



Health and Social Care Board

To: Community Pharmacies- *contracted to
provide the Living Well service*

Directorate of Integrated Care
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26th January 2022

Dear Colleague,

COMMUNITY PHARMACY SERVICE: LIVING WELL CAMPAIGNS

The Living Well service continues to promote a series of consistent public health messages in community pharmacies across Northern Ireland through the display of public health and health promotion materials. Poster display is a valuable mechanism to relay key public health messages. Having a consistent public health message in every pharmacy window is one of the fundamental benefits of this service and important in reinforcing the relevant campaign topic.

We would like to remind all those pharmacies contracted to provide the Living Well service that poster display is an essential part of the service and it is expected that they are displayed as per the service specification requirement below:

“To promote the messages of the targeted campaigns by making space available in at least one window unit of the pharmacy for the full duration of each campaign unless by agreement with the Board because of unforeseen or special circumstances (e.g. in the absence of any suitable window).”

It has been brought to our attention that some contractors who are contracted to provide the Living Well service, are failing to display core Living Well posters to the public as required by the service specification.

The Living Well Service posters for display are within the resource pack that you receive at the start of every campaign. There is always a range of sizes to suit your pharmacy needs. They are also available online at <https://hscbusiness.hscni.net/services/3035.htm>.

If you have any queries in relation to this service, please contact katie.blair@hscni.net

Kind regards,

Kathryn Turner
Pharmacy Lead
HSCB

Contact Details for Local Integrated Care Offices:				
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