

RE: COMMUNITY PHARMACY CAMPAIGN PACK – ‘Love Your Heart’ – 1st-28th FEBRUARY 2019

Dear Pharmacy Manager,

We are writing to you and all pharmacies across the North East and North Cumbria with the following important messages about the ‘Love Your Heart’ campaign (1 of the 6 commissioned PH campaigns):

- The campaign starts on **1st February 2019 and runs for 1 month.**
- A poster and tally chart are enclosed with this letter. It is very important to complete the tally chart and enter totals onto PharmOutcomes module at the end of February.
- You will receive two further packs over the next week or so – one containing some leaflets from the British Heart Foundation and one from Public Health England containing some materials from their Heart Age campaign. Please display these prominently within your pharmacy and use them as a prompt when speaking with patients.
- The objective of this campaign is to have a million conversations (pro rata) with people about CVD prevention in North Cumbria and the North East pharmacies. Moreover, for this to start a wider conversation about how community pharmacy can help tackle CVD in England.

Below are 3 simple messages that you and your team can build into conversations at the pharmacy about CVD prevention:

Theme 1:	Theme 2:	Theme 3:
Ask: “Have you had your BP checked in the last 5 years?”	Ask: “Have you had your cholesterol checked?”	Ask: “Do you take medication for high blood pressure or high cholesterol?”
Advise: It is advised that all adults have their blood pressure checked at least every five years as this helps prevent heart disease. Getting this done is easy and could save your life.	Advise: It is advised that all adults have their cholesterol checked at least every five years as this helps prevent heart disease. Getting this done is easy and could save your life.	Advise: It is important to take your medication as prescribed. If you miss doses, it won’t work as well. You won’t necessarily feel any different from taking the medication, but this doesn’t mean it’s not working.
Act: You may be able to get your blood pressure checked at your local pharmacy, GP practice or even at home.	Act: You may be able to get your cholesterol checked at your local pharmacy or GP practice.	Act: If you have any concerns you can speak to your local pharmacy or GP practice. Offer MUR?

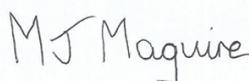
Good luck and thank you for your support!!

If you’ve any queries please speak to your Local Pharmaceutical Committee key contact.

Best Regards,



Andre Yeung
Chairs - Local Professional Network (Pharmacy) CNE



Mike Maguire