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March 2017

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

Dear Colleague,

**Health Promotion Campaign March 2017:**

**Ovarian Cancer Awareness Month**

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

This health promotion campaign aims to raise awareness of the symptoms of Ovarian Cancer. Nearly two thirds of women in England are diagnosed once the cancer has already spread, making it harder to treat. Pharmacists and health centres often see women when they are first experiencing symptoms, and play a vital role in encouraging women to take their symptoms seriously and to see their GP.

The key message is: ‘**Early diagnosis saves lives**’. As with many other cancers, the earlier ovarian cancer is picked up and diagnosed, the better the treatment outcomes are.

The awareness campaign is running throughout the month of March. You may wish to update yourself and your colleagues with appropriate guidance available:

<http://www.targetovariancancer.org.uk/march-ovarian-cancer-awareness-month>

<http://www.cancerresearchuk.org/about-cancer/ovarian-cancer>

<http://www.nhs.uk/conditions/Cancer-of-the-ovary/>

Common symptoms of ovarian cancer include:

* feeling constantly bloated
* a swollen tummy
* discomfort in your tummy or pelvic area
* feeling full quickly when eating
* needing to pee more often than normal

**Who is the campaign aimed at?**

Ovarian cancer mainly affects women who have been through the [menopause](http://www.nhs.uk/Conditions/menopause/Pages/Introduction.aspx) (usually over the age of 50), but it can sometimes affect younger women.

Helping to raise awareness of the symptoms of ovarian cancer leads to better understanding amongst the public and GPs, which leads to earlier diagnosis and therefore better treatment outcomes.

**Materials**

I have attached a poster, a symptom diary and a leaflet which you may wish to print.

You can order a range of patient information leaflets from the charity Target Ovarian Cancer through the following link:

<http://www.targetovariancancer.org.uk/our-campaigns/symptoms-awareness/request-awareness-materials>

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) local team** 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 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

NHS England Midlands & East (Central Midlands) Local Team