



Dear Colleague

## **ADDITIONAL PHARMACEUTICAL SERVICES: PUBLIC HEALTH SERVICE POSTER CAMPAIGNS**

### **Purpose**

1. This Circular informs NHS Boards and community pharmacy contractors of the Public Health Service (PHS) poster campaign programme for 2010-11 agreed with Community Pharmacy Scotland and attached as an Annex to this Circular.

### **Detail**

2. The posters help to support key NHS public health messages. The Scottish Government intends to review the effectiveness of the PHS posters to inform plans for 2011 onwards.

3. As in previous years, CJC Media will distribute the posters to community pharmacies at the appropriate times. Any broken PHS poster holders should be reported directly to CJC Media for repair/replacement by telephoning 0141 420 3999.

### **Action**

4. NHS Boards are asked to copy this circular to all community pharmacy contractors on their pharmaceutical lists.

Yours sincerely

**FRANK STRANG**  
Deputy Director

14 May 2010

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#### **Addresses**

##### For action

Chief Executives, NHS Boards

##### For information

Chief Executive, NHS NSS

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#### **Enquiries to:**

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**PHS Health Promotion Campaigns for 2010-11 – provisional list\***

<b>Prescription charges</b>	<b>29 March–2 May 2010</b>
<b>Bowel screening</b>	<b>3 May-13 June 2010</b>
<b>Care Information Scotland</b>	<b>14 June-25 July 2010</b>
<b>Smoking</b>	<b>26 July-5 September 2010</b>
<b>Antibiotics</b>	<b>6 September-17 October 2010</b>
<b>Seasonal Flu</b>	<b>18 October-21 November 2010</b>
<b>Hand Hygiene</b>	<b>22 November-2 January 2011</b>
<b>Adverse drug reactions</b>	<b>3 January-13 February 2011</b>
<b>Prescription charges TBC</b>	<b>14 February-20 March 2011</b>

\*This list is subject to ongoing review.