

Community Pharmacy
Living Well
Campaign

Looking after
your mental health
is important



The 'Looking after your mental health' campaign highlighted the importance of looking after your mental health, being aware of any signs of problems with it and using self-care techniques to manage your mental health. The campaign also promoted the [Minding your head](https://mindingyourhead.info) website.

The campaign ran throughout February and March 2025.

Campaign overview



504 pharmacies
participated in the
campaign



460 pharmacies felt
campaign resources
supported them to answer
queries or signpost
patients



400 pharmacies reported
the public's feedback to be
positive or very positive

The main queries addressed were in
relation to:

- General mental health and wellbeing
- Anxiety
- Wellbeing
- Sleep
- Stress management
- Mental health medication



357 pharmacies felt the
campaign supported the
health and wellbeing of
the pharmacy team



116 pharmacies
signposted people to the
[Minding your head](#)
website



49 pharmacies referred
patients into the
community pharmacy Stop
Smoking service

Number of pharmacies that provided information to the following groups:

- **332** to people with long-term health conditions or their carers
- **300** to those who are socially isolated
- **286** to people experiencing drug or alcohol dependence



How did pharmacy teams support their own mental health and wellbeing?

“Our Foundation Year Trainee pharmacist took this campaign as an opportunity to get involved with Living Well. She spoke to staff about how to manage their own mental health and wellbeing, and how we can manage stressful situations together as a team.”

“We encouraged staff to take time for hobbies outside of work to help with work-related stress. One of our team members needed to take time off work to deal with a stressful period of time at home. This campaign and the resources provided supported her in dealing with the stress.”



“We set up a dedicated wellbeing board in the staff room. As a team, we participated in national wellbeing campaigns such as Mental Health Awareness Week and encouraged taking regular breaks, including stepping outside for fresh air when needed. By fostering a culture of openness and support, we’ve helped promote resilience and teamwork within the pharmacy, ensuring that everyone feels valued and supported in their role.”

“We are more aware of looking after our mental health as a result of this campaign and are better at looking out for each other.”

Patient stories

“One young male patient spoke to the pharmacist and expressed that he is waking up most mornings feeling like he has no reason to get out of bed. This was very alarming and we immediately got him in touch with a mental health practitioner. He received counselling and was prescribed medication for anxiety. His mother came back to the pharmacy to say thank you and said his form had improved greatly.”

“An 80 year old man who is a regular customer and highly liked by staff has recently lost his wife. He explained to us that the loneliness had set in and for the first time in his life he was experiencing depression. He said he was finding it a struggle to motivate himself to leave the house and his family, who lived a fair distance away, were visiting less and less. He enjoyed coming into the pharmacy for a chat each week but was conscious of holding us back as we always seemed very busy. We chatted about exercise and hobbies. He said he had given up on exercise as his knees were only good enough for short walks. We suggested swimming, but he had a fear of water. During the discussion he revealed that he used to love chess. We told him that the local library had a chess club that met two mornings a week. After calling the library we were able to tell him when it was on. A week or so later he was back in the pharmacy again and told us he signed up for the chess club. And several weeks after this he delighted in telling us how much he was enjoying his resurrected hobby and about all the lovely new friends he had made. He described his new venture as life-altering because it had given him something to look forward to. He admitted he still often feels sadness with the absence of his wife, but he no longer has that depressed feeling.”



Patient stories

“A large number of children were affected by the death of young person in the area. This campaign was timely and a number of these children received advice on counselling support in the area. The QR code was useful to link to mental health apps, with one on bereavement noted as particularly helpful in this situation. Kids tend to respond well to a digital environment and these apps assisted parents communicating with their children in their language to provide and helped provide parents with resources and support after such a shock.”

“During a pharmacy visit, a woman expressed feelings of loneliness and low mood. She seemed emotionally distressed, so I took a moment to talk to her calmly and compassionately, offering a listening ear and signposting her to local support services. She expressed gratitude for having someone to talk to and left feeling a bit lighter. Small but meaningful interactions highlight the important role pharmacy staff can play in supporting mental wellbeing within the community.”

“As a result of adding resources to prescription medication bags for delivery/housebound patients, we received a call from a carer who thanked us for the information. She was struggling with a recent diagnosis for her husband and felt this information arrived when she needed it the most.”

