

Pharmacy Contraception Service: Promoting the service checklist

This checklist provides suggested actions that pharmacy owners and their teams can choose to undertake to help promote the Pharmacy Contraception Service (PCS) to individuals and the public. Further information on the service and resources can be found at cpe.org.uk/PCS.

Activity	By when?	Completed
1. Briefing the team – Ensure your pharmacy team is briefed on the PCS and are ready to talk to patients and customers who might come into your pharmacy for advice, to collect prescriptions or to access emergency contraception. Consider using our briefings for pharmacy teams which can be found at cpe.org.uk/PCS .		
2. Display materials – Review the Community Pharmacy England and NHS England posters which are available to download from the resources section. Consider whether you have space in your pharmacy to display any of these.		
3. Digital screen poster options – If you have a digital screen in your pharmacy, review the Community Pharmacy England digital slides and the NHS England digital poster options to consider whether you would like to play these on your screen in your pharmacy. These are available to download from the resources section.		
4. Social media – If you have a social media account for your pharmacy, review the social media tiles and suggested social media posts in the resources section 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.		

6.	Small flyers – Consider using the Community Pharmacy England small flyers about the PCS. For example, these can be attached to prescription bags and be used as a prompt to make individuals aware of the service when handing out prescriptions. These are available to download from the resources section.		
7.	Website – If you have a website for your pharmacy, consider promoting the service on your website. We have a template news story (and a shorter version) which could be used. These are available to download from the resources section.		
8.	Developing your own resources – If you want to develop your own promotional materials to promote the PCS: • 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. 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.		
9.	Consider promotion to external audiences and at appropriate community venues – Identify within your local community if there are any external audiences or community venues where you can promote the service.		
10.	Consider additional promotional materials – If you have ideas for any further promotional materials to assist with promoting the service, email services.team@cpe.org.uk with your ideas so we can consider creating additional resources to support you to deliver the service.		