

# Get ahead

With new NHS funded training for community pharmacy



## NHS England Pharmacy Integration Programme

### Community pharmacy training promotion




#### MarComms Toolkit – launch June 2023


#### Notes

1. **All assets** are downloadable from shared drive HERE:  
[https://drive.google.com/drive/folders/1k0DFViMnrerIVEAjmLfceLVnRV7cj\\_eA?usp=sharing](https://drive.google.com/drive/folders/1k0DFViMnrerIVEAjmLfceLVnRV7cj_eA?usp=sharing)
2. The 4 main campaign images include **co-brandable versions** (see highlight below) – feel free to add your organisation's logo if preferred. Please contact us if you require co-brandable versions of any other assets.
3. **Key messages** are included for reference in **second section** following assets list below
4. Any questions, for help or to request a **word version** of this toolkit, please contact us at [scwcsu.phipyourviews@nhs.net](mailto:scwcsu.phipyourviews@nhs.net)

#### Contents



1. Online collateral
2. Communications copy and images
3. Social media
  - a. NHS WT&E (Workforce, Training and Education) social media handles – in order to **share** posts and content
  - b. suggested copy and assets to **create** posts and content
4. Printable assets (poster and flyer)
5. Other additional assets

Collateral	Copy	Thumbnail image (for ref)	File name and download link	Notes
<b>Strapline</b>	Get ahead With new NHS funded training for community pharmacy	N/A	N/A	
<b>1. Online collateral</b>				
<b>Web banner</b>	Get ahead With new NHS funded training for community pharmacy		<b>Webpage banner 1900x236px4</b> <a href="https://drive.google.com/file/d/1gshCCv3ICLhBNDYbhyBy8vRnO5xqZwDj/view?usp=share_link">https://drive.google.com/file/d/1gshCCv3ICLhBNDYbhyBy8vRnO5xqZwDj/view?usp=share_link</a>	<i>For use on websites / intranet pages as required</i>  <i>NB for specific dimensions contact: <a href="mailto:scwcsu.phipyourviews@nhs.net">scwcsu.phipyourviews@nhs.net</a></i>
<b>HEE landing page – community pharmacy training</b>	<a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a>  <b>Short link:</b> <a href="https://link.hee.nhs.uk/community-pharmacy-training">https://link.hee.nhs.uk/community-pharmacy-training</a>		N/A	<i>Direct all comms here.</i>  <i>This page signposts to all relevant training offers incl. the new Clinical Examination Skills (from CliniSkills)</i>
<b>CliniSkills landing page – NEW Clinical Examination Skills courses</b>	New Clinical Examination Skills course landing page: <a href="https://www.cliniskills.com/community-pharmacists/">https://www.cliniskills.com/community-pharmacists/</a>		N/A	<i>As above – preferred option is to <b>send all comms to landing page above</b>. BUT this is URL if you wish to highlight Clinical Examination Skills course ONLY</i>



2. Communications copy and images				
<p><b>4 main campaign images – single strapline</b></p> <p><b>***including co-brandable versions</b></p>	<p><b>Get ahead</b> with new NHS funded training for community pharmacy</p>		<p><b>NHS CP Training MAIN CAMPAIGN IMAGES:</b></p> <p><a href="https://drive.google.com/drive/folders/1UpPtKUmSyPhS8DXJmwayXAWisaMYX7ga?usp=share_link">https://drive.google.com/drive/folders/1UpPtKUmSyPhS8DXJmwayXAWisaMYX7ga?usp=share_link</a></p> <p><b>NHS CP Training MAIN CAMPAIGN IMAGES CO-BRANDABLE:</b></p> <p><a href="https://drive.google.com/drive/folders/19dMv04v3GsBsL-1P7fEQrawXwy_xLopG?usp=drive_link">https://drive.google.com/drive/folders/19dMv04v3GsBsL-1P7fEQrawXwy_xLopG?usp=drive_link</a></p>	<p><i>Full set of main campaign images. Further images will be available for later stages of the campaign.</i></p> <p><i>NB please ensure accompanying copy includes URL link <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a></i></p>
<p><b>Intranet / newsletter page copy – short</b></p> <p>(use with one of main campaign images)</p>	<p>New, fully funded, flexible training to expand your clinical skills and improve patient care is now available. Courses include <b>Clinical Examination Skills</b> and <b>Independent Prescribing</b>.</p> <p>Visit <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a> for more information and to register.</p>	<p>N/A</p>	<p>N/A</p>	<p><i>Suggested copy to carry on your intranet linking to HEE landing page above.</i></p> <p><i>NB recommend including one of main campaign images above</i></p>



<p><b>Intranet image and page copy</b> – longer</p>	<p>New, fully funded, flexible training for community pharmacists is now available to help expand your clinical skills and improve patient care.</p> <p>Courses include:</p> <p><b>Clinical Examination Skills</b> – offering a step towards Independent Prescribing and an opportunity to gain new specialist skills to increase your NHS role or to expand and refresh your diagnostic and consultation skills if you're already an IP.</p> <p>Training is tailored to your skills, experience and individual learning requirements.</p> <p>Complete the gateway module in approximately 1 hour online, followed by one of four specialist modules in cardiology, paediatrics, ENT or dermatology.</p> <p>Optional in-person, practical training sessions are also available.</p> <p><b>Independent Prescribing</b> - training to support patients from diagnosis to prescribing, providing advice and follow-up, and preparing to provide clinical care.</p> <p>Courses are offered by a range of universities and education providers.</p> <p>Visit <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a> for more information and to register.</p>	<p>N/A</p>	<p>N/A</p>	<p><i>As above</i></p>
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<p><b>Newsletter copy</b></p>	<p>Community pharmacy staff are being offered a range of fully funded, flexible training to expand your clinical skills and improve patient care.</p> <p>Courses include <b>Clinical Examination Skills</b> and <b>Independent Prescribing</b>.</p> <p>Build your pharmacy future with specialist modules tailored to your skills, experience and individual learning requirements. Complete the <b>Clinical Examination Skills</b> gateway module in approximately 1 hour online, followed by one of four specialist modules in cardiology, paediatrics, ENT or dermatology.</p> <p>Optional in-person, practical training sessions are also available.</p> <p>Find out more and register for <b>Clinical Examination Skills</b> training OR <b>Independent Prescribing</b> courses <b>HERE</b> (hyperlink to <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a>) for more information and to register.</p>	<p>N/A</p>	<p>N/A</p>	<p><i>Suggested copy to carry in your internal comms / newsletters, linking to page above</i></p> <p><i>Drop para 3 if shorter copy required, but please include 'Find out more...' and URL</i></p>
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3a. Social Media profiles: NHS England Workforce, Training and Education profiles				
Twitter Facebook Instagram LinkedIn	@NHSE_WTE @nhsewte @nhs_wte @Health Education England	<a href="https://twitter.com/NHSE_WTE">https://twitter.com/NHSE_WTE</a> <a href="https://www.facebook.com/nhsewte">https://www.facebook.com/nhsewte</a> <a href="https://www.instagram.com/nhse_wte/">https://www.instagram.com/nhse_wte/</a> <a href="https://www.linkedin.com/company/nhse-wte/">https://www.linkedin.com/company/nhse-wte/</a>		
3b. Social Media suggested copy and assets				
Twitter card and post copy 1	Fully funded, flexible training for community pharmacists to expand your clinical skills and improve patient care. Find out more <b>HERE</b> <a href="https://link.hee.nhs.uk/community-pharmacy-training">https://link.hee.nhs.uk/community-pharmacy-training</a>  <b>suggested tags</b> - tag image as required to meet character limit:  @davidwebb_1 @TheGPhC @rpharms @CCApharmacy @AIMpharmacies @LeylaHannbeck @NPA1921 @the_pda		NHS CP Training Twitter Card1.jpg  <a href="https://drive.google.com/file/d/1J7laqf7PPhCIDtsbjYvB0hd9ofUSeeEJ/view?usp=share_link">https://drive.google.com/file/d/1J7laqf7PPhCIDtsbjYvB0hd9ofUSeeEJ/view?usp=share_link</a>	
Twitter card and post copy 2	Step towards Independent Prescribing and gain new specialist clinical skills to increase your NHS role and support your community. Find out more <b>HERE</b>  <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a>		NHS CP Training Twitter Card2.jpg  <a href="https://drive.google.com/file/d/1r_Vj9qiyC6N0ydc3wadF70X0pyi5JDbs/view?usp=share_link">https://drive.google.com/file/d/1r_Vj9qiyC6N0ydc3wadF70X0pyi5JDbs/view?usp=share_link</a>	




	<p><b>suggested tags</b> - tag image as required to meet character limit:</p> <p>@davidwebb_1          @TheGPhC          @rpharms          @CCApharmacy          @AIMpharmacies @LeylaHannbeck          @NPA1921          @the_pda</p>			
<p><b>Instagram card</b> and post copy 1</p>	<p>Fully funded, flexible training for community pharmacists to expand your clinical skills and improve patient care. Access the training and further information via the <b>link in bio</b></p> <p><b>suggested tags:</b>          @pharmacistsdefenceassociation          @rpharms          @npa_1921</p> <p><b>suggested hashtags:</b>          #communitypharmacy          #communitypharmacists          #pharmacists          #pharmacy          #medicine          #medication          #communityhealthcare          #prescription          #independentprescriber          #independentprescribing          #healthcareservices          #pharmacylife          #pharmacyservices          #chemist</p>	 <p>The image is a promotional graphic for NHS CP Training. It features a woman in a pink top and a man in a white lab coat (NHS staff) interacting with a patient. The text 'Get ahead' is prominently displayed in a green arrow shape, with a subtext 'With new NHS funded training for community pharmacy.' The NHS logo is in the top right corner.</p>	<p><b>NHS CP Training Instagram 1.jpg</b></p> <p><a href="https://drive.google.com/file/d/1yNNF0OF5hMotk81rPaRjBoMwtscnvt73/view?usp=share_link">https://drive.google.com/file/d/1yNNF0OF5hMotk81rPaRjBoMwtscnvt73/view?usp=share_link</a></p>	<p>Link in bio  <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a></p>

<p><b>Instagram card</b> and post copy 2</p>	<p>Gain new specialist clinical skills to increase your NHS role and support your community. Find out more about this fully funded, flexible training via the <b>link in bio</b></p> <p><b>suggested tags:</b>  @pharmacistsdefenceassociation  @rpharms @npa_1921</p> <p><b>suggested hashtags:</b>  #communitypharmacy  #communitypharmacists  #pharmacists  #pharmacy  #medicine  #medication  #communityhealthcare  #prescription  #independentprescriber  #independentprescribing  #healthcareservices  #pharmacylife  #pharmacyservices  #chemist</p>		<p><b>NHS CP Training Instagram 2.jpg</b></p> <p><a href="https://drive.google.com/file/d/1ydzyBCIUWH5IO1kk0bEO7NSmFtMlkPDJ/view?usp=share_link">https://drive.google.com/file/d/1ydzyBCIUWH5IO1kk0bEO7NSmFtMlkPDJ/view?usp=share_link</a></p>	<p>Link in bio  <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a></p>
<p><b>Facebook image</b> and post copy 1</p>	<p>Community pharmacists – sign up for fully funded, flexible training to expand your clinical skills and improve patient care.  Find out more <b>HERE</b>  <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a></p> <p><b>suggested tags:</b></p>		<p><b>NHS CP Training Facebook image 1.jpg</b></p> <p><a href="https://drive.google.com/file/d/1rXkUYrugBKZ3JQERXAUSk-cDdwtLIw-N/view?usp=drive_link">https://drive.google.com/file/d/1rXkUYrugBKZ3JQERXAUSk-cDdwtLIw-N/view?usp=drive_link</a></p>	

	<p>@NPA National Pharmacy Association          @The Pharmacists' Defence Association          @Royal Pharmaceutical Society          @Company Chemists' Association - CCA</p>			
<p><b>Facebook</b> image and post copy 2</p>	<p>Gain new specialist clinical skills to increase your NHS role and support your community. Find out more <b>HERE</b>  <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a></p> <p><b>suggested tags:</b>          @National Pharmacy Association          @The Pharmacists' Defence Association          @Royal Pharmaceutical Society          @Company Chemists' Association - CCA</p>	 <p>The image shows a woman in a blue hijab and NHS uniform smiling. A green arrow graphic points to the right with the text 'Get ahead' and 'With new NHS funded training for community pharmacy.'</p>	<p><b>NHS CP Training</b>  <b>Facebook image 2.jpg</b></p> <p><a href="https://drive.google.com/file/d/1tKD-H7deboLi5w0ag_0ciNCINt1zDUul/view?usp=drive_link">https://drive.google.com/file/d/1tKD-H7deboLi5w0ag_0ciNCINt1zDUul/view?usp=drive_link</a></p>	
<p><b>LinkedIn</b> image and post copy 1</p>	<p>Community pharmacy staff are being offered a range of fully funded, flexible training to expand your clinical skills and improve patient care.</p> <p>New courses include <b>Clinical Examination Skills</b> and <b>Independent Prescribing</b>.</p> <p>Build your pharmacy future with specialist modules tailored to your skills, experience and individual learning requirements.</p> <p>Find out more <b>HERE</b></p>	 <p>The image shows a male pharmacist in a white coat interacting with an elderly female patient. A green arrow graphic points to the right with the text 'Get ahead' and 'With new NHS funded training for community pharmacy.'</p>	<p><b>NHC CP Training</b>  <b>LinkedIn image 1</b></p> <p><a href="https://drive.google.com/file/d/17wqwcrucYfOhy8zjIRa95txWHd1c1YXO/view?usp=share_link">https://drive.google.com/file/d/17wqwcrucYfOhy8zjIRa95txWHd1c1YXO/view?usp=share_link</a></p>	

	<p><a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a>)</p> <p><b>Suggested tags:</b>            @David Webb            @General Pharmaceutical Council (GPhC)            @NPA National Pharmacy Association            @The Pharmacists' Defence Association            @Leyla Hannbeck            @Company Chemists' Association</p> <p><b>suggested hashtags:</b>            #pharmacy            #pharmacists            #communitypharmacy            #communitypharmacists            #communityhealthcare</p>			
<p><b>LinkedIn</b> image and post copy 2</p>	<p>Community pharmacists - gain new specialist clinical skills to increase your NHS role and support your community.</p> <p>To find out more and to register for fully funded, flexible training including <b>Clinical Examination Skills</b> and <b>Independent Prescribing</b> click <b>HERE</b>  <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a>)</p> <p><b>Suggested tags:</b>            @David Webb            @General Pharmaceutical Council (GPhC)            @NPA National Pharmacy Association            @The Pharmacists' Defence Association            @Leyla Hannbeck</p>		<p>NHC CP Training LinkedIn image 2</p> <p><a href="https://drive.google.com/file/d/1nIXjZvUaYM9TwlGrMDQJifCGW2fMXxe/view?usp=drive_link">https://drive.google.com/file/d/1nIXjZvUaYM9TwlGrMDQJifCGW2fMXxe/view?usp=drive_link</a></p>	

	<p>@Company Chemists' Association</p> <p><b>suggested hashtags:</b>  #pharmacy  #pharmacists  #communitypharmacy  #communitypharmacists  #communityhealthcare</p>			
WhatsApp / Telegram groups message	<p>Community pharmacists – new, fully funded, flexible training to expand your clinical skills and improve patient care. Visit <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a> to find out more and register.</p>		<p><b>NHS CP Training MAIN CAMPAIGN IMAGES</b></p> <p><a href="https://drive.google.com/drive/folders/1UpPtKUmSyPhS8DXJmwayXAWisaMYX7ga?usp=share_link">https://drive.google.com/drive/folders/1UpPtKUmSyPhS8DXJmwayXAWisaMYX7ga?usp=share_link</a></p>	<p><i>Suggested copy for posts on relevant community pharmacy WhatsApp and Telegram groups</i></p> <p><b>NB recommend including one of main campaign images above</b></p>
<b>4. Printable assets</b>				
A4 printable poster (2 versions)	<p>Get ahead with new NHS funded training for community pharmacy.</p> <p>Courses include <b>Clinical Examination Skills</b> and <b>Independent Prescribing</b>.</p> <p>Visit <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a> for more information and to register.</p> <p><b>**QR Code**</b></p>		<p><b>NHS CP Training A4 POSTER printable</b></p> <p><a href="https://drive.google.com/drive/folders/1VnYneyjpxDDFB46Wv-Caid7fh31JGe_f?usp=drive_link">https://drive.google.com/drive/folders/1VnYneyjpxDDFB46Wv-Caid7fh31JGe_f?usp=drive_link</a></p>	

<p>A6 printable postcard flier (1 sided) 2 versions</p>	<p>Get ahead with new NHS funded training for community pharmacy.</p> <p>Flexible training to expand your clinical skills and improve patient care.</p> <p>Courses include <b>Clinical Examination Skills</b> and <b>Independent Prescribing</b>.</p> <p>Visit <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a></p> <p><b>**QR code**</b></p>		<p><b>NHS CP Training A6 FLYER printable</b></p> <p><a href="https://drive.google.com/drive/folders/1oo5mjAlfLAmVYhrQPb95pENTXiFgE0pP?usp=drive_link">https://drive.google.com/drive/folders/1oo5mjAlfLAmVYhrQPb95pENTXiFgE0pP?usp=drive_link</a></p>	
<b>5. Other additional collateral</b>				
<p>e-signature image and link</p>	<p>Find out more about new, fully funded, flexible training for community pharmacy</p>		<p><b>NHS CP Training EMAIL SIGNATURE</b></p> <p><a href="https://drive.google.com/drive/folders/1MF2q4ZqzxKTNfzswUdteWKMcq70rXpwl?usp=drive_link">https://drive.google.com/drive/folders/1MF2q4ZqzxKTNfzswUdteWKMcq70rXpwl?usp=drive_link</a></p>	<p>Optional email signature – recommend <b>hyperlinked image</b>, with link to <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a></p>
<p>QR code</p>	<p>N/A</p>		<p><b>NHS CP Training QR code</b></p> <p><a href="https://drive.google.com/file/d/1fluhYLgDxfApur_nNiiG1HwsoSK-Pvw/view?usp=drive_link">https://drive.google.com/file/d/1fluhYLgDxfApur_nNiiG1HwsoSK-Pvw/view?usp=drive_link</a></p>	<p>For use as required. Links to main landing page: <a href="https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training">https://www.hee.nhs.uk/our-work/pharmacy/community-pharmacy-training</a></p>

# NHS England Pharmacy Integration Programme

## Community pharmacy training promotion

### Key Messages - for reference

Overarching messaging – community pharmacy training		
	Pharmacists	Pharmacy employers (small/independent, medium and large)
<b>Strapline and primary message</b>	<p>Get ahead with new NHS funded training for community pharmacists</p> <p>Get ahead with NHS funded training in <b>Clinical Examination Skills</b> and <b>Independent Prescribing</b></p> <p><i>If and when additional courses become available:</i></p> <p>Get ahead with NHS funded training in <b>Clinical Examination Skills, Independent Prescribing</b>, and more</p>	<p>Get ahead with new NHS funded training for community pharmacists</p> <p>Help your team grow with NHS funded training in <b>Clinical Examination Skills</b> and <b>Independent Prescribing</b></p> <p><i>If and when additional courses become available:</i></p> <p>Help your team grow with NHS funded training in <b>Clinical Examination Skills, Independent Prescribing</b> and more</p>
<b>Message 2</b>	Fully funded, flexible training for community pharmacists to expand your clinical skills and improve patient care	Fully funded, flexible training for community pharmacists to expand clinical skills and improve patient care

Key messages – Clinical Examination Skills Training		
	Pharmacists	Pharmacy employers (small/independent, medium and large)
<b>Message 1</b>	Step towards Independent Prescribing and gain new specialist clinical skills to increase your NHS role and support your community.	Prepare for Independent Prescribing and increase your pharmacy team's role and impact in the community.
<b>Message 2</b>	Build your pharmacy future with fully funded, flexible training tailored to your skills, experience and individual learning requirements.	Fully funded, flexible training tailored to your team members' experience and learning requirements to gain new specialist clinical skills.
<b>Message 3</b>	Complete the gateway module in approximately 1 hour online, followed by one of four specialist modules in cardiology, paediatrics, ENT or dermatology.  Optional in-person, practical training sessions are also available.	Pharmacists can complete the gateway module in approximately 1 hour online, followed by one of four specialist modules in cardiology, paediatrics, ENT or dermatology.  Optional in-person, practical training sessions are also available.
<b>Message 4</b>	This training is also relevant if you're an Independent Prescriber looking to expand or refresh your diagnostic and consultation skills.	This training is also relevant to Independent Prescribers looking to expand or refresh their diagnostic and consultation skills.

**Ends**