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September 2016

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

Dear Colleague,

**Health Promotion Campaign October 2016**

**Stoptober**

**A national campaign to encourage smokers to stop smoking and also raise awareness about NHS support available**

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| 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 focuses on the national **Stoptober Campaign** and community pharmacists are asked to participate throughout October. The campaign is to encourage smokers to stop smoking and to provide advice about how smokers can access free stop smoking support. You may wish to update yourself and your staff with appropriate guidance available for healthcare professionals. Useful links are:  British Heart Foundation – details on smoking:  <https://www.bhf.org.uk/heart-health/cbhf/stay-healthy/smoking>  Cancer Research – smoking and cancer:  <http://www.cancerresearchuk.org/about-cancer/causes-of-cancer/smoking-and-cancer>  CPPE distance learning pack – stop smoking  <https://www.cppe.ac.uk/programmes/l/smokingvba-e-01/>  **Who is the campaign aimed at?**  The campaign is aimed at all smokers. No Smoking Day is the yearly big push to get smokers who want to quit started on the path to being ‘Proud Quitters’.  Over 10 million people in the UK still smoke, and around 100,000 die every year from smoking-related causes. That’s 100,000 deaths too many. Stopping smoking is the single biggest health intervention that can be made to improve someone’s health to help them live a longer and healthier life.  Stoptober is one of the most cost-effective health interventions of its kind, and its success depends on you. We are calling upon your support to help reach more smokers than ever, encouraging them to stub out their last cigarette for good during **October 2016**  **Materials**  Materials are available from Public Health England for hard copy order or download. You must be registered and logged in.  <https://campaignresources.phe.gov.uk/resources/campaigns/6-stoptober/resources>  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 2017-18 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 at 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