

Community Pharmacy  
**Living Well**  
Campaign

# Stay well this winter



The 'Stay well this winter' campaign aimed to help the public prepare for the winter months by encouraging them to take actions to protect their health.

The campaign ran in 504 pharmacies throughout October and November 2025.

# Campaign overview



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



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



**297** pharmacies reported that the campaign encouraged people to get or book a winter vaccination.

→ 213 reported an increase in flu vaccinations in-store

→ 122 reported an increase in COVID-19 vaccinations in-store



**142** referrals were made into Pharmacy First services.



# Campaign overview

The main queries were in relation to **flu vaccines, flu symptoms, COVID-19 vaccines, COVID-19 symptoms, how long symptoms of common illnesses should last, self-care and antibiotic resistance.**

The main age groups engaged were **51-60, 61-70, 71-80 and 80 years plus.**

Number of pharmacies that provided information to the following groups:

- ◆ **463 to older people**
- ◆ **376 to people with long-term conditions or their carers**
- ◆ **283 to young families**
- ◆ **243 to socially isolated people**
- ◆ **227 to housebound individuals**
- ◆ **193 to people of ethnic minorities**
- ◆ **167 to people living in poverty or deprivation**



# Patient stories

“This campaign is always one of the strongest in my opinion, as most people generally get ill during the winter months. This campaign had a positive impact on our patients, encouraging flu and pneumonia vaccinations. Many conversations have taken place to encourage people to make healthy choices this winter and this has been reflected in sales of OTC medicines and vitamins.”

“I spoke with one carer who was involved in a care rota for an elderly relative but the family hadn't considered the benefits of flu vaccination of those caring to protect their relative. As a result of our conversation, five of the family members received the flu vaccination.”

“We noticed an increase in vaccine hesitancy this year. The campaign information provided a good resource to counter misinformation.”

“The leaflet was a good resource to educate people on the general length of symptoms for certain common winter ailments.”

Living well  
**Stay well**

Keeping warm over winter months can prevent colds, flu and more serious health problems.



“The Trainee Pharmacist and Trainee Technician held a public health awareness day in-store. They used this opportunity to actively engage with the target audience, encourage vaccinations, discuss the safe use of antibiotics and provide self-care advice for the winter.”

“Several people approached us seeking information about winter vaccinations. Our branch does not provide vaccination services but we helped them book an appointment in another pharmacy and provided them with clear information about eligibility, what to expect, and why vaccination is particularly important during winter. One customer mentioned they were worried about catching the flu, due to ongoing health conditions. We reassured them, arranged a nearby appointment, and gave self-care advice for reducing risks in cold weather. By signposting and helping with booking a vaccination appointment, we ensured patients could still access vaccinations promptly, even though we didn't offer the service in our branch. Several people later returned to thank us and expressed that the support made it easier to get protected this winter. This demonstrated how providing guidance can make a positive impact in helping the community stay well during winter.”

# Patient stories

“We were able to provide advice to those isolated and elderly. One interaction during a flu vaccination appointment which stands out was a gentleman who confided in me of the struggles he has faced following the death of a loved one. I felt able to provide a good listening ear to this man and we developed a good rapport during the consultation.”

“An elderly man presented with signs of a serious lung infection. He wanted to buy a cough bottle and go home to bed. We quickly realised he was very unwell and had been so for some days. We organised an urgent appointment with his GP and a member of staff drove him to the surgery. He was admitted to hospital later that day and treated for pneumonia and multiple infections. He returned to the pharmacy a few weeks later to thank us for insisting he seek further treatment as one hospital doctor commented that if he had waited much longer, things might have turned out very badly for him.”

“We were able to offer support for those suffering with loneliness in winter by advising on where they can go for professional mental health support, including community services.”



“I had a discussion with a pregnant woman who enquired about the RSV vaccine. She was unsure whether to get it. With a bit of discussion, she was able to make the decision that she would go ahead with the vaccine.”

“Many patients with coughs and colds want an antibiotic and are annoyed when they don't get one. We were able to give lots of other self-care tips and explain why antibiotics are largely not appropriate for these viral infections. Once explained, patients responded positively to our advice.”

“One interaction involved an elderly patient who regularly collected medicines but had declined flu vaccination in the past due to concerns about side effects. We discussed the benefits of vaccinations, addressed their concerns, and provided reassurance tailored to their health conditions. The patient chose to receive the flu vaccine in the pharmacy and later returned to thank the team, explaining they felt more confident and informed about managing their health over winter. We also provided advice on self-care, symptom management, and when to seek further help, helping to reduce pressure on GP and urgent care services.”

# Antimicrobial awareness

During the ‘Stay well this winter’ campaign, **375** pharmacies also took part in a **TARGET Antibiotic Checklist Brief Intervention service**. Over **8,900** TARGET Antibiotic Checklists were completed with patients.

“The TARGET antibiotics toolkit hub leaflets were great for getting the message of self-care across and safety netting advice. They enabled discussions around antibiotic resistance and avoiding unnecessary antibiotics in future, as well as helping to clinically assess the suitability of prescribed antibiotics.”

“Using the TARGET Checklist, I was able to provide patients with all the information they needed including potential side effects and what to do if a dose is missed.”

“I noticed that the prescribed antibiotic dose for a child was too low for the patient. The prescriber was contacted and a new prescription for the correct dose was supplied. The mother was happy that we were able to quickly check the prescription using the EOLAS app and promptly got a new prescription issued and dispensed.”

“One patient did not know very much about antibiotics and wanted me to go through all of the questions on the TARGET Antibiotic Checklist with her. She had never been given any of this information before and was very grateful for the opportunity to learn through the checklist.”

“The TARGET antibiotic checklists led to many interactions with patients regarding antibiotic awareness. This was very well received by patients.”

“I counselled a patient regarding an antibiotic that had been dispensed to her for seven days. She asked if she could only take it for a few days, if she started to feel better. I explained the importance of finishing the course and touched on antibiotic resistance with her also. I was able to use the TARGET resources in order to support the conversation.”



The information used to develop this report is from our submissions of pharmacy team evaluation surveys from 96% of Living Well contracted community pharmacies.

Evaluation figures are an estimation provided by contracted community pharmacies.