

From Kathryn Turner
Head of Pharmacy & Medicines Management
(Interim), SPPG



By email

Community Pharmacies Contracted to Provide
the OTC Codeine Pilot Service

**Strategic Planning and Performance
Group**

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Dear Colleague,

**RE: THE COMMUNITY PHARMACY OTC CODEINE PILOT SERVICE – SOCIAL
MEDIA COMMUNICATION**

We would like to take this opportunity to thank you for your continued engagement with the pilot programme and for the important role you play in delivering this service.

To further support participating pharmacies and increase public awareness of the service, we have prepared communications that can be used on your social media channels and/or pharmacy website.

Encouraging open conversations about over-the-counter (OTC) codeine use is a key element of the service. Consistent messaging across Community Pharmacies involved in the pilot will help raise public awareness and encourage individuals, who may benefit from support, to engage with their local pharmacy team.

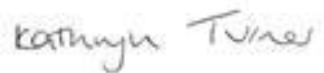
Please see Appendix 1, which contains sample communication materials and an official graphic aligned with existing published resources. These materials may be used at each pharmacy's discretion and adapted as appropriate to reflect local needs and communication styles.

We recognise that levels of social media engagement and promotional activity vary between pharmacies. Broader promotional activity will be considered as the service progresses beyond the pilot phase.

Thank you for your continued support and commitment to the success of this initiative.

If you have any queries regarding the pilot service, please contact Michael.McCabe@hscni.net (Pharmacy Advisor, SPPG) in the first instance.

Yours sincerely,



Kathryn Turner
Head of Pharmacy and Medicines
Management (Interim), SPPG



Stephanie Hanlon,
Joint Substance Use Lead,
PHA



Dr Lisa Byers, PHD, IP, MPSNI
Controlled Drugs Accountable Officer

Appendix 1

	Post	Image / Video
1.	Did you know it is possible to become addicted to combined ibuprofen/paracetamol and codeine painkillers? Addiction can affect anyone. Support is available, speak to our pharmacist for more information. Watch this short video to find out more: https://vimeo.com/manage/videos/1076680448/305e627beb	 A graphic with a blue background. At the top, the words "ADDICTION" and "CAN AFFECT ANYONE" are written in large, white, bold, sans-serif capital letters. Below the text, there is a row of ten stylized, flat-design human figures of various ages, ethnicities, and genders, standing side-by-side.
2.	Combination painkillers should only be used short-term, for a maximum of three days. Stronger pain relievers with codeine or dihydrocodeine are effective for severe pain, but should be taken safely to prevent serious harm. Our pharmacists can speak to you if you are concerned with your medication usage. Read more here: https://niformulary.hscni.net/patient-area/pain-topics/managing-your-pain-effectively-using-over-the-counter-otc-medicines/	 A graphic with a blue background. At the top, the words "ADDICTION" and "CAN AFFECT ANYONE" are written in large, white, bold, sans-serif capital letters. Below the text, there is a row of ten stylized, flat-design human figures of various ages, ethnicities, and genders, standing side-by-side.