resources are available online to support your pharmacy at <http://www.hscbusiness.hscni.net/services/3035.htm> .

As with any campaign, if you have not received or have any resource queries please email reception.pha@hscni.net and ensure your email subject heading is titled “**LIVING WELL PHARMACY CAMPAIGN**”. In the event of any resource delay, HSCB will notify you however online resources can be used to participate in the interim. All printable and extra resources are available on the BSO web-site at the following link:

<http://www.hscbusiness.hscni.net/services/3035.htm>

3. Payment

Funding of £500 per pharmacy for each campaign will continue to be made. This funding will be paid in monthly instalments of £250 and will appear as an adjustment to payment on your BSO schedule. As with our 2020/2021 campaigns, HSCB reserves the right to recoup payment for any individual campaign if evaluation surveys are not submitted. If for any campaign, a survey is not to be submitted, HSCB will notify you.

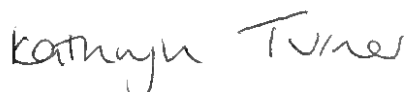
Please note that HSCB is awaiting final confirmation of the opening allocation therefore the funding lines quoted are indicative as of 30th April 2021.

4. Going forward

It is important to engage with your local communities to ensure local needs are met and public health issues supported. HSCB and PHA are trying to engage further with the community and voluntary sector and are looking at other ways to engage patients in public health issues and communicate Living Well messages to ensure that information is accessible to all. Any updates in relation to this, any further support that is being provided to community pharmacy and any service developments will be communicated via HSCB.

We hope this will be an exciting year for Community Pharmacy to continue to make a real impact in improving and supporting the health and social wellbeing of the public.

Kind Regards,



Kathryn Turner
Pharmacy Lead
HSCB



Stephen Wilson
Director of Operations (Interim)
PHA

APPENDIX 1

**Living Well
Campaign schedule 2021-2022**

Campaign	June 2021	July 2021	August 2021	September 2021	October 2021	November 2021	December 2021	January 2022	February 2022	March 2022	April 2022	May 2022
Alcohol												
Cancer Prevention												
Flu												
COVID-19												
Obesity												
Know Check Ask (Medicine Safety)												

** This schedule may be subject to change if a public health issue is recognised as an urgent priority **
If this case arises, HSCB will notify all contractors.