



Dear Colleague

**COMMUNITY PHARMACY PUBLIC HEALTH SERVICE  
POSTER CAMPAIGNS 2017-18**

**Summary**

1. This Circular advises NHS Boards and community pharmacy contractors of Public Health Service (PHS) poster campaign topics for the remainder of 2017-18.
2. The campaign schedule is attached at the **Annex** to this circular.

**Background**

3. Tactical Media will distribute the materials to community pharmacies at the appropriate times.
4. Any broken PHS poster holders should be reported directly to Tactical Media for repair/replacement either by telephoning 0800 694 0810 or emailing [cps@tacticalmedia.co.uk](mailto:cps@tacticalmedia.co.uk).
5. The content of this Circular has been agreed with Community Pharmacy Scotland.

**Action**

6. NHS Boards are asked to copy this Circular to all community pharmacy contractors on their pharmaceutical list.

Yours sincerely

**Rose Marie Parr**  
Chief Pharmaceutical Officer/  
Deputy Director Pharmacy & Medicines Division

1 September 2017

**Addresses**

For action

Chief Executives, NHS Boards

For information

NHS Directors of Pharmacy

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**Public Health Service Poster Campaigns 2017-18\***

May – 1 October	Minor Ailment Service**
2 October – 26 November	Antimicrobial resistance
27 November – January 2018	Be Healthwise this Winter
January - February 2018	Smoking cessation
February - April 2018	Be Healthwise this Easter

**Notes:**

\*Campaign topics and timings are subject to change.

\*\*Community Pharmacy contractors should retain their Minor Ailment Service posters for future use.