

# Protect yourself this winter



Community Pharmacy  
**Living Well**  
Campaign

The 'Protect yourself this winter' campaign aimed to promote and encourage uptake of both the seasonal flu vaccine and the COVID-19 autumn booster vaccine by those who were eligible. The campaign ran from mid October to the end of November 2022.

<p>“A patient presented in the pharmacy saying they had been told by a friend that they didn’t need to get the COVID-19 booster as they had got their flu jab. The patient was counselled and given a Protect yourself this winter leaflet. An appointment was made with another pharmacy (as we were not offering the booster) for them to get their COVID-19 booster. They received the booster as planned and came back to thank us for the help they received.”</p>	<p>“This campaign really highlighted to us and the public how well placed pharmacy is to be involved in vaccinations and in providing general advice to the public on how to protect yourself through winter. We are extremely accessible and the ability to offer walk-in flu vaccinations was convenient and hassle free for the public. I have thoroughly enjoyed my contribution to this worthwhile campaign and our local community.”</p>	<p>“A man commented to me that he had heard lots of stories about the COVID-19 booster vaccine making people sick and how it was worse than getting COVID-19 itself. I used the evidence presented in the leaflet and the additional resources, and encouraged him to consider getting the booster vaccine. The same patient then called back a week later to book his COVID-19 vaccine and gave good feedback about his lack of side effects.”</p>	<p>“When approached by a member of the pharmacy team with a leaflet about vaccination, a patient was able to openly discuss their concerns and ask for advice. The pharmacist was able to answer their questions and after the discussion the patient volunteered to receive both their flu and COVID-19 booster vaccinations. They thanked the pharmacist for taking the time to settle their concerns.”</p>
<p>“A pregnant lady saw our poster in the window and came into pharmacy to enquire further. We booked her in for a vaccine the following morning and she was pleased that she was protecting herself and her baby.”</p>	<p>“This was by far our most interactive campaign to date. Extremely relevant to the majority of our patients, whether themselves or on behalf of other people. It generated great interest in our flu vaccination clinics and a huge referral to those pharmacies we knew to be offering COVID-19 vaccinations.”</p>	<p>“A mum came into the pharmacy enquiring about the flu vaccine for her 11 year old asthmatic child. She hadn’t consented to the vaccine the day the nurse visited school. I spoke to her about the benefits of the vaccine and she found the leaflet very informative. She was happy to get her child vaccinated after speaking with me.”</p>	<p>“We helped numerous patients, particularly the elderly and those who did not have access to the internet, book and attend appointments for flu and/or COVID-19 vaccines in our store, their GP surgery or at a vaccination site.”</p>
<p>“Many of our isolated delivery patients were able to contact us to arrange to come to the pharmacy for their vaccinations.”  “I was able to counsel several elderly patients who ended up receiving flu and COVID-19 vaccinations for the first time.”</p>	<p>“Many interactions with people who were negative towards vaccination, particularly the COVID-19 booster. Several of these people changed their mind after we counselled them and came back later to get vaccinated.”</p>	<p>“The campaign helped maintain the focus on vaccination, at a time when vaccine fatigue was setting in. We reassured a number of customers who subsequently booked vaccinations with us.”</p>	<p>“We had quite a few people who wouldn’t normally take the flu vaccine want it this year due to the campaign.”  “A patient who previously had declined vaccination was counselled on outcomes and on reflection requested the flu vaccine and the COVID-19 primary dose.”</p>

**Queries were addressed on the COVID-19 booster and primary vaccines as well as the flu vaccine, however the following shows the most popular queries addressed and the number of pharmacies that addressed them:**

<b>454</b>	<b>Type of COVID-19 booster vaccine available</b>	<b>478</b>	<b>Type of flu vaccine available</b>
<b>430</b>	<b>Side effects of COVID-19 booster vaccine</b>	<b>389</b>	<b>Side effects of flu vaccine</b>
<b>372</b>	<b>COVID-19 booster vaccination during pregnancy</b>	<b>385</b>	<b>Flu vaccination during pregnancy</b>
<b>424</b>	<b>COVID-19 booster vaccine and fertility</b>	<b>407</b>	<b>Flu vaccine and eligibility</b>
<b>457</b>	<b>COVID-19 booster vaccine and dosing timeframe</b>	<b>421</b>	<b>Co-administration of COVID-19 and flu vaccines</b>
<b>444</b>	<b>COVID-19 booster vaccine and eligibility</b>	<b>336</b>	<b>COVID-19 symptoms</b>
<b>467</b>	<b>Reassurance in mixing vaccine brands, in particular COVID-19 booster vaccine</b>	<b>360</b>	<b>Flu symptoms</b>

Over **65,050** patients were engaged through 522 pharmacies on campaign messages.

**264** pharmacies handed leaflets to all patients at counselling.

**12** pharmacies referred patients to a social prescribing project.

**356** pharmacies that offered vaccination felt the Living Well campaign helped encourage people to book or get vaccinated.

**470** pharmacies felt campaign resources supported them to answer queries or know where to signpost patients to.

**222** pharmacies handed leaflets to individual patients that they knew would benefit from it, e.g. those who are immunosuppressed, elderly, etc.

**161** pharmacies referred patients to another healthcare professional.

The main age groups that were provided with campaign information were those aged **51-60**, **61-70** and **71-80** years old.

**14** pharmacies referred patients to a community or voluntary service.

**173** pharmacies referred patients to another pharmacy service, such as Stop Smoking, community pharmacy vaccination service, etc.

### How did pharmacy engage?

- 57** Via their delivery driver
- 71** Used social media or their website
- 480** Displayed leaflets
- 46** Created visual displays at windows and instore
- 284** Provided leaflets alongside prescriptions
- 46** Disseminated information to other healthcare professionals
- 11** Disseminated information to schools or other educational settings
- 32** Disseminated information to community groups
- 12** Disseminated information to churches
- 22** Disseminated information to local retail shops

## Number of pharmacies that provided information to the following groups:

<b>52</b>	<b>Homeless</b>
<b>40</b>	<b>Victims of domestic abuse</b>
<b>64</b>	<b>BAME community</b>
<b>212</b>	<b>Housebound</b>
<b>156</b>	<b>Those with drug or alcohol addiction issues</b>
<b>216</b>	<b>Socially isolated</b>
<b>244</b>	<b>Young families</b>
<b>468</b>	<b>Elderly</b>
<b>363</b>	<b>Those with long term health conditions or their carers</b>
<b>159</b>	<b>Those living in poverty or deprivation</b>
<b>94</b>	<b>Those with hearing or visual impairments</b>
<b>112</b>	<b>Those where English is not their first language</b>

**Over 68,200  
leaflets were  
distributed**



**The number of pharmacies  
that reported the public's  
feedback to the campaign  
to be:**

**156 “very positive”**

**278 “positive”**

**56 “neutral”**