

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](mailto: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

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### 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