

*From Emma Quinn Pharmacy Lead (Interim),
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Strategic Planning and Performance Group
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Date: 22 September 2025

Dear Colleague,

LIVING WELL CAMPAIGNS

1. 'Stay well this winter' campaign

The 'Stay well this winter' campaign will commence on **1 October 2025**. This campaign will run for two months. The campaign aims to help the public prepare for the winter months by encouraging them to take actions to protect their health.

a. Resources

The posters, leaflets and campaign briefing for '**Stay well this winter**' will be delivered by 25 September 2025, unless arranged otherwise.

If you have not received your 'Stay well this winter' campaign resource pack by this date, please email 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 October 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 #StayWellThisWinter 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. TARGET antibiotic brief intervention service

The TARGET Antibiotic Checklist brief intervention service will run for four weeks during October and November 2025. This service aims to use the TARGET Antibiotic Checklist as a tool in clinically assessing the suitability of the prescribed antibiotic and dosage for the patient's infection, and to facilitate the delivery of individualised, evidence-based counselling to patients/carers following the dispensing of an antibiotic prescription. The brief intervention service also aims to facilitate signposting into the flu vaccination service, where appropriate. See [Service Specification](#) for more details.

3. 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 3 (2025/2026) – 'Move more, feel better'

The third campaign of 2025/2026, 'Move more, feel better', will finish on 30 September 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 6 October 2025 at 9am and will close 3 November 2025 at 6pm.**

b. Campaign 4 (2025/2026) – 'Stay well this winter'

Details will be emailed to your secure email address in November 2025. **This survey will open 1 December 2025 and will close 12 January 2026.**

Kind regards,



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



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

<i>Contact Details for Local Primary Care Offices:</i>				
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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 2 - Living Well 'Move more, feel better' (Campaign 3) Evaluation Questions

1. How did you publicise the 'Move more, feel better' 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 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) Use of whiteboard (or similar) instore promoting movement tips for patients
- h) TV screens/digital displays
- i) Engage with other assets of the community, such as care homes for older adults, community groups, Walking for Health Coordinators, Physical Activity Coordinators etc. (please state)
- j) Social media/website
- k) Newsletter
- l) Used the additional resources provided online e.g. Take the next step booklet
- m) Other (please state)

2. a) What age demographic(s) were directly provided with 'Move more, feel better' campaign information?

(tick those that apply)

- a) Under 16
- b) 16-30
- c) 31-50
- d) 51-60
- e) 61-70
- f) 71-80
- g) Over 80
- h) All of the above

b) Did your pharmacy focus on any particular age group(s)?

a) Yes If yes please state the age group(s) and why

b) No

3. How did you issue the leaflet? (Tick those that apply)

- a) Self-selection
- b) Handed to **all** patients at counselling
- c) Handed to **the target audience** at counselling e.g. all adults, particularly those living in areas of deprivation, etc
- d) Handed to **individual patients** that you knew could benefit from it e.g. those who are vulnerable etc
- e) Put in bag (collection)
- f) Put in bag (deliveries)
- g) Other (please state)

4. As far as you are aware, were you able to provide 'Move more, feel better' 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)

5. As a result of the 'Move more, feel better' campaign, did you receive queries from or have discussions with the public on any of the following areas?

(tick those that apply)

- a) Health benefits of physical activity
- b) Barriers to physical activity
- c) Tips to building up physical activity
- d) Ideas on being more active
- e) How to track steps/ movement
- f) Disability and physical activity
- g) Local activity opportunities
- h) Medication and physical activity
- i) CMO physical activity guidelines
- j) Other (please state)

6. Are there any other areas not covered within the 'Move more, feel better' campaign that you feel your patients needed support with?

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

7. Did the 'Move more, feel better' campaign resources help support your pharmacy team to answer related queries or know where to signpost patients?

- a) Yes
- b) No

8. Are there any other supporting resources for 'Move more, feel better' you feel would have helped your pharmacy?

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

9. Did you make any referrals to other services as a result of the 'Move more, feel better' campaign?

- a) Yes, if so who? (tick those that apply)
 - i. Walking for Health Coordinators
 - a. Please state:
 - ii. Physical Activity Coordinators
 - a. Please state:
 - iii. Social Prescribing Project
 - a. Please state:
 - iv. Trust Community Dietitian

- v. Other Pharmacy Service E.g Stop Smoking Service, **etc**
 - a. Please state:
 - vi. Other Healthcare Professional
 - a. Please state:
 - vii. Other community/Voluntary Service
 - a. Please state:
- b) No

10. Did you signpost patients to any of the following:

- a) Choose to live better website
- b) Council websites
- c) Walk NI
- d) Parkrun
- e) other (please state)

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

a) Yes

(Tick those that apply and indicate number of staff trained)

- I. NICPLD Brief Interventions eLearning
- Number of staff trained

b) No

12. What was the public's feedback on the 'Move more, feel better' campaign?

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

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

13. a) Do you feel the 'Move more, feel better' campaign helped to support your pharmacy team's health and wellbeing?

- i. Yes
- ii. No

b) Please state any activities or changes that your pharmacy team made for your team to support their own health and wellbeing.

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