

**From Emma Quinn Pharmacy Lead (Interim),  
SPPG and Stephen Wilson  
Head of Chief Executive's Office and Strategic  
Engagement, PHA**

Strategic Planning and Performance Group  
12-22 Linenhall Street  
BELFAST  
BT2 8BS

SPPG Tel: 028 9536 3926  
PHA Tel: (0300) 555 0114  
Date: 24 July 2025

Dear Colleague,

## **LIVING WELL CAMPAIGNS**

### **1. 'Move more, feel better' campaign**

The 'Move more, feel better' campaign will commence on **1 August 2025**. This campaign will run for two months. The campaign aims to increase awareness of the benefits of including regular physical activity in daily life.

#### **a. Resources**

The posters, leaflets and campaign briefing for '**Move more, feel better**' will be delivered by 28 July 2025, unless arranged otherwise.

**If you have not received your 'Move more, feel better' campaign resource pack by this date, please email [reception.pha@hscni.net](mailto:reception.pha@hscni.net) immediately to report missing items. The email subject heading should be titled "LIVING WELL PHARMACY CAMPAIGN". NB This is for replacement and not additional supplies as resources for the campaign are limited. Replacements cannot be provided if missing resources are not reported by 8 August 2025.**

As per the service specification, posters should be displayed in at least one window unit of the pharmacy. Rotation of the supplied posters can occur over the campaign period.

#### **b. Social media and additional resources**

PHA will release social media posts to support the campaign. It would be beneficial to share these on your social media channels, such as Facebook, X and Instagram, to increase the reach of the key public health messages. Please use the hashtags #LivingWell and #MoveMoreFeelBetter for this campaign. PHA can be followed at:

**X:** [@publichealthni](https://twitter.com/publichealthni)

**Facebook:** [@publichealthagency](https://www.facebook.com/publichealthagency)

**Instagram:** [@publichealthni](https://www.instagram.com/publichealthni)

Downloadable resources are available at <https://bso.hscni.net/living-well>

### c. Training

Training resources available for this campaign are detailed in the campaign briefing.

## 2. Surveys

As per previous correspondence, your pharmacy is required to complete an online evaluation survey for each campaign. When completing your evaluation survey please ensure you use the correct contractor number. Please see Appendix 1 and 2 for more information on the surveys, and tips on survey completion. **The survey opening and closing dates are included on the BSO 2025 calendar provided to all contractors.**


### a. Reminder - Campaign 2 (2025/2026) – ‘Know your units’

The second campaign of 2025/2026, ‘**Know your units**’, will finish on 31 July 2025. Survey questions are included in Appendix 2 for your information. Survey access details will be sent to your pharmacy in due course. **This survey will open 4 August 2025 at 9am and will close 1 September 2025 at 6pm.**

### b. Campaign 3 (2025/2026) – ‘Move more, feel better’

Details will be emailed to your secure email address in September 2025. **This survey will open 6 October 2025 and will close 3 November 2025.**

Kind regards,



Emma Quinn  
Pharmacy Lead (Interim)  
Strategic Planning and Performance Group



Stephen Wilson  
Head of Chief Executive's Office and  
Strategic Engagement  
PHA

Contact Details for Local Primary Care Offices:				
Belfast	South Eastern	Southern	Northern	Western
12-22 Linenhall Street Belfast BT2 8BS	12-22 Linenhall Street Belfast BT2 8BS	Tower Hill Armagh. BT61 9DR	County Hall 182 Galgorm Road Ballymena BT42 1QB	Gransha Park House 15 Gransha Park Clooney Road Londonderry BT47 6FN
Tel: 028 9536 3926	Tel: 028 9536 3926	Tel: 028 9536 2104	Tel: 028 9536 2812	Tel: 028 9536 1082
<a href="mailto:pharmacyservicebelfast@hscni.net">pharmacyservicebelfast@hscni.net</a>	<a href="mailto:pharmacyservice@hscni.net">pharmacyservice@hscni.net</a>	<a href="mailto:pharmacyservicesouth@hscni.net">pharmacyservicesouth@hscni.net</a>	<a href="mailto:pharmacyservicesnorth@hscni.net">pharmacyservicesnorth@hscni.net</a>	<a href="mailto:pharmacyserviceswest@hscni.net">pharmacyserviceswest@hscni.net</a>

## **Appendix 1 – Advice on survey completion**

- Completion of the evaluation survey allows SPPG to collate data to demonstrate the value and impact of the service to other sectors. Data also supports future commissioning and service development.
- Completion of the survey is a requirement of the service specification. SPPG monitors compliance with the specification and where failure to comply is identified, such as failure to submit evaluation data, SPPG reserves the right to recover all, or part of, the funding via an adjustment to the pharmacy's BSO payment account.
- Once the survey link is live, please check to ensure you are able to access it. If your pharmacy experiences a problem accessing or submitting a survey, please contact your local office **immediately** so this can be resolved.
- **Please ensure you use the correct contractor number.**
- Comments or stories submitted may be used as anecdotes for campaign evaluation purposes or to support publicity for the 'Living Well' service. **All stories submitted must be anonymised and not patient-identifiable.** Permission must be gained from those involved to allow sharing of any story.
- **On completion of the survey, click submit.**
- **A message, 'you have successfully responded to 'X' survey' then appears as confirmation that it has been completed appropriately. A screen-shot of this could be retained for a further audit trail. On a PC or laptop, a screenshot can be taken by hitting Windows logo key + shift (up arrow) + S**

## **Appendix 1 - Living Well 'Know your units' (Campaign 2) evaluation questions**

### **1. How did you publicise the 'Know your units' campaign within your pharmacy?**

(tick those that apply)

- a) Poster(s) in place in at least one window unit to advertise
- b) Resources left on pharmacy counter for self-selection
- c) Placing of printed resources in/on prescription bags
- d) Pharmacy staff verbally engaging and informing patients
- e) Information provided by delivery driver
- f) Visual displays (other than poster) created at windows/instore to engage patients
- g) TV screens/digital displays
- h) Engage with other assets of the community, such as churches, shops, etc.
- i) Social media/website
- j) Newsletter
- k) Other (please state)

### **2. How did you issue the *Focus on alcohol* leaflet? (Tick those that apply)**

- a) Self-selection
- b) Handed to **all** patients at counselling
- c) Handed to **all** patients
- d) Handed to **individual patients** that you knew could benefit from it
- e) Put in bag (collection)
- f) Put in bag (deliveries)
- g) Other (please state)

### **3. Give an estimate of how many unit calculator wheels were distributed by your pharmacy team for the 'Know your units' campaign?**

- a) 0-50
- b) 51-100
- c) 101-150
- d) 151-200

### **4. How did you issue the unit calculator wheel? (Tick those that apply)**

- a) Self-selection
- b) Handed to all patients at counselling
- c) Handed to all patients
- d) Handed to individual patients that you knew could benefit from it
- e) Put in bag (collection)
- f) Put in bag (deliveries)
- g) Other (please state)

### **5. As far as you are aware, were you able to provide 'Know your units' campaign information to any of the following groups of patients?**

(tick those that apply)

- a) People experiencing homelessness
- b) People who have experienced domestic abuse
- c) Ethnic minorities

- d) Housebound
- e) People experiencing drug or alcohol dependence
- f) Socially isolated
- g) Young families
- h) Older people
- i) Those with long term health conditions or their carers
- j) Those living in poverty or deprivation
- k) Those with hearing or visual impairments
- l) Those where English is not their first language
- m) Other (please state)

**6. Did your pharmacy team engage with any other organisations to disseminate the information within the 'Know your units' campaign?**

- a) Yes, if so who? (tick those that apply)
  - a. GP practices
  - b. Further educational settings
  - c. Women's groups
  - d. Sporting clubs or organisations such as football clubs, etc.
  - e. Community groups
  - f. Churches
  - g. Local retail shops
  - h. Other healthcare professionals
  - i. Other (please state)
- b) No

**7. If yes to the previous question, please provide further information on the engagement activity.**

**8. Did your pharmacy use the Alcohol MOT brief intervention tool?**

- a) Yes
  - If so, with how many patients?
- b) No

**9. As a result of the 'Know your units' campaign, did you receive queries from or have discussions with the public on any of the following areas?**

(tick those that apply)

- a) Short and/or long-term risks
- b) How to reduce your risk
- c) Alcohol addiction
- d) Low risk drinking guidelines
- e) Alcohol units
- f) Binge drinking
- g) The effects of alcohol on the female body and health
- h) Alcohol and pregnancy
- i) Alcohol and breastfeeding
- j) Alcohol and weight
- k) Mixing drugs (prescribed or recreational) and alcohol
- l) Alcohol and smoking
- m) Anxiety, depression or stress

- n) Family support/support for someone else
- o) Accessing alcohol support services
- p) Accessing drug support services
- q) Accessing support services for mental health
- r) Other (please state)

**10. Are there any other areas not covered within the 'Know your units' campaign that you feel your patients needed support with?**

- a) Yes, if so please state
- b) No

**11. Did the 'Know your units' campaign resources help support your pharmacy team to answer related queries or know where to signpost patients?**

- a) Yes
- b) No

**12. Are there any other supporting resources for 'Know your units' you feel would have helped your pharmacy?**

- a) Yes, if so please state
- b) No

**13. Did you make any referrals to other services as a result of the 'Know your units' campaign?**

- a) Yes, if so who? (tick those that apply)
  - a. GP
  - b. Other pharmacy service E.g. Stop Smoking service, etc
  - c. Please state:
  - d. Other healthcare professional
  - e. Please state:
  - f. Social prescribing project
  - g. Please state:
  - h. Community/voluntary service
  - i. Please state:
- b) No

**14. Did pharmacy team members undertake any of training/professional development as a result of this campaign?**

- a) Yes (tick those that apply and indicate number of staff trained)

**Any ASCERT courses**

Number of staff trained

**NICPLD brief interventions eLearning course**

Number of staff trained

**NICPLD Alcohol awareness and brief interventions webinar**

Number of staff trained

- b) No

**15. a) What was the public's feedback on the 'Know your units' campaign?**

- a) Very positive
- b) Positive
- c) Neutral
- d) Negative
- e) Very negative

**b) If you answered negative or very negative, can you provide any further detail?**

**16. Do you feel the 'Know your units' campaign helped to support your pharmacy team's health and wellbeing?**

- a) Yes
- b) No

**17. If possible, whilst protecting patient confidentiality, please provide any stories of interactions with the public where you feel you have made a positive impact. \*\*Please ensure these stories are anonymised and not patient-identifiable, (no patient names or stories that contain unique information). Please also ensure that permission has been gained from those involved to allow sharing. Comments or stories submitted may be used as anonymous anecdotes for campaign evaluation purposes or to support publicity for the Living Well service.**