

*From Emma Quinn Pharmacy Lead,  
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Date: 22 January 2026

Dear Colleague,

## LIVING WELL CAMPAIGNS

### 1. 'Immunise, protect, thrive' campaign

The 'Immunise, protect, thrive' campaign will commence on **1 February 2026**. This campaign will run for two months. The campaign aims to raise awareness of the importance of immunisation and the need for babies and children to receive all their vaccinations according to the Routine Childhood Immunisation Schedule.

#### a. Resources

The posters, leaflets and campaign briefing for 'Immunise, protect, thrive' will be delivered by 26 January 2026, unless arranged otherwise.

**If you have not received your 'Immunise, protect, thrive' 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 9 February 2026.****

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, #ImmuniseProtectThrive and #CheckTheirRedBook 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 2026 calendar provided to all contractors.**

#### a. Reminder - Campaign 5 (2025/2026) – “How are you feeling?”

The fifth campaign of 2025/2026, “How are you feeling?”, will finish on 31 January 2026. 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 2 February 2026 at 9am and will close 2 March 2026 at 6pm.**

#### b. Campaign 6 (2025/2026) – ‘Immunise, protect, thrive’

Details will be emailed to your secure email address in March 2025. **This survey will open 3 April 2026 and will close 8 May 2026.**

Kind regards,



Emma Quinn  
Pharmacy Lead  
Strategic Planning and Performance Group



Stephen Wilson  
Head of Chief Executive’s Office and  
Strategic Engagement  
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 “How are you feeling?” (Campaign 5) Evaluation Questions

### 1. How did you publicise the “How are you feeling?” 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) Hosted an activity for pharmacy team members, such as mini mental health workshop, weekly self-care challenges, mental health resource corner, etc
- h) Hosted an activity with the local community, such as coffee morning, mini-mental health workshop, etc.
- i) TV screens/digital displays
- j) Engage with other assets of the community, such as churches, shops, etc.
- k) Social media/website
- l) Newsletter
- m) Other (please state)

### 2. How did you issue the *Look after your mental health* 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.g., those socially isolated, those caring for others, those suffering from anxiety, those enquiring about supplements or herbal preparations to help mood, anxiety or sleep, etc.
- e) Handed specifically to patients with **prescriptions for mental health related medication**
- f) Put in bag (collection)
- g) Put in bag (deliveries)
- h) Other (please state)

### 3. As far as you are aware, were you able to provide “How are you feeling?” 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)

**4. Did your pharmacy team engage with any other organisations to disseminate the information within the “How are you feeling?” campaign?**

a) Yes, if so who? (tick those that apply)

- a. GP practices
- b. Local mental health service
- c. Schools or other educational settings
- d. Residential or nursing care homes
- e. Sporting clubs or organisations such as football clubs, etc.
- f. Community groups
- g. Churches
- h. Local retail shops
- i. Other healthcare professionals
- j. Other (please state)

b) No

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

**6. Did you write suggestions about local opportunities in your community onto the blank belly poster before displaying?**

a) Yes

b) No

**7. If yes to the previous question, please provide some examples.**

**8. If no to the previous question, what were the barriers to providing these suggestions for the empty belly poster?**

**9. As a result of the “How are you feeling?” campaign, did you receive queries from or have discussions with the public on any of the following areas?**

(tick those that apply)

- a) General – Mental health and wellbeing
- b) Take 5 steps to wellbeing
- c) Take 5 activities in your local community
- d) Anxiety
- e) Depression
- f) Sleep
- g) Stress management
- h) Suicide
- i) Medication for mental health
- j) Medicines usage and mental health
- k) Mental health and wellbeing apps
- l) Social prescribing
- m) Support for someone else
- n) Support for family or friends caring for someone with a mental health problem
- o) Support for young people
- p) Accessing support services for mental health (service directory on Minding your head website)
- q) Other (please state)

**10. Are there any other areas not covered within the “How are you feeling?” campaign that you feel your patients needed support with?**

a) Yes, if so please state

b) No

**11. Did the “How are you feeling?” 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 “How are you feeling?” 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 “How are you feeling?” campaign?**

- a) Yes, if so who? (tick those that apply)
  - i. GP
  - ii. Other Pharmacy Service E.g. Stop Smoking Service, **etc**
    - a. Please state:
  - iii. Other Healthcare Professional
    - a. Please state:
  - iv. Social Prescribing project
    - a. Please state:
  - v. Community/Voluntary Service
    - a. Please state:
- b) No

**14. Did you signpost patients to the ‘Minding your head’ website, or any other organisations listed at [Living Well - Business Services Organisation \(BSO\) Website](#) ?**

- a) Yes, please state
- b) No

**15. 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. Any NICPLD Mental health related eLearning modules  
Number of staff trained
- II. NICPLD recorded webinar ‘Carers awareness and support’  
Number of staff trained
- III. Any PHA supported courses (Stress control classes, Mindset Adult, Mental Health First Aid NI, safeTALK and Applied Suicide Intervention Skills)  
Number of staff trained
- IV. Other

b) No

**16. a) What was the public’s feedback on the “How are you feeling?”?**

- 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?**

**17. a) Do you feel the “How are you feeling?” campaign helped to support your pharmacy team’s health and wellbeing?**

- i) Yes
- ii) No

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

**19. If possible, whilst protecting patient confidentiality - please provide any stories of interactions with the public on the “How are you feeling?” 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.\*\***