

Pharmacy First – communications toolkit

Context

This June 2026, we’re launching the next phase of the pharmacy first campaign. This includes promoting the offer of community pharmacies for:

Primarily:

- infected insect bites (ages 1 year and over)
- impetigo (ages 1 year and over)
- urinary tract infections (UTIs) (women aged 16 to 64 years)

As well as:

- sinusitis (ages 12 years and over)
- sore throat (ages 5 years and over)
- earache (ages 1 to 17 years)
- shingles (ages 18 years and over)

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

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

Campaign dates

Confirmed activity this year.

	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 medicine if you need it.
- For prescription medication such as antibiotics, normal NHS prescription charges apply. If you usually qualify for free prescriptions or are getting oral contraception, this will be free. Prescriptions are also free for children aged 15 and under or those aged 16 to 18 in full-time education.
- Pharmacists can help with a:
 - sore bite or sting
 - red blistering rash (shingles or impetigo)
 - pain when you pee (UTIs or bladder infections in women aged 16-64)
 - stuffy nose and pain (sinusitis)
 - sore throat
 - earache in children
- 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

Bulletin copy

For all ages

Your local pharmacist – here to help with summer illnesses

Your local pharmacist can provide expert advice and treatment for some of the most common conditions without you needing to see a GP first. They can even give you prescription medicine if you need it.

They can help with:

- insect bites or stings – for ages 1+
- red, blistering rash - impetigo for ages 1+, or shingles in ages 18+
- pain when peeing (a UTI or bladder infection) – for women aged 16–64
- stuffy nose and sinus pain – for ages 12+



- sore throat – for ages 5+
- earache – for ages 1–17

For prescription medication such as antibiotics, normal NHS prescription charges apply. If you usually qualify for free prescriptions or are getting oral contraception, this will be free.

Think pharmacy first! Visit www.nhs.uk/thinkpharmacyfirst

For schools

Your local pharmacist – here to help with summer illnesses

Did you know that your local pharmacist can provide expert advice and treatment for some of the most common conditions without you needing to see a GP first. They can even give you prescription medicine if you need it.

They can help with:

- sore bite or sting – for ages 1+
- red blistering rash (impetigo) – for ages 1+
- pain when peeing (a UTI or bladder infection) – for women aged 16-64
(include depending on age group of school)
- stuffy nose and pain – for ages 12+
- sore throat – for ages 5+
- earache in children – for ages 1-17

Prescriptions are free for children aged 15 and under or those aged 16 to 18 in full-time education.

If your child has any of these symptoms, think pharmacy first! Visit www.nhs.uk/thinkpharmacyfirst

For children's centres (younger children)

Your local pharmacist – here to help your little ones

Did you know that your local pharmacist can provide expert advice and treatment for some of the most common conditions without you needing to see a GP first. They can even give you prescription medicine if your child needs it.

They can help with:

- insect bites or stings – for ages 1+
- red, blistering rash (impetigo) – for ages 1+
- earache – for ages 1-17
- sore throat – for ages 5+

Prescriptions are free for children aged 15 and under.



If your child has any of these symptoms, think pharmacy first! Visit www.nhs.uk/thinkpharmacyfirst

Blog

Your local pharmacist is here to help this summer

Written by local pharmacist [insert name]

If you need health advice this summer, your local pharmacy is a good place to start. In many cases, you can walk in, speak to a trained healthcare professional and get advice and treatment on the same day. If needed, we can also point you in the right direction for other local services. As a community pharmacist, my team and I are here to help you get the care you need.

Many people are surprised that a community pharmacist can give prescription medicine for some of the most common conditions without you needing to see a GP first. We can help with infected bites and stings, sore throats and earache. Women aged 16 to 64 can get help with urinary tract infections, and we can also provide the contraceptive pill and emergency contraception too.

For prescription medication such as antibiotics, normal NHS prescription charges apply. If you usually qualify for free prescriptions or are getting oral contraception, this will be free.

Some pharmacies are also offering free Covid-19 vaccinations until 30 June 2026. If you are aged 75 or over, or have a weakened immune system, you may be eligible. Protection against Covid-19 reduces over time, so topping it up helps you stay well. You can book through the [NHS App](#), the [NHS website](#), or by calling 119 for free. Some pharmacies also offer [walk-in appointments](#).

Pharmacies can also help you keep an eye on your long-term health. If you are aged 40 or over, you may be able to get a free blood pressure check. High blood pressure often has no symptoms, so checking it early can help prevent more serious problems later on. Find your nearest pharmacy that offers free blood pressure checks on the [NHS website](#).

If you have a minor health concern this summer, your local pharmacy is a great place to start. Think pharmacy first and let your community pharmacy team help you get the care you need.

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.

