Midlands & East (Central Midlands)

Charter House

Parkway

Welwyn Garden City

AL8 6JL

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

Direct line: 01138248830

May 2016

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

Dear Colleague,

**Health Promotion Campaign May 2016 – Make May Purple**

**A national campaign to promote action on stroke**

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 impact of stroke and provide prevention advice to communities. The first three hours after a stroke are critical in limiting the impact on the brain. Since the Stroke Association designed the FAST test, more than 38,000 people have got to hospital sooner, saving more lives.

The FAST acronym aims to help people to recognise the symptoms of stroke and stands for Facial weakness, Arm weakness, Speech problems, Time to call 999.

Around four in five people will have one or more FAST symptoms when having a stroke. Other symptoms include sudden loss of vision or blurred vision, sudden weakness on one side and sudden memory loss.

**Did you know?**

• There are 152,000 stokes a year in the UK

• 1 in 8 strokes are fatal in the first 30 days

• 1 in 4 are fatal in the first year

• Stroke is the 4th largest cause of death in the UK

• By age 75, 1 in 5 women and 1 in 6 men will have had a stroke

• Stroke kills twice as many women as breast cancer and more men than prostate and testicular cancer combined.

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

The stroke association website: <https://www.stroke.org.uk>

NHS Choices website: <http://www.nhs.uk/Conditions/Stroke/Pages/Introduction.aspx>

CPPE learning programme: <https://www.cppe.ac.uk/programmes/l/stroke-e-01>

**Who is the campaign aimed at?**

This campaign is aimed at all ages; most people affected are over 65, but anyone can have a stroke, including children and babies. For many people a stroke happens suddenly and without warning, and often there is little time to prepare.

**Materials**

The following materials are available from the DH orderline for hard copy order or download from the link:

<https://www.orderline.dh.gov.uk/ecom_dh/public/saleproducts.jsf>

You must be registered and logged in. (Or you can phone 0300 123 1002)

* Stroke A4 Poster- FAST. Product code FASTPSTR2014
* Stroke A5 Leaflet. Product code FASTLFT2014

Information is also available to download or order from The Stroke Organisation tel: 01604 687 724, email: [publications@stroke.org.uk](mailto:publications@stroke.org.uk) or through the following link:

<https://www.stroke.org.uk/shop/campaigns-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**

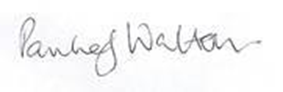
It is important that you complete your data collection forms with the number of interventions provided to the public. Completed data collection forms for each of the campaigns for 2016/17 should be retained at the pharmacy and a copy of the summary form should be gradually completed for each of this year’s campaigns and submitted as one sheet at the end of the year to NHS England Midlands & East (Central Midlands)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 a member of your local NHS England 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

Pauline Walton Jane Bray

Pharmaceutical Adviser Support Contract Manager

to NHS England Area Team