

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

Strategic Planning and Performance Group
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BT2 8BS

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Date: 24 November 2025

Dear Colleague,

LIVING WELL CAMPAIGNS

1. “How are you feeling?” campaign

The “How are you feeling?” campaign will commence on **1 December 2025**. This campaign will run for two months. The campaign aims to encourage people to look after their mental health and take the five steps to wellbeing.

a. Resources

The posters, leaflets and campaign briefing for the “**How are you feeling?**” campaign will be delivered by 26 November 2025, unless arranged otherwise.

If you have not received your “How are you feeling?” 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 3 December 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, #LookAfterYourMentalHealth and #MindingYourHead 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 4 (2025/2026) – ‘Stay well this winter’

The fourth campaign of 2025/2026, ‘Stay well this winter’, will finish on 30 November 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 1 December 2025 at 9am and will close 12 January 2026 at 6pm.**

b. TARGET Antibiotic Checklist Brief Intervention service

For those pharmacies who are contracted to deliver this service, the deadline for submitting 25 completed TARGET checklists is **12 January 2026 at 6pm.**

c. Campaign 5 (2025/2026) – ‘How are you feeling?’

Details will be emailed to your secure email address in January 2026. **This survey will open 2 February 2026 and will close 2 March 2026.**

Kind regards,



Emma Quinn
Pharmacy Lead
Strategic Planning and Performance Group



Stephen Wilson
Head of Chief Executive's Office and
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PHA

Contact Details for Local Primary Care Offices:				
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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 'Stay well this winter' (Campaign 4) evaluation questions

- 1. How did you publicise the 'Stay well this winter' 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) 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. a) What age demographic(s) were directly provided with 'Stay well this winter' 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. people aged 65+, pregnant women, parents and guardians, etc
 - d) Handed to **individual patients** that you knew could benefit from it e.g. those with long-term health conditions, elderly, 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 'Stay well this winter' 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. Did your pharmacy team engage with any other organisations to disseminate the information within the 'Stay well this winter' campaign?

- a) Yes, if so who? (tick those that apply)
 - a. GP practices
 - b. Schools or other educational settings
 - c. Residential or nursing care homes
 - 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

6. As a result of the 'Stay well this winter' campaign, did you receive queries from or have discussions with the public on any of the following areas?

(tick those that apply)

- a) Types of vaccine available
 - i. In particular:
 - a. COVID-19
 - b. Flu
 - c. Pneumococcal
 - d. RSV
- b) Vaccinations and pregnancy
- c) Vaccinations (general, including travel vaccines and childhood schedule)
- d) COVID-19 symptoms
- e) Flu symptoms
- f) RSV symptoms
- g) How long symptoms should last for with common illnesses
- h) Red flag symptoms
- i) Self-care
- j) Hand hygiene
- k) Keeping warm in winter
- l) Staying active
- m) Antibiotic resistance
- n) Medicines to keep in the cabinet for winter illnesses
- o) Mental health support
- p) Other (please state)

7. As a result of the 'Stay well this winter' campaign, did your pharmacy participate in any additional antimicrobial awareness activities?

- a) Yes
 - i. Encouraged patients to become Antibiotic Guardians
 - ii. Appointed an antibiotic guardian within the pharmacy
 - iii. Promoted World Antimicrobial Resistance Awareness Week
 - iv. Other (please state)

b) No

8. Are there any other areas not covered within the 'Stay well this winter' campaign that you feel your patients needed support with?

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

9. Did the 'Stay well this winter' campaign resources help support your pharmacy team to answer related queries or know where to signpost patients?

- a) Yes
- b) No

10. Are there any other supporting resources for 'Stay well this winter' you feel would have helped your pharmacy?

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

11. Did you make any referrals to other services as a result of the 'Stay well this winter' campaign?

- a) Yes, if so who? (tick those that apply)
 - i. GP
 - ii. Other pharmacy service E.g. Pharmacy First service (sore throat/everyday health conditions/shingles pilot), community pharmacy vaccination service, etc
 - a. Please state:
 - iii. Other healthcare professional
 - a. Please state:
 - iv. Community/voluntary service
 - a. Please state:
- b) No

12. If your pharmacy offers vaccination, did the Living Well campaign help encourage people to book/get a vaccination?

- a) Yes
- b) No
- c) N/A

13. If you answered yes to Question 12 (above), which vaccination was booked/administered?

- a) Flu
 - i. Number of vaccines
- b) Covid
 - i. Number of vaccines
- c) N/A

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)

- I. NICPLD Ears, eyes and oral health eLearning
Number of staff trained
- II. NICPLD Common infections eLearning
Number of staff trained
- III. NICPLD Respiratory eLearning
Number of staff trained
- IV. Other (please state)

b) No

15. a) What was the public's feedback on the 'Stay well this winter' 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. If possible, whilst protecting patient confidentiality - please provide any stories of interactions with the public on the 'Stay well this winter' 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.**