

*From Emma Quinn Pharmacy Lead,  
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Dear Colleague,

## LIVING WELL CAMPAIGNS

### 1. 'Know your units' campaign

The 'Know your units' campaign will commence on **1 June 2026**. This campaign will run for two months. The campaign aims to raise awareness of the low-risk drinking guidelines and the health risks associated with drinking alcohol in excess of these guidelines.

#### a. Resources

The posters, leaflets and campaign briefing for '**Know your units**' will be delivered by 27 May 2026, unless arranged otherwise.

If you have **not received** your 'Know your units' 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 3 June 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 and #KnowYourUnits 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 1 (2026/2027) – ‘Care in the sun’

The first campaign of 2026/2027, ‘**Care in the sun**’, will finish on 31 May 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 1 June 2026 at 9am and will close 29 June 2026 at 6pm.**

### b. Campaign 2 (2026/2027) – ‘Know your units’

Details will be emailed to your secure email address in July 2026. **This survey will open 3 August 2026 and will close 31 August 2026.**

Kind regards,



Emma Quinn  
Pharmacy Lead  
Strategic Planning and Performance Group



Stephen Wilson  
Head of Chief Executive’s Office and  
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PHA

<i>Contact Details for Local Primary Care Offices:</i>				
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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 'Care in the sun' (Campaign 1) Evaluation Questions

### 1. How did you publicise the 'Care in the sun' 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 resources in/ on prescription bags
- d) Handing stickers to children
- e) Pharmacy staff verbally engaging and informing patients
- f) Information provided by delivery driver
- g) Visual displays (other than poster) created at windows/instore to engage patients
- h) TV screens/digital displays
- i) Engage with other assets of the community, such as churches, shops, etc.
- j) Social media/website
- k) Newsletter
- l) Other (please state)

### 2. a) What age demographic(s) were directly provided with 'Care in the sun' campaign information?

(tick those that apply)

- a) Under 16
- b) 16-30
- c) 31-50
- d) 51-60
- e) 61-70
- f) 71-80
- g) Over 80
- h) All of the above

### 3. How did you issue the leaflet? (Tick those that apply)

- a) Self-selection
- b) Handed to **all** patients at counselling
- c) Handed to **parents/ guardians of children and young people.**
- d) Handed to **individual patients** that you knew could benefit from it e.g. those with a history of skin cancer, those with fairer skin, those on medication that affect skin sensitivity to sunlight, those who use sunbeds, etc.
- e) Put in bag (collection)
- f) Put in bag (deliveries)
- g) Linked to purchases of sunscreen
- h) Linked to purchases of products related to travel
- i) Other (please state)

### 4. As far as you are aware, were you able to provide 'Care in the sun' 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)

**5. Did your pharmacy team engage with any other organisations to disseminate the information within the 'Care in the sun' campaign?**

- a) Yes, if so who? (tick those that apply)
  - a. Care homes
  - b. Schools or other educational settings, such as playgroups
  - c. Sporting clubs or organisations such as running clubs, etc.
  - d. Community groups
  - e. Churches
  - f. Local retail shops
  - g. Local charities
  - h. Other healthcare professionals
  - i. Other (please state)
- b) No

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

**7. As a result of the 'Care in the sun' campaign, did you receive queries from or have discussions with the public on any of the following areas?**

(tick those that apply)

- a) Sunscreen
- b) Sunscreen application
- c) Skin cancer signs and symptoms
- d) Skin cancer treatment
- e) Skin cancer risk
- f) UV radiation/ index
- g) Sunburn
- h) Sunglasses
- i) Children and sun care
- j) Babies and sun care
- k) Sunbeds
- l) Skin moles or abnormal skin changes
- m) How to check skin
- n) Medication that affects skin's sensitivity to sunlight
- o) Vitamin D
- p) Cosmetics with SPF
- q) Other (please state)

**8. As a result of the 'Care in the sun' campaign, did your pharmacy participate in any additional Sun Awareness Week activities?**

- a) Yes, if so, please state
- b) No

**9. Are there any other areas not covered within the 'Care in the sun' campaign that you feel your patients needed support with?**

- a) Yes, if so please state
- b) No

**10. Did the 'Care in the sun' campaign resources help support your pharmacy team to answer related queries or know where to signpost patients?**

- a) Yes
- b) No

**11. Are there any other supporting resources for 'Care in the sun' you feel would have helped your pharmacy?**

- a) Yes, if so please state
- b) No

**12. Did you make any referrals to other services as a result of the 'Care in the sun' campaign?**

- a) Yes, if so who? (tick those that apply)
  - i. Action Cancer 'Big Bus' skin screening service
  - ii. Social Prescribing project
    - a. Please state:
  - iii. Other Pharmacy Service e.g Stop Smoking Service, etc
    - a. Please state:
  - iv. Other Healthcare Professional
    - a. Please state:
  - v. Community/Voluntary Service
    - a. Please state:
- b) No

**13. Did you signpost patients to any of the following?**

- a) Care in the Sun
- b) Be Cancer Aware
- c) NI Cancer Network
- d) Cancer Focus NI
- e) Action Cancer
- f) Cancer Research UK
- g) Marie Curie
- h) Macmillan Cancer Support
- i) NIDirect
- j) Choose to live better
- k) Stop smoking
- l) Other (please state)

**14. 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. Cancer Focus NI – Be UV Aware course  
Number of staff trained
  - II. NICPLD 'Skin cancer prevention and early diagnosis' recorded lecture  
Number of staff trained
- b) No

**15. a) What was the public's feedback on the 'Care in the sun'?**

- 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?**

**16. During the campaign timeframe, did requests for advice on sun protection factor:**

- a) increased compared to previous years
- b) decreased compared to previous years
- c) remained the same as previous years
- d) prefer not to say
- e) Not applicable

**17. During the campaign, what level of SPF (sun protection factor) was most commonly requested by patients and members of the public?**

- a) Below SPF 15
- b) SPF 15
- c) SPF 20 or 25
- d) SPF 30
- e) SPF 40 or 45
- f) SPF 50 or above

**18. If possible, whilst protecting patient confidentiality - please provide any stories of interactions with the public on the 'Care in the sun' 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.\*\***

**19. Please enter your hscni.net email address**