

PUBLIC HEALTH CAMPAIGNS

July 2016

BE CLEAR ON CANCER

Monday 11 July 2016 – Friday 12 August 2016

Be Clear On Cancer is a contractual national community pharmacy public health campaign so it is compulsory for all community pharmacies in Wales to take part in the campaign in some way

- You should have received your Campaign Pack by the time you get this mailing. If you have not received it, please inform by email to sian.howell3@wales.nhs.uk
- Campaign Dispensing bags are arriving separately from the Campaign Packs
- Materials can be viewed and downloaded to print extra copies from the CPW website at <http://www.cpwales.org.uk/Contractors-Area/Public-Health-Campaign/Be-Clear-on-Cancer/Be-Clear-on-Cancer.aspx>
- A WCPPE webinar on the campaign from 14th June can be viewed at <https://www.wcppe.org.uk/learning/public-health-campaigns>
- The purpose of the campaign is to identify people over 50 who have had a persistent cough for 3 weeks or more, or have been coughing blood or suffering from breathlessness or have had recurrent chest infections, and to encourage these to visit their GP to be checked out for early symptoms of lung cancer so that it can be treated if need be.
- If you have a Twitter account then please Tweet photos of the campaign materials in store with your staff team. Use the hashtag #BeClearOnCancer
- If you do not have a Twitter account please email photos to info@cpwales.org.uk and we will promote them as well
- For each patient with whom you have a relevant conversation please fill in the Evaluation form and send all the completed ones back with your prescriptions

NHS Wales / GIG Cymru display Logo

- From Thursday 14th July all community pharmacies in Wales will receive a window sticker of the bilingual NHS Wales logo and one with the logo and the declaration **NHS WALES SERVICES AVAILABLE HERE / GWASANAETHAU GIG CYMRU AR GAEL YMA**
- These are for display on external facing windows or front doors, as suitable in your particular store
- This is part of a Welsh Government initiative to promote NHS primary care services and to make clear that NHS services are in high streets as well as in hospitals
- Opticians and dentists providing NHS services are also being given the displays
- Please tweet photos of the logo in your pharmacy window or email photos to info@cpwales.org.uk Use the hashtag [#NHSWales](https://twitter.com/NHSWales) [#GIGCymru](https://twitter.com/GIGCymru)

**For comments or queries on anything in this Newsletter
please contact info@cpwales.org.uk**