

# Vaccines

Essential for your  
protection from infection



Community Pharmacy  
**Living Well**  
Campaign

### Popular Queries

- ELIGIBLE GROUPS
- ALLERGIES
- VACCINE SAFETY
- SIDE EFFECTS
- HOW TO ACCESS AN APPOINTMENT
- VACCINATION IN PREGNANCY AND BREASTFEEDING
- COVID-19 ADVICE/ SYMPTOMS

Over 208,000 leaflets were provided to community pharmacy

Over 200

pharmacies reached those socially isolated, young families, those house-bound or those with drug or alcohol addiction issues.

### How did Pharmacy engage?

- 423 verbally engaged and informed patients
- 118 used social media
- 16 used videoconferencing
- 107 External or Internal visual displays
- 184 with other healthcare professionals.



This campaign was the first vaccination information campaign of 2020 introduced to the public in Northern Ireland. It included information on the general vaccination schedule, why vaccination is important, what a vaccine is and how it works, vaccine safety, reasons to be vaccinated and also on the COVID-19 vaccine. It was launched before and during the early weeks of the COVID-19 vaccination programme.



99%

Of pharmacies felt their teams were supported in COVID-19 related queries and the campaign supported patients' health and wellbeing

### Number of Pharmacies that made REFERRALS to:

- 117 Other Pharmacy Services
- 256 Other Healthcare Professional, e.g, GP
- 28 Community/ Voluntary Services

Over 400 pharmacies provided information to the elderly and those with long term health conditions.

The main age group that wanted campaign information were those aged 51-65 years old.

Over 31,480

patients were engaged through 521 pharmacies on Vaccination campaign messages.