

Get involved in the campaign for community pharmacy's future

Dear Colleagues

You have probably heard by now about a campaign for community pharmacy's future. This is being organised in response to the Government's plans for community pharmacy, including a 6% reduction in funding, which it announced last year.

The plans could lead to some pharmacies needing to close and LPCs and national pharmacy organisations are very concerned about the impact on pharmacies and the patients we serve.

The campaign for community pharmacy is being coordinated by the national pharmacy organisations and you may have heard about the petitions, press coverage and [supportyourlocalpharmacy](#) website. The campaign is gathering momentum and your LPC has been supporting it.

This week we need your help!

Everyone working in community pharmacy can get involved in the campaign now in a number of ways, whether it is tweeting examples of the brilliant care you are giving, persuading patients to sign the Downing Street petition, or taking part in a local media interview.

Here are some of the ways that you can get involved this week:

1. **Get on social media:** the second [@WePharmacists](#) '24 hours in pharmacy' Twitter event takes place on Thursday 24th March. For 24 hours pharmacists and pharmacy technicians are invited to tweet their activities using the hashtag #pharmacy24. This year you are invited to share your pictures on Instagram and Facebook too. Don't forget to link in to the campaign as well by using the hashtag #lovemypharmacy. Share anything you like to show how much of a positive difference you are making to your patients. Here are some draft tweets to get you started.
2. **Back the Downing Street petition:** Independent pharmacies will have received campaign packs from the NPA in wholesaler deliveries this week. You can use these to help promote the campaign in the pharmacy, asking patients to sign the petition and directing them to the [supportyourlocalpharmacy.org](#) website. [Any pharmacies needing materials for this can download and print them from that website.] Don't forget that in addition to the Downing Street petition you and your patients can also sign up to the e-petition at: tinyurl.com/supportyourlocalpharmacy.
3. **Update your email signature:** show your support by adding a promotional piece to your email signature. Find the template created by PSNC and the other national pharmacy bodies on the "How can you help?" page of PSNC's campaign hub (psnc.org.uk/campaign).
4. **Collect and share your case studies or volunteer to help:** Collect case studies that demonstrate where you have offered exceptional care to patients. These can be emailed to us at lovemypharmacy@derbyshirelpc.org or campaign@psnc.org.uk. Or, if you have been media trained and would like to get involved in local media interviews, please let us know.
5. **Take a short survey:** In support of this year's event the RPS wants to capture and record information about the wide range of patient-focused activities pharmacists carry out every day. To do this they are asking pharmacists to complete this [short survey](#) and tell them about key interventions you have undertaken and services you have provided during the last week that had a demonstrable impact on improved patient safety and care. The RPS want to share these stories and statistics as broadly as possible to illustrate the valuable contribution of pharmacy to the NHS.

Whatever you can manage, this week is the time to really get behind the campaign. We would love to hear how you are getting on so please share your stories (and photos) with the LPC either by email (lovemypharmacy@derbyshirelpc.org) or on social media (tweet @DerbyshireLPC and use #lovemypharmacy).

