

21 October 2025 (#12)

## Pharmacy First Campaign

Message from NHS England in the Midlands

National comms plan to support Pharmacy First.

This coincides with "winter pressures" comms **AND** the mandatory public health campaign (starting this week).

Please find attached the PF campaign slides.

Thank you.

PF Campaign slides

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**Exciting News!**  
**Our Brand-New CP BSOL Website is Live!**  
**Take a look!**

<https://birmingham-solihull.communitypharmacy.org.uk>



### **Lets get social**

Please encourage your team to **like and share** our pages to maximise exposure.

Posts are supportive of all Birmingham & Solihull pharmacy contractors highlighting activity/services/care that the people of Birmingham & Solihull may not necessarily associate with Community Pharmacies.

### **Keep In Touch**

[Report Generic Medicine Supply Issue](#)

[Report Branded Medicine Supply Issue](#)

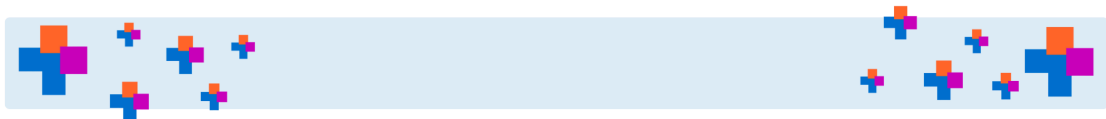
[Report Appliance Supply Issue](#)

[Contact Community Pharmacy Birmingham and Solihull](#)

CHECK [CPM](#) website for latest news and updates

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