Charter House

Parkway

Welwyn Garden City

AL8 6JL

**Email:** [**england.pharmacy-athsm@nhs.net**](mailto:england.pharmacy-athsm@nhs.net)

Direct line: 01138248830

January 2017

**TO: ALL COMMUNITY PHARMACY CONTRACTORS IN BEDFORDSHIRE, HERTFORDSHIRE, LUTON, MILTON KEYNES and NORTHAMPTONSHIRE**

Dear Colleague,

**Health Promotion Campaign January 2017 – “Dry January”**

As you know participation in Health Promotion Campaigns is an important part of the Terms of Service for Community Pharmacy Contractors.

Dry January to challenge people to give up alcohol completely for an entire month, the initiative aims to raise awareness of the positive impact this can have on people's wellbeing. Dry January is a way of talking about serious health issues. In this case, the topic is alcohol abuse.

Alcohol Concern says that just 6.4 per cent of dependent drinkers currently access treatment, something Dry January is hoping to improve.

The advantages of giving up, or at least cutting down, on alcohol range widely. According to Alcohol Concern, drinking is a contributing factor to over 60 illnesses and conditions, some of which include:

* High blood pressure
* Depression
* Liver cirrhosis
* Liver, stomach, throat and mouth cancer

Cutting down on the amount you drink can impact positively on your finances. Reducing your consumption can also help you lose weight and improve your own body image.

You may wish to update yourself and your staff with appropriate guidance available for healthcare professionals. Useful links are:

<https://www.alcoholconcern.org.uk/what-and-why> http://www.nhs.uk/Livewell/alcohol/Pages/Alcoholhome.aspx

<http://www.talktofrank.com/drug/alcohol>

**Who is the campaign aimed at?**

Dry January is a campaign by Alcohol Concern aimed at social drinkers, encouraging them to give up alcohol for a month after the excesses of Christmas.

**Materials**

Materials are available from the following links:

<https://www.alcoholconcern.org.uk/dry-january-resources>

<https://www.drinkaware.co.uk/alcohol-facts/alcoholic-drinks-units/how-much-is-too-much/?gclid=CI71lJCWitECFWwo0wod088Ayw>

Information should be prominently displayed in **all pharmacies** or displayed on **pharmacy websites for distance selling pharmacies** and the patient resources are provided to support your health promotional message and interventions.

**Monitoring and outcomes**

It is important that you complete your data collection forms with the number of interventions provided to the public. Completed data collection forms for each of the campaigns for 2016-17 should be retained at the pharmacy and a copy of the summary form should be gradually completed for each of this year’s campaigns and submitted as one sheet at the end of the year to **NHS England Midlands & East (Central Midlands)** by emailing: [england.pharmacy-athsm@nhs.net](mailto:england.pharmacy-athsm@nhs.net) following completion of **all** the campaigns during 2016-17. One summary form should be submitted by each contractor by the end of March 2017.

Without submission of the summary form there is no confirmation that a pharmacy has participated in the public health campaigns which form part of the essential services. Furthermore, the information you provide enables us to evaluate the success of the campaigns we run. Pharmacies are advised to also retain their own copies as evidence for contractual monitoring.

Please do not hesitate to contact one of the NHS England Midlands & East **(**Central Midlands) Area Team using the email above if you have any further questions relating to this campaign.

Thank you for your support and full and enthusiastic participation in this important and mandatory element of the pharmacy contract.

Yours sincerely



Jane Bray

Support Contract Manager