



Dear Colleague

Public Health Service Poster Campaigns 2016/17 Update

Summary

1. This circular informs NHS Boards and community pharmacy contractors of the Public Health Service (PHS) poster campaign topics for the remainder of the 2016/17 financial year.
2. The campaign schedule is attached at **Annex A**.

Background

3. NHS circulars [PCA \(P\) \(2016\)9](#), issued on 24 May 2016, provided the poster campaign schedule up until January 2017.

Details

4. Tactical Media will distribute the materials to community pharmacies at the appropriate times.
5. Any broken PHS poster holders should be reported directly to Tactical Media for repair/replacement either by telephoning 0800 694 0810 or emailing cps@tacticalmedia.co.uk.
6. The content of this Circular has been agreed with Community Pharmacy Scotland.

Action

7. NHS Boards are asked to copy this Circular to all community pharmacy contractors on their pharmaceutical list.

Yours sincerely

Rose Marie Parr
Chief Pharmaceutical Officer/
Deputy Director Pharmacy & Medicines Division

7 December 2016

Addresses

For action

Chief Executives, NHS Boards

For information

NHS Directors of Pharmacy

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ANNEX A

Public Health Service Poster Campaigns for remainder of 2016-17

14 December – 10 January	Be Healthwise this Winter
11 January – 7 February	Tobacco Cessation
8 February – 6 March	Diabetes
7 March – 3 April	Be Healthwise this Easter