



# Pharmacy Contraception Service checklist: Promoting the service to your GP practice / local sexual health clinic

This checklist provides suggested actions that pharmacy owners and their teams can choose to undertake to help promote the Pharmacy Contraception Service (PCS) to their local GP practice team and local sexual health clinic. While we appreciate some of the below activities will be easier for those who have established positive relationships with their GP practices and local sexual health clinic and/or GP practices and sexual health clinics who are keen to make electronic referrals/signpost patients for the PCS, the list provides options to open up discussions on the service.

Where possible, it is important to keep having conversations about the service with different members of the GP practice team/sexual health clinic team; just talking to them once about the service is unlikely to have the desired effect. The suggested activities provide ideas for how you can use different tools/resources as ‘conversation starters’ on the PCS to prompt further discussions.

Further information on the service and resources can be found at [cpe.org.uk/PCS](https://cpe.org.uk/PCS).

Activity	By when?	Completed
<p><b>1. Speak to the other local pharmacy owners</b> – If there are a few pharmacies locally who offer the service, consider talking about how you can work together to raise awareness within the GP practice team and the local sexual health clinic about the PCS. It may be more impactful if you work together rather than the GP practice or sexual health clinic being contacted by many individual pharmacies.</p>		
<p><b>2. Make initial contact</b> – If not already done so, send our <a href="#">template email/letter</a> to the GP/practice manager/sexual health clinic manager which provides initial information about the PCS.</p>		

3.	<p><b>Attend a practice / clinic meeting</b> – If practical, enquire whether you could attend a practice / clinic meeting to present on the PCS and answer any questions about the service. We have a <a href="#">template presentation</a> available that could be used for this.</p>		
4.	<p><b>Promotional materials</b> – Consider printing out a selection of the posters that are available <a href="#">on our website</a> and ask your GP practice / sexual health clinic if they would be willing to display any of these.</p>		
5.	<p><b>Digital screen options</b> – If your GP practice / sexual health clinic has a digital screen in their waiting room, make them aware of the <a href="#">digital screen</a> options to see if they would consider displaying these.</p>		
6.	<p><b>Social media</b> – If your GP practice / sexual health clinic has a social media account, make them aware of the <a href="#">Community Pharmacy England social media tiles and suggested social media posts</a> to see if they would consider using any of these to help promote the service.</p>		
7.	<p><b>Website</b> – If the GP practice / sexual health clinic has a website, check whether they have any information on there about PCS. If not, ask whether they would be willing to include a page or news story on the service; we have a <a href="#">template news story</a> that could be used to promote the service to website visitors.</p>		
8.	<p><b>Patient Participation Group</b> – Ask the GP practice if you could attend a Patient Participation Group (PPG) meeting to talk about the PCS; this way you can reach some GP practice staff who will be present at the meeting and patients. We have a <a href="#">template presentation</a> that could be used for this.</p>		
9.	<p><b>Newsletters</b> – If the GP practice sends out PPG or other newsletters to patients, ask whether they would be willing</p>		



	to include a news story on PCS. We have a <a href="#">template news story</a> that could be used.		
10.	<b>Invite them in for a mock consultation</b> – Consider inviting different members of the GP team / sexual health clinic to visit the pharmacy so you can talk them through how the PCS works, show them the consultation room, demonstrate how the IT system works that you use when providing a consultation, etc.		
11.	<b>Speak to your LPC</b> – Remember your LPC is there to support you locally so consider <a href="#">getting in touch</a> with them to see if they can provide you with any support with working with your GP practices and sexual health clinics.		
12.	<b>Consider additional materials for GP practices / sexual health clinics</b> – If you have suggestions for additional resources that would help you to work with GP practice teams or a local sexual health clinic, email your suggestion to <a href="mailto:services.team@cpe.org.uk">services.team@cpe.org.uk</a> .		