



## Hello again

This is our second **Healthy Living Pharmacy** newsletter to help you maintain and build on being an HLP.

This month we are focusing on health promotion and campaigns.

## Why Health Promotion?

HLP is all about a having a health promoting ethos and environment where:

- it is clear to the public that free, confidential advice on their health and wellbeing can be accessed
- the HLP logo is prominently displayed
- there is a dedicated Health Promotion Zone.

It is also a great way to promote your pharmacy and what you do.

A **Health Promotion Zone** is a key requirement for an HLP and must:

- be clearly marked and accessible
- have a professional appearance
- be appropriately equipped with professional health and wellbeing information that meets the local public health needs and is updated at least every two months to ensure information provided is relevant, up-to-date and appropriate
- have health and wellbeing information available which appeals to a wide range of your public
- have materials which should be generic and not promoting a specific brand which can be seen as endorsement or promotional.

An important role for a Health Champion is to establish and maintain the Health Promotion Zone plus lead the planning and implementation of at least six health campaigns each year. Some campaigns should also be delivered out in the community. See our hints and tips.



## Health Campaign Competition

Diane McCully from Day Lewis Pharmacy in Bebington on Merseyside sent in this photograph of their brilliant Stop Smoking campaign display and won our recent competition! Diane recommends keeping your campaigns relevant, colourful and imaginative!



Runner up was the excellent campaign supporting Pancreatic Cancer awareness sent in by Amy Armah from Watlington Pharmacy in Oxfordshire.



Some hints and tips from what we have learned from successful campaigns delivered by Health Champions:

- ✓ Research your local health needs, priorities and plans.
- ✓ Discuss with your team and encourage sharing of ideas.
- ✓ Understand who, within the team, has a strong community link, e.g. through schools, places of worship or recreation.
- ✓ Plan a programme at least 3 months ahead with a series of health topics that are appropriate and realistic to tackle.
- ✓ Choose and mark a start date for your campaign checking to see if it co-insides with any national awareness days.
- ✓ Find out from where you can get appropriate leaflets, posters and other materials to create some theatre and bring your campaign to life.
- ✓ Learn about the health topic so all the team can be confident when discussing it.
- ✓ Coach your team on engaging with the public around key health topics and sensitive issues.
- ✓ Approach local health and public health service providers, charities and Health Watch group ([www.healthwatch.co.uk](http://www.healthwatch.co.uk))
- ✓ Within the Pharmacy: Pro-actively engage with your customers and patients and make every contact count.
- ✓ Outside the Pharmacy: Execute your plan to promote health and wellbeing in your community. This could be in a school, college, community centre, shopping area, place of worship, leisure centre or anywhere people go that are relevant to your campaign topic.
- ✓ Find out where and to whom you can signpost people needing extra support.
- ✓ Set up a local health and wellbeing services notice board in the pharmacy.



### Health Champions Facebook Community



Here we share ideas and you can share your stories and pictures.

Please sign up and get involved

[www.facebook.com/hlpcommunity](http://www.facebook.com/hlpcommunity)

### Next Month's Feature

#### Mental Health and Wellbeing

Want to send us a question?  
Got any tips or pics to share and be featured in our next newsletter?

Please get in touch

### Suggestions:

- ✓ Print this newsletter and refer to it once every couple of months to help you; keep it in your portfolio of evidence
- ✓ Contact us to ask any questions, we have many resources which can help you