

Pharmacy First checklist: Promoting the service to patients

This checklist provides suggested actions that pharmacy owners and their teams can choose to undertake to help promote the Pharmacy First service to patients. Further information on the service and resources can be found at cpe.org.uk/pharmacyfirst.

	Activity	By when?	Completed	
1.	Briefing the team – Ensure your pharmacy team is briefed on the Pharmacy First service and are ready to talk to patients or customers who might come into your pharmacy for advice. Consider using our briefing on the Pharmacy First service for pharmacy teams .			
2.	Display materials – Review the Community Pharmacy England posters and the NHS England posters which are available to download. Consider whether you have space in your pharmacy to download, print and display any of these.			
3.	Videos and digital screen options – If you have a digital screen in your pharmacy, review the Community Pharmacy England video and digital screen options and the NHS England digital screen option to consider whether you would like to play these on your screen in your pharmacy.			
4.	Social media – If you have a social media account for your pharmacy, review the Community Pharmacy England social media tiles and suggested social media posts and NHS England's social media assets to consider whether you would like to use these to promote the service.			
5.	Social media – If you have a social media account for your pharmacy, consider filming your own short video on a mobile phone to use across your social media accounts. The NHS			

	<p>England pharmacy briefing sheet on the Think Pharmacy First campaign provides tips on recording a video, an example video and four template scripts that you could use.</p>			
6.	<p>Small flyers – Consider using the Community Pharmacy England small flyers about the Pharmacy First service. For example, these can be attached to prescription bags and be used as a prompt to make patients aware of the service when handing our prescriptions.</p>			
7.	<p>Website – If you have a website for your pharmacy, consider promoting the service on your website.</p>			
8.	<p>Developing your own resources – Consider if you want to develop your own promotional materials to promote the Pharmacy First service. If you do:</p> <ul style="list-style-type: none"> • Ensure you comply with the requirements of the Terms of Service relating to promotion of services funded by the NHS; and • If you choose to use the NHS identity on the promotional materials ensure you comply with the primary care guidelines for use of the NHS identity. <p>However, please note that there are Community Pharmacy England editable posters and social media cards available which could be used to save you having to create your own materials.</p>			
9.	<p>Consider additional promotional materials – If you have ideas for any further promotional materials aimed at patients, email services.team@cpe.org.uk with your ideas so we can consider creating additional resources to support you to deliver the service.</p>			