

Community Pharmacy
Living Well
Campaign

Looking after your sexual health



HSC Public Health Agency

www.sexualhealthni.info

October – November 2024

Campaign overview

- The campaign aimed to increase awareness around the importance of having good sexual health.
- It ran throughout October and November 2024.
- The main age groups engaged were 16-30 and 31-50.
- **Focus:** safe sex, contraception, STI awareness, emergency hormonal contraception (EHC), signposting, and inclusive access.

- **Over 42,000** leaflets distributed on campaign messages.
- **Over 41,750** patients engaged.
- **442** pharmacies used campaign resources to support queries or signposting.
- **309** pharmacies rated public feedback as positive/very positive across **505** pharmacies.
- **231** pharmacies signposted patients to the [PHA Sexual Health NI Website](#)
- **132** pharmacies handed a leaflet to patients they knew would benefit.
- **85** pharmacies referred patients into the Pharmacy First EHC service.

Patient stories

Empathy, education and
empowerment

Young girl seeking EHC after a condom failed: “She was anxious, unsure of her next steps... grateful for our intervention.” She was guided to make an informed EHC choice: “She left the pharmacy feeling empowered.”

“One patient was concerned about his risk of STIs with other male partners. Following a sign-posting to SH:24 and the RVH GUM clinic, he has received his necessary vaccines and had a full sexual health screening. He has now also started on PrEP and is delighted for the help.”

“Trying to have both a male and female pharmacist available for private consultations proved helpful. Self-selection ... allowed younger patients to obtain advice without worrying about being 'spotted'.”

Patient stories

Empathy, education and
empowerment

“We had one patient who had an unplanned pregnancy with many other difficult and sensitive issues in her life at the time. We ensured she got speaking to her GP to allow her to get in touch with people who could advise and guide her through the difficult time.”

“Working in a needle exchange store we work closely with patient groups who are at increased risk of sexually transmitted diseases, including HIV. It is very clear that there are clients within the injecting community that are concerned about recent increases in HIV infection in the Belfast area and they are delighted that the issue is being highlighted and there is additional advice and support for everyone. We have also noticed an increased demand for condoms through the needle exchange service.”

Webinars and training

Knowledge sharing
and learning

39 pharmacists attended a bespoke webinar ‘*HIV awareness*’. Delivered by Sexual Health Training Team - Health Improvement Team, Belfast Health and Social Care Trust. Facilitated by the Northern Ireland Centre for Pharmacy Learning and Development.

“This was a very thought-provoking session. I enjoyed the polls and the presenter’s anecdotes.”

“Very detailed and informative session on the services available for HIV in NI.”

“The presenter was very engaging. It was interactive, enjoyable and very informative.”

“Provided up-to-date information and highlighted existing bias.”
