

USE OF NHS WALES LOGO

Guidance to contractors



Community
Pharmacy Wales
Fferylliaeth
Gymunedol Cymru

Contractors will be aware of the following in relation to the publicising of NHS Wales Services as included in the Clinical Governance requirements for community pharmacies in Wales:

Publicising NHS Wales Services

- "(ii) a requirement that the chemist publicises the NHS services that are available at or from his pharmacy,)*
- (iia) a requirement that where the chemist publicises the NHS services that are available at or from the chemist's pharmacy (whether the chemist is producing their own publicity material or advertising services in material published by another person), the chemist does so in a manner which makes clear that the services are funded as part of the health service," (paragraph 25(2)(a), Schedule 2).*

Contractors are required to publicise all NHS services that are provided at or by their pharmacy, this will include enhanced services where this is agreed by the LHB. As with the practice leaflet, community pharmacy contractors and LHBs should take a balanced view to the need to amend publicity in response to commissioning decisions.

*The requirement has been extended to ensure that when contractors publicise NHS services provided at or by the pharmacy, it is made clear that those services are **"funded by NHS Wales"**. This means that while they are free for patients at the point of delivery, it should be clear that the services are in fact paid for by NHS Wales and not the pharmacy. Contractors should review future advertising to ensure they comply with this requirement. The requirement covers all forms of publicity media including radio and TV advertising.*

When preparing publicity materials related to NHS services contractors must be mindful of NHS brand guidelines.

Following queries from contractors in relation to the use of the NHS Wales logo, CPW has received from Welsh Government updated guidance.

The full brand guidelines can be accessed on the CPW website at <http://www.cpwales.org.uk/Contractors-Area/Pharmacy-Contact---Services/Essential-Services.aspx>, the guidance states:

If you have been commissioned to undertake work for NHS in Wales, or offer a service in conjunction with the NHS in Wales you may use the NHS Wales logo on or in your publications, information leaflets, posters and other items; provided that you do so in accordance with these guidelines.

Your permission to use the NHS in Wales logo is subject to the following conditions:

- *That you display the NHS in Wales logo alongside your own branding where possible, and follow the guidelines for size and placement of the NHS in Wales logo. The NHS in Wales logo does not have to take prominence as the main brand placement*
- *If you are a service provider commissioned by a Health Board or NHS in Wales to carry out work for that Health Board or NHS in Wales, you must contact the relevant contract holder to discuss any logo placement and branding use prior to the NHS in Wales logo being placed on any items. This is to maintain the integrity of the NHS brand. The NHS in Wales logo may not be used for profit or commercial gain*
- *If you have been commissioned to provide services for NHS in Wales, you may (unless directed otherwise) advertise the fact that you provide services for NHS in Wales (or a particular Health Board), but you are not permitted to use the NHS in Wales logo for direct marketing purposes or for advertising your own business or the services you offer*
- *You must not use the NHS in Wales logo in any manner which could adversely affect the reputation of NHS Wales or any Health Board or could be detrimental to the NHS in Wales logo*
- *NHS Wales may withdraw consent to your use of the NHS in Wales logo in the event that you breach and/or fail to comply with these guidelines or any other directions provided to you in relation to your use of the NHS in Wales logo. You may be required to withdraw and/or destroy any non-compliant materials.*

For further information or to request any of the NHS in Wales logos please contact health.enquiries@wales.gsi.gov.uk

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