

NHS Meningococcal B Vaccination Service checklist: Promoting the service

This checklist provides suggested actions that pharmacy owners and their teams can choose to undertake to help promote the NHS Meningococcal B (MenB) Vaccination Service to patients and the public. Further information on the service and resources can be found at cpe.org.uk/MenB.

| Activity | By when? | Completed |
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| <p>1. Briefing the team – Ensure your pharmacy team is briefed on the MenB Vaccination Service and are ready to talk to patients and customers who might come into your pharmacy for advice or to collect prescriptions. Consider using our Pharmacy team Briefing for the NHS Meningococcal B Vaccination Service.</p> | | |
| <p>2. Display materials and leaflets</p> <p>Review the UK Health Security Agency (UKHSA) materials available from Find Public Health Resources (registration required). Their resources, which include download only and download or order options, include:</p> <ul style="list-style-type: none"> ▪ A guide to the MenB vaccines leaflet – Product code: 13347EN001 ▪ MenB vaccination poster– Product code: 13349EN001 ▪ Meningitis: Don't ignore the signs and symptoms poster – product code: IM23DISP1 ▪ Meningitis: Don't ignore the signs and symptoms leaflet – product code: IM23DISL1 <p>Review the Community Pharmacy England posters which are available to download at cpe.org.uk/MenB.</p> <p>Consider whether you have space in your pharmacy to download, print and display any of these.</p> | | |
| <p>3. Digital screen options – If you have a digital screen in your pharmacy:</p> <ul style="list-style-type: none"> ▪ Review the MenB UKHSA digital display options from Find Public Health Resources (registration required) and Community Pharmacy England digital slides (available to download at cpe.org.uk/MenB) options to promote MenB vaccination. <p>Consider whether you would like to play these on the digital screen in your pharmacy.</p> | | |

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| 4. | <p>Social media – If you have a social media account for your pharmacy, review the social media tiles and suggested social media posts to consider whether you would like to use these to promote the service.</p> | | |
| 5. | <p>Social media – If you have a social media account for your pharmacy, consider filming your own short video about the service on a mobile phone to use across your social media accounts.</p> | | |
| 6. | <p>Small flyers – Consider using the Community Pharmacy England small flyers about the service. For example, these can be attached to prescription bags and be used as a prompt to make individuals aware of the vaccination service when handing out 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 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 promotion to local secondary schools and university sites if these are within your pharmacy’s catchment – Identify these organisations within your local community and consider asking your Local Pharmaceutical Committee whether they can co-ordinate activity and service promotion locally.</p> | | |
| 10. | <p>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.</p> | | |