

# Media Release

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## For Immediate Release

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24<sup>th</sup> March 2018

### **THIRSK AND MALTON MP KEVIN HOLLINRAKE VISITS LOCAL PHARMACY TO PROMOTE THE “STAY WELL PHARMACY” CAMPAIGNS**

**11am, Saturday 24<sup>th</sup> March 2018, Boots Pharmacy, Market Place,  
Easingwold, YO61 3AD**

Today, Saturday 24th March, Kevin Hollinrake MP visited Boots Pharmacy, Market Place, Easingwold, YO61 3AD to learn more about how North Yorkshire Community Pharmacies are supporting the NHS England aimed at the public “Stay Well Pharmacy” campaign.



Boots Pharmacy, Easingwold - from left to right: Kevin Hollinrake MP, George Koundourakis Pharmacist, Millie Robinson Pharmacy Advisor and Chris Short Manager

The national campaign running from 12th February to 31st March 2018, encourages people, especially parents and carers of children under the age of five, to visit their local pharmacy team first for clinical advice for minor health concerns such as sore throats, coughs, colds, tummy troubles, teething and aches and pains.

Community pharmacists and pharmacy technicians are qualified healthcare professionals who are the right people to see if you need clinical advice or over the counter medicines to help safely manage a wide range of minor health concerns.

Pharmacists are trained in managing minor illness and can assess symptoms and recommend the best course of treatment or simply provide reassurance, for instance when a minor illness will get better on its own with a few days' rest. If symptoms suggest it's something more serious, they have the right clinical training to ensure people get the help they need.

With most people in Harrogate and North Yorkshire living within easy reach of a pharmacy and with many pharmacies offering extended opening hours in the evenings and at weekends, pharmacy teams offer fast and convenient clinical support with no appointment needed. Community Pharmacies now have a private consultation room, suitable for a confidential conversation, should it be requested.

Using a pharmacy for minor health concerns will help free up GP time for more urgent appointments and help reduce non-emergency A&E visits.

Andrew was informed about the campaign, which aims to encourage the public to contact their pharmacy first when suffering with colds/coughs and minor ailments, rather than making an appointment to see their GP or attending A&E. If they can't help, they'll tell you whether you need to see a doctor or where else you could get the best treatment.

**Kevin Hollinrake MP** said, "It was great to visit the Boots Pharmacy today in Easingwold to learn more about the 'Stay well' campaign'. On average 210,000 prescriptions are dispensed every month in the Vale of York Clinical Commissioning Group area. This is a large number of people visiting their local community pharmacy given the area's population is 331,000. Local Community Pharmacies like the Boots in Easingwold are ideally placed to treat many minor ailments as it is possible to see a skilled health professional that can advise on common problems such as coughs, colds, aches and pains and treating minor injuries and infections. So, if you're suffering from a minor illness, injury or condition and need help, try your local pharmacy first."

**George Koundourakis, Pharmacist at Boots Pharmacy Easingwold** said, "Our Pharmacy is a certified Healthy Living Pharmacy like all the Community Pharmacies in North Yorkshire, and we run monthly campaigns on different health issues. In supporting the "Stay Well" I would urge the public to **Think Pharmacy First** before making an appointment to see their GP, and in many cases your pharmacist will be able to help you to a speedy recovery from your ailment".

All Pharmacists have trained for five years and can offer expert advice on lots of minor ailments. Most pharmacies in North Yorkshire offer confidential consultation rooms too.

They can help with common problems such as coughs, colds, aches and pains, treating minor injuries and infections.

**End**

**For further information contact...**

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**Editor Notes**

## **Campaign Update**

Following the launch on 12 February coverage amounts to 269 broadcast, press and radio pick-ups:

- National TV: 6
- National Radio: 8
- Regional TV: 12
- National Print: 12
- National Online: 13
- Regional Print: 18
- Regional Online: 159
- Consumer Online: 15
- Trade Online: 20
- UK Outside England: 6

Stay Well Pharmacy toolkits including campaign briefing sheet, posters, info cards sent to partners:

- Pharmacies: 12k
- GP practices: 7.5k
- Dentist practices: 7.6k

A further 1.2k community packs have been ordered via the PHE Campaign Resource Centre.

So far the social media element of the campaign has provided 6.6m opportunities for the target audience to see a social media post on Facebook. 18k have clicked through on the posts giving a CTR of 0.28%. 1.1m people have viewed at least 3 seconds of the video with a view through rate (VTR) of 17.5%. 230k have viewed the full video.

**The full Stay Well Pharmacy TV ad**

[https://www.youtube.com/watch?v=CTp\\_oWy\\_Uqg](https://www.youtube.com/watch?v=CTp_oWy_Uqg)

**The full length 'Kids' Stay Well Pharmacy video**

<https://www.youtube.com/watch?v=9byXxn6C4aY>

Community Pharmacists are regulated healthcare professionals. Their training includes a four-year degree along with a year working in practice followed by examinations. Pharmacists are experts in medicines and are regulated by the General Pharmaceutical Council (GPhC).

There are 152 Community Pharmacies in North Yorkshire. Ninety-five percent of the North Yorkshire population live within a 10 minute drive of a Community Pharmacy.

### **What is a healthy living pharmacy?**

HLPs have a health and wellbeing ethos, where everyone in the team works together to proactively engage their customers in health promotion activities and consistently provide high quality public health services.

They need a health promoting environment in the pharmacy (known as the 'health promotion zone') and at least one full-time equivalent health champion, who has qualified for a Royal Society for Public Health (RSPH) [level two award in understanding health improvement](#).

Each pharmacy's health and wellbeing ethos is enabled by a HLP leader, who develops and motivates the team to be the best they can be: friendly; welcoming; and working together in a way that is connected and efficient.