

## Pharmacy First – communications toolkit

### Context

This January 2026, NHS South East London is launching another wave of the pharmacy first campaign. The aim is to promote the offer from community pharmacy, where pharmacists can provide advice and prescription medicine for:

- sinusitis (aged 12 years and over)
- sore throat (aged 5 years and over)
- earache (aged 1 to 17 years)
- infected insect bites (aged 1 year and over)
- impetigo (aged 1 year and over)
- shingles (aged 18 years and over)
- urinary tract infections (UTIs) (women aged 16 to 64 years)

Campaign messaging will focus on the symptoms experienced with these illnesses/conditions.

We will also promote the contraception service (contraceptive pill and emergency contraceptive pill) and blood pressure checks for over 40s.

### Campaign dates

Confirmed activity planned for the next 15 months.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Prescription bag stickers															
Google Search ads															
GDN ads															
Meta ads															
Organic promotion															

### How to support

We'd love your support on this campaign so we can reach as many people as possible.



You can do this by:

1. Sharing key messages and resources on your channels, particularly with schools and children's centres.
2. Let us know if you need any campaign materials not already provided.

## Key messages

- Your pharmacist can provide expert advice and treatment for some of the most common conditions without you needing to see a GP first. They can also give you prescription medicines if you need them.
- Pharmacists can help with a:
  - stuffy nose and pain (sinusitis)
  - sore throat
  - earache in children
  - sore bite or sting
  - red blistering rash (shingles or impetigo)
  - pain when you pee (UTIs or bladder infections in women aged 16-64)
- Need the contraceptive pill? Get it for free straight from your pharmacy.
- Over 40? Get a free blood pressure check at your pharmacy.
- Think pharmacy first and get seen by your local community pharmacy team.
- For more information, visit [nhs.uk/thinkpharmacyfirst](http://nhs.uk/thinkpharmacyfirst)

## Bulletin copy

### For all ages

#### **Your local pharmacist – here to help with common illnesses**

Feeling unwell? Your local pharmacist can give expert advice and provide medicine for some of the most common conditions – no GP appointment needed.

They can help with:

- Stuffy nose and sinus pain – for ages 12+
- Sore throat – for ages 5+
- Earache – for ages 1–17
- Insect bites or stings – for ages 1+
- Red, blistering rash - impetigo for ages 1+, or shingles in ages 18+
- Pain when peeing (UTI or bladder infection) – for women aged 16–64

If you or your child have any of these symptoms, think pharmacy first! Visit

[www.nhs.uk/thinkpharmacyfirst](http://www.nhs.uk/thinkpharmacyfirst)

### For schools

#### **Your local pharmacist – here to help with common illnesses**

Is your child feeling unwell? Did you know your local pharmacist can advise on and prescribe medicine for some of the most common conditions? No GP appointment needed. This includes:



- stuffy nose and pain – for ages 12+
- sore throat – for ages 5+
- earache in children – for ages 1-17
- sore bite or sting – for ages 1+
- red blistering rash (impetigo) – for ages 1+
- pain when peeing – for women aged 16-64

If your child has any of these symptoms, think pharmacy first! Visit  
[www.nhs.uk/thinkpharmacyfirst](http://www.nhs.uk/thinkpharmacyfirst)

#### **For children's centres**

#### **Your local pharmacist – here to help your little ones**

Is your child feeling unwell? Your local pharmacist can give expert advice and provide medicine for some common conditions – no GP appointment needed.

They can help with:

- Earache – for children aged 1 to 17 years
- Sore throat – for children aged 5 years and older
- Insect bites or stings – for children aged 1 year and older
- Red, blistering rash (impetigo) – for children aged 1 year and older

If your child has any of these symptoms, think pharmacy first! Visit  
[www.nhs.uk/thinkpharmacyfirst](http://www.nhs.uk/thinkpharmacyfirst)

## **Evaluation**

We will be evaluating the campaign throughout the year, looking at operational and communication metrics. If you have any additional feedback, please contact  
[frances.adlam@selondonics.nhs.uk](mailto:frances.adlam@selondonics.nhs.uk) .

