



**North Midlands – Shropshire & Staffordshire Area**  
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Date 29<sup>th</sup> January 2019

Dear colleagues

**Re: Help Us Help You Pharmacy Campaign**

NHS England is launching a national 'Pharmacy Advice' campaign on February 4<sup>th</sup> 2019, under the overarching brand 'Help Us Help You'. The campaign will position community pharmacies as the first place to go for advice on minor health concerns, such as coughs, colds, tummy troubles, and aches and pains.

This is the first of the nationally agreed campaigns and does count as one of community pharmacy's six public health campaigns for the year, so participation in the campaign is mandatory. **It is anticipated that the campaign will run for 6 weeks until 17<sup>th</sup> March.**

**Resources**

Please find attached separately the campaign resource information, detailing the packs that are going to be sent to all community pharmacies in England this week. Similar packs are also being sent to GP practices in England, and the campaign resources can also be accessed via the [PHE Campaign Resource Centre](#).

**Data collection and PharmOutcomes**

It is a contractual requirement for the information to be transferred from the data collection sheet onto the relevant campaign module on PharmOutcomes within 7 days of the end of the campaign as evidence of participation. **Therefore the last date for data entry will be the 24<sup>th</sup> March.** Failure to do so may result in a breach notice being issued.

If you have any queries regarding this campaign or access to resources please contact me via email, or speak to one of your LPC representatives.

Yours faithfully,

A handwritten signature in black ink that reads 'A. Pickard'.

Andrew Pickard  
Pharmacy Advisor, NHS England North Midlands, Staffordshire and Shropshire Area