

Community Pharmacy  
**Living Well**  
Campaign

**Take5** steps to wellbeing **Build these steps into  
your everyday life.**



**By asking the question “How are you feeling?”, this campaign aimed to encourage people to look after their mental health and take the five steps to wellbeing.**

**The campaign ran throughout December 2025 and January 2026.**

# Campaign overview



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



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



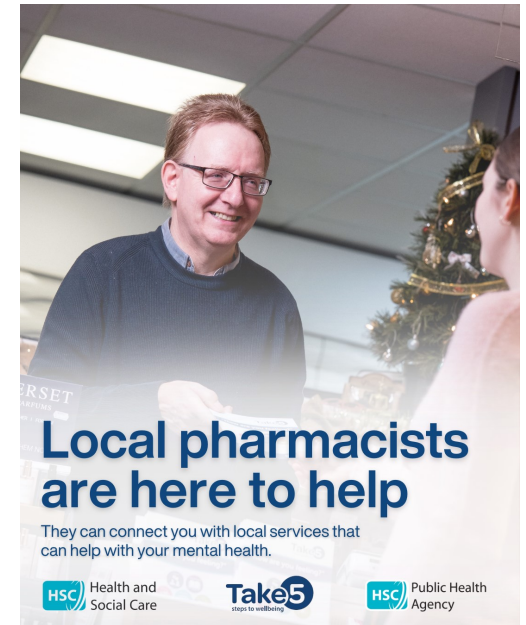
**281** pharmacies reported that the campaign helped support the mental health and wellbeing of the pharmacy team



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



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



# Campaign overview

The main queries were in relation to **general mental health and wellbeing, sleep, anxiety, stress management, depression, Take 5 steps to wellbeing and medication for mental health.**

Number of pharmacies that provided information to the following groups:

- ◆ **408 to older people**
- ◆ **337 to people with long-term conditions or their carers**
- ◆ **314 to young families**
- ◆ **299 to socially isolated people**
- ◆ **263 to people experiencing drug or alcohol dependence**
- ◆ **207 to housebound individuals**
- ◆ **201 to people of ethnic minorities**
- ◆ **165 to people living in poverty or deprivation**



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

“As a team we are very close and as a result of the campaign have taken the time to do things together outside of work. We are planning on activities we can do in the better weather to get active. We have also taken the opportunity to leave the shop at lunch breaks and take notice of everyday achievements at work to make work more enjoyable.”

“In our busy and stressful pharmacy environment we ensure staff know the importance of having time to themselves and forms of relaxation outside of work, such as exercise and reading.”

“We held a team meeting dedicated specifically to staff mental wellbeing. The team found it very useful to speak about the stresses they were experiencing within the workplace and also in their personal life. It helped everyone develop a more empathetic approach and to understand that it is okay to have a bad day.”

“The Take 5 steps to wellbeing have been employed by our staff, especially during the Christmas rush. The campaign came in handy to give us tools to keep a level head and reminded us of the little things we can do to improve our mental health.”

“We had a general discussion about mental health and went through the five steps, suggesting activities. To be honest it just helped people talk about mental health, making the subject less taboo.”

“With the longer evenings coming in, everyone in the pharmacy team has agreed to get out walking. We also found that it helped to talk out loud about how we are, and it made difficult conversations, especially with customers, much easier.”

“We have introduced ‘wellbeing Wednesdays’. We bring in treats to make the midweek slump easier and we chat about ways to motivate ourselves for the rest of the week.”

# Patient stories

“A patient collecting a regular prescription engaged with the “How are you feeling?” display and mentioned they had been feeling overwhelmed, but had not spoken to anyone about it. This opened up a brief, supportive conversation in the consultation room, where we discussed stress management and local wellbeing services. We also provided information about self-care resources. The individual later returned to thank the team, stating that the conversation had encouraged them to seek further support and that they had not realised the pharmacy was a place they could talk about how they are feeling.”

“An individual struggling with self-esteem and weight issues, joined a senior’s class and has lost a stone in weight. They feel better about themselves and more importantly now have a routine built into their week, giving them a purpose and a sense of team spirit.”

“People found the local information poster helpful for finding out about what is on, particularly those who wouldn't normally use social media.”

“A customer confided that they were feeling suicidal, very hopeless and lonely. I felt like I had sufficient knowledge to de-escalate the situation. We were able to refer them to the GP and suggest local groups to help with loneliness and isolation. Campaign resources allowed us to provide useful contact numbers to this patient. They left the pharmacy feeling a bit more hopeful and returned later to thank us.”



“The “How are you feeling?” strapline was a great introduction for us to open up conversation. We used it when we were handing out prescriptions, supervising drug addictions patients and on the healthcare counter. The campaign materials armed us with the tools to advise on simple queries appropriately. For more complex queries, such as the patient not believing medication was working appropriately, we were able to liaise with GP surgeries. We also took the opportunity to complete some blood pressure checks when patients said they did not feel well. The strapline did open up a great pathway for conversations with patients.”

“A young student came in feeling stressed as a result of his course. I advised him to exercise regularly, eat healthily and have a good bedtime routine, ensuring he had a winding down period after studying, with no screens. He came back to speak to me a month later and told me he was feeling better and sleeping well.”

“We supported a mother whose adult child had an eating disorder. She was very grateful.”