

How to increase uptake of Pharmacy First

We know that the provision of Pharmacy First varies considerably. Here are a few ideas to help you increase the number of consultations in your pharmacy.

Promote the service locally:

Use these [editable resources](#) from CPE to promote the service locally:

- Add your pharmacy logo to the posters and display in your pharmacy. Ask local schools, colleges, community centres, libraries, leisure centres etc if you could display on their notice boards.
- Edit the social media cards and share on your pharmacy accounts.
- Use the graphics on digital screens in your pharmacy. There are also versions for GP practices, ask your local surgery if they would display them.
- These resources are aimed at schools and parents. *

[School holidays leaflet](#)

[School holidays social media](#)

[Term time leaflet](#)

*Thanks to Community Pharmacy Lincolnshire for these resources which we have amended for local use. If you would like the publisher files so you can add your pharmacy details contact Karen – supportofficer@cambslpc.org.uk

Work with local GP practices:

- If your local surgery is sending referrals arrange a regular catch up to discuss what is working well and what might need improving. This can catch any issues early before they become serious barriers
- If your surgery is not sending referrals talk to the practice manager/ and or reception team and find out why. Do they understand the service? Do they need training? Is the IT too 'clunky'? Are they concerned about pharmacy capacity? Are they worried about the referrals back to the practice?
- Try to work with the surgery to remove these barriers, if you can't contact Karen – supportofficer@cambslpc.org.uk for support

Finally send us some of the many positive patient stories (remove personal data) so we can share these on social media and with the ICB.