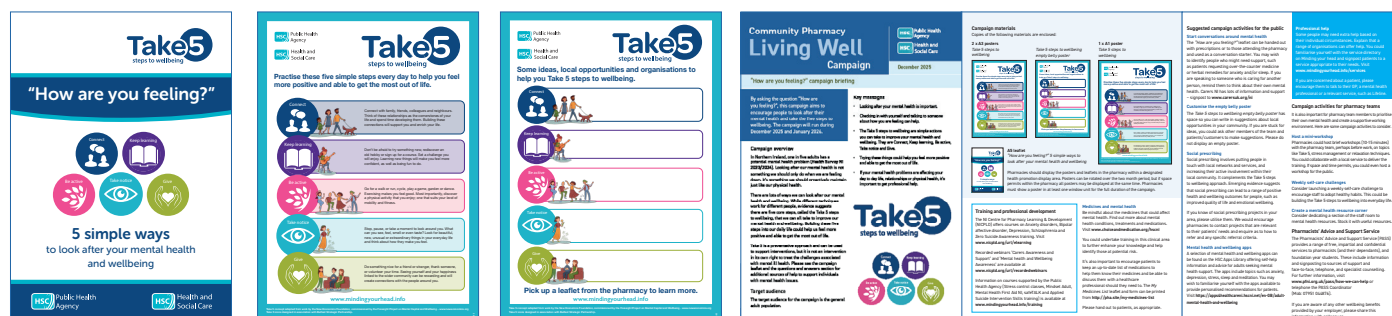


How are you feeling? campaign evaluation

Background

During December 2025 and January 2026 Living Well community pharmacies participated in the 'How are you feeling?' campaign, which encouraged people to look after their mental health, promoting the Take 5 steps to wellbeing – Connect, Keep Learning, Take Notice, Be Active and Give. Living Well is a service offered in over 500 pharmacies across Northern Ireland. It is delivered in partnership with the Public Health Agency, Community Pharmacy NI and the Strategic Planning and Performance Group of the Department of Health (SPPG). Through the Living Well service, pharmacies help address risk factors that contribute to ill health in Northern Ireland.

A campaign leaflet and two posters were produced, highlighting the importance of looking after your mental health and encouraging people to take the five steps to wellbeing. One of the posters was customisable to local Take 5 activities. A briefing newsletter for pharmacy teams was also produced with ideas on activities to engage the public, training opportunities for pharmacy staff and useful questions and answers.



Evaluation method

A bespoke online survey of the general population of Northern Ireland aged 18 years and over was undertaken to measure the awareness of the campaign and learn more about action taken as a result of campaign exposure. Quota sampling based on the 2021 census was applied to ensure a diverse response across a range of demographic groupings. Base is 914 respondents who recalled visiting a pharmacy or not. Data was analysed by the PHA's Health Intelligence team.

Results

Three quarters (75%) of respondents visited a pharmacy during the Living Well campaign period.

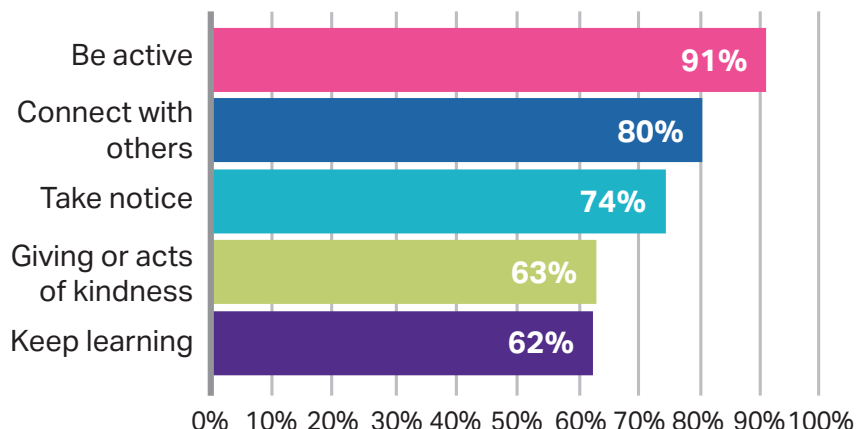
Recognition of the campaign was high

Almost half (43%) reported exposure to at least one element of the campaign. Two fifths (40%) of the respondents recalled seeing the campaign poster, under a fifth (15%) recalled receiving the leaflet at the pharmacy and nine percent recalled pharmacy staff speaking to them about their mental health and/or emotional wellbeing.

Mental health conversations

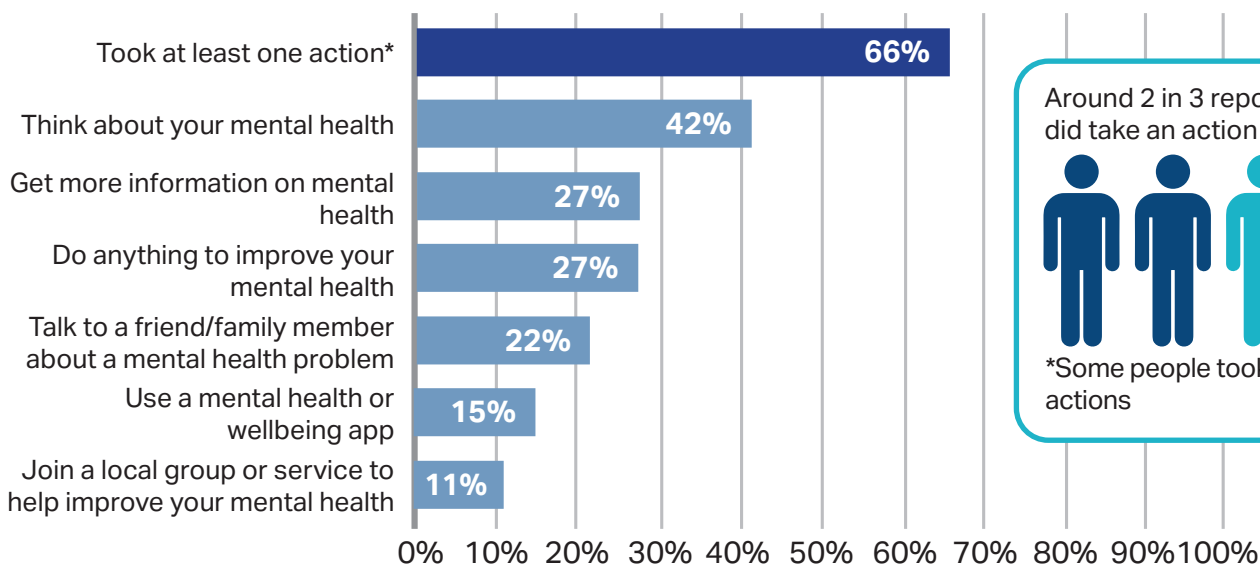
Of the respondents who spoke with pharmacy staff about mental health or emotional wellbeing, a substantial majority (86%) discussed how to look after their mental health. Under three quarters recalled discussing local services or groups (72%) and about two thirds recalled discussing the Lifeline helpline (63%). Over nine in ten respondents (91%) recalled the pharmacy staff discussing Being active (Take 5). The remaining Take 5 messages were discussed between four and three fifths of respondents.

Conversations about Take 5 messages

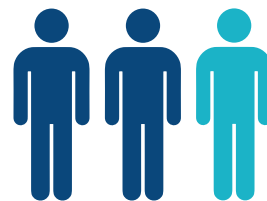


Other topics of conversation included getting good sleep, healthy eating and breathing techniques.

The campaign prompted action



Around 2 in 3 reported they did take an action (66%) *



*Some people took multiple actions

Community pharmacy survey report

Separate to the public survey, every Living Well campaign is evaluated through an online survey. Survey results are based on estimated figures and data is analysed by SPPG. Results include quantitative and qualitative data. The summary report is available at <https://bsc.hscni.net/living-well>

A patient mentioned they had been feeling overwhelmed, but had not spoken to anyone about it. This opened up a conversation, where we discussed stress management and local wellbeing services. The individual later returned to thank the team, saying that the conversation had encouraged them to seek further support.



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