

PRESS RELEASE



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PSNC CREATES TOOLKIT TO HELP LPCS ENGAGE WITH THEIR LOCAL COMMUNITIES

23 June 08: PSNC has launched a regional media toolkit to help LPCs raise awareness of pharmacy-led health care services available in local communities, through engagement with the local media. The toolkit was launched at the annual LPC Secretaries meeting earlier this month.

The regional media toolkit includes a guide for engaging with the regional media, key messages and suggested Q&As, a template press release focusing on NHS 60 as a media hook and a template petition to encourage local patients to support their local pharmacy.

Sue Sharpe, PSNC Chief Executive, said:

“Everyone involved in pharmacy is aware that the profession now offers a number of healthcare services beyond dispensing medicines. We want to encourage LPCs and community pharmacy contractors to do more to increase awareness among patients and the wider public. If used effectively, this toolkit can help LPCs use their local and regional media to raise awareness of the accessibility of pharmacy and the wide range of pharmacy services available to patients.

“With the recent White Paper making recommendations for new “directed enhanced services”, patients can expect to see even more services available to them, such as managing minor ailments and vascular checks. This toolkit will help pharmacists demonstrate to their local communities that pharmacy is already successfully delivering a number of health care services and that the profession has the skills and experience to deliver the services proposed in the White Paper.

“I hope that by making use of this toolkit, LPCs will be able to profile the value that pharmacy provides to their local communities and encourage more patients to make use of the services available to them.”

PSNC will also provide LPC secretaries with further template press releases throughout the year, in a bid to encourage continuing engagement with local and regional media.

-Ends-

Notes to Editors

1. PSNC (The Pharmaceutical Services Negotiating Committee) is the body that represents community pharmacies in England and Wales on NHS matters.
2. For information on the new services available from community pharmacies please visit www.psn.org.uk/contract.