

Community Pharmacy
Living Well
Campaign

Move more, feel better



Moving is the best medicine

The 'Move more, feel better' campaign aimed to increase awareness of the benefits of including regular physical activity in daily life.

The campaign ran throughout August and September 2025.

Campaign overview



504 pharmacies participated in the campaign.



432 pharmacies felt campaign resources supported them to answer queries or know where to signpost patients to.



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



374 pharmacies felt that the campaign supported the health and wellbeing of the pharmacy team.



226 pharmacies signposted patients to [Choose to live better](#) website.



56 pharmacies referred patients into the community pharmacy Stop Smoking service.



26 pharmacies referred patients to Physical Activity or Walking for Health Coordinators.



Campaign overview

The main queries were in relation to **health benefits of physical activity, ideas on being more active, tips to building up physical activity, barriers to physical activity, medication and physical activity and how to track steps/movement.**

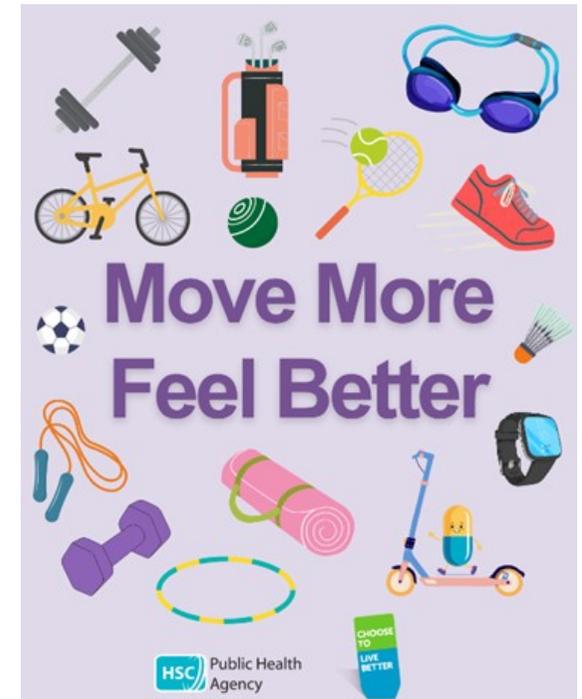
The main age groups engaged were **51-60** and **61-70**.

Number of pharmacies that provided information to the following groups:

- ◆ **450 to older people**
- ◆ **326 to people with long-term conditions or their carers**
- ◆ **265 to young families**
- ◆ **239 to socially isolated people**
- ◆ **185 to people experiencing drug or alcohol dependence**
- ◆ **184 to housebound individuals**
- ◆ **170 to people of ethnic minorities**

The information used to develop this report is from our submissions of pharmacy team evaluation surveys from 95% of Living Well contracted community pharmacies.

Evaluation figures are an estimation provided by contracted community pharmacies.



Patient stories

“A regular patient, with a very high BMI, approached us in despair explaining that he was finding extreme difficulty in getting about and performing daily tasks. Using the Living Well campaign we explained the benefits of exercise. At that point he struggled even to get around his kitchen. He took the campaign advice on board and started with a little activity building very gradually over 10 weeks during which he lost almost 3 stone. As a result of his persistent exercise, he described the improvement in strength of his legs as “phenomenal.” He intends to continue with weight loss and exercise as he says he hasn't felt this good in years. He recently found out he is pre-diabetic and he is determined to reverse this if he can.”

“Some of the elderly customers were really happy with the chair exercises. Even though their mobility was not great they could still do exercises on a daily basis.”

“The increasingly long waiting lists for orthopaedic procedures is leaving patients in severe pain. Many are unable to do much exercise. I signposted them to the Choose to live better website and local support groups which provided some gentle/chair exercise classes.”



“A patient who is a full-time carer was recently started on medications for cholesterol. Her GP recommended lifestyle changes but she found it challenging to find the time to exercise. She was very apprehensive about commencing the medicines. I advised her that there are lots of ways to get exercise without having to devote hours each week or having to join up to expensive gyms etc. We discussed small daily changes and the local initiatives that are currently available. I did advise that she start the medication but that she could make a huge difference to her cholesterol levels within 6-12 months by making small changes to her daily routine.”

“During the ‘Move More, Feel Better’ campaign, a customer mentioned feeling low in energy and motivation to be active after retirement. I discussed small, manageable ways to increase daily movement. A few weeks later, they returned to say they were walking with a neighbour most mornings and felt a noticeable boost in mood and energy. It was rewarding to see how a brief, supportive conversation made a real difference to their wellbeing.”

“The most noticeable change is the impact the campaign has had on our staff, with most now walking on their lunch break.”

Patient stories

“During a routine consultation, a customer mentioned feeling low in mood and struggling with energy. We discussed the benefits of gentle physical activity, such as walking for short periods each day. The customer agreed to start with a 10-minute walk after dinner. A few weeks later, they returned to say they felt more energetic and their sleep had improved. They were proud to have built up to walking 30 minutes most days. It was rewarding to see how a small change had such a positive impact on their wellbeing.”

“I ran a session with the local men’s shed speaking to them about the importance of keeping active as we get older. These men have since joined a walking football league which I thought was brilliant!”

“Removing the barriers to increasing activity was the main area I felt we made a positive impact. Little things like walking to the shop instead of driving, using free online exercise videos for those with young families unable to get out to a gym class, or going along to a local parkrun which is open to all abilities.”



“A lady confided that she would love to get more physically active as she had recently gained a lot of weight and this was having an adverse effect on her health. She mentioned that she lived alone and was not motivated to exercise. We directed her to the council website and local walking groups where she could attend organised walks and have some social interaction at the same time.”

“A gentleman approached the counter at one point and asked the counter assistant for “the movement medicine” as he had seen the large poster of a capsule walking in the window. It allowed her to engage him in a conversation about exercise and how it was good for your physical and mental health. He left with a leaflet and hopefully a better understanding of how even a small amount of regular exercise has many benefits.”

“Two of our patients, who work close by to the pharmacy, noticed our staff walking to work and decided to do the same. They have been tracking their steps each day and came into the pharmacy last week to let us know they had both lost over seven pounds and are hoping to keep up the challenge while the weather allowed.”