

Pharmacy First checklist: Promoting the service to your local schools and nurseries

This checklist provides suggested actions that pharmacy owners and their teams and Local Pharmaceutical Committees (LPCs) can choose to undertake to help promote the Pharmacy First service to local schools and nurseries.

School attendance and absence is a high priority for schools. Therefore ensuring staff, parents and carers are aware of Pharmacy First and the benefits of the service, for example, being able to walk-in to access the service and obtain medicine, where clinically appropriately, may help ensure children get well and back to school as quick as possible, potentially positively impacting attendance rates.

Further information on the service and resources can be found at cpe.org.uk/pharmacyfirst.

Activity	By when?	Completed
<p>1. Speak to the other local pharmacy owners – If there are a few pharmacies locally, consider talking about how you can work together to raise awareness within the local schools and nurseries about the Pharmacy First service. It may be more impactful if you work together rather than each school and nursery being contacted by many individual pharmacies. Also consider contacting your LPC as they may be able to offer support for promoting the service to local schools and nurseries.</p>		
<p>2. Find out which schools are located near your pharmacy – If you do not know which schools are located nearby, you can search for the locations of local schools using your pharmacy’s postcode on the GOV.UK website. This also provides a link to the school’s website (where available), which will then allow you to find out contact details for the school. Most nurseries are privately owned; an internet search should allow you to find the nurseries in your area.</p>		

3.	<p>Make initial contact – If not already done, send our template email/letter to each of your local schools and nurseries which provides initial information about the Pharmacy First service:</p> <ul style="list-style-type: none"> ▪ Template primary school letter ▪ Template secondary school letter ▪ Template nursery letter 		
4.	<p>Promotional materials – Consider printing out a few posters that are available from Community Pharmacy England and drop these off at the school or nursery reception to see if they would display these in the waiting areas on noticeboards or in the teacher’s break room. You could also ask if they would consider including these as leaflets (the posters could be printed as A5) in the children’s school bags for parents/carers to see when they get home.</p>		
5.	<p>Videos and digital screen options – If any of the local schools or nurseries have a digital screen in their waiting room, make them aware of the Community Pharmacy England video and digital screen options to see if they would consider playing these on their screen.</p>		
6.	<p>Website – If the school or nursery has a website, ask whether they would be willing to include a page or news story on the service; we have a template news story that could be used and an animation aimed at patients/carers which could be linked to from their website.</p>		
7.	<p>Newsletters – If the school or nursery sends out newsletters to parents/carers, ask whether they would be willing to include a news story on Pharmacy First. We have a template shorter news story that could be used.</p>		
8.	<p>Email to parents – Many schools and nurseries will send out emails to parents/carers; you could provide the template email to parents/carers that the Headteacher/School office could send out to parents:</p>		

	<ul style="list-style-type: none"> ▪ Template primary school letter ▪ Template secondary school letter ▪ Template nursery letter 		
8.	<p>Local magazines and publications aimed at parents/carers of nursery or school aged children – Do an internet search to see if you can find a local publication such as Primary Times or Raring2Go! Consider placing an advert about the Pharmacy First service or speak to your LPC to see if this is something they would consider doing on behalf of all pharmacy owners in the area (see case study below). The LPC could also speak to the ICB to see if there was funding available to promote the service in this way.</p>		
9.	<p>Speak to your LPC – Remember your LPC is there to support you locally so consider getting in touch with them to see if they can provide you with any support with working with your local schools and nurseries.</p>		
10.	<p>Ideas on additional materials for use with schools or nurseries? If you have suggestions for additional resources that would help you to work with schools or nurseries, email services.team@cpe.org.uk.</p>		

Case Study: Promotion of the Pharmacy First service in Raring2Go! magazine

Dee Talbot, the Service Coach Lead for North of Tyne LPC has been working hard in her area to promote the Pharmacy First service.

One route she has taken is to advertise the service in the Northumberland edition of [Raring2Go!](#) magazine (see advert on [page 2 of the summer 2024 edition](#) and on page [24 of the autumn 2024 edition](#)). Raring2go! magazine is delivered directly to thousands of local families via schools and nurseries, often being placed in school bags by staff at the school, for parents to receive when their children get home.

The page size advert has been personalised for the local community highlighting that the Pharmacy First service is available in pharmacies across the North East and North Cumbria, as well as linking to a [webpage](#) on the Pharmacy Services North East website to provide more patient information on the service.