



30 January 2026 (#24)

## **Key Contractor Reminders**

### **Pharmacy First Campaign**

As part of the [Community Pharmacy Contractual Framework \(CPCF\) 2025/26](#) pharmacy contractors are required to take part in two national health campaigns promoting the Pharmacy First service to the public.

The second campaign runs from 2 - 22 February 2026. Contractors can meet the requirements of the campaign through any of the following activities:

- Displaying posters, leaflets or other promotional materials at the pharmacy. It would be great to have a New Year Refresh of the Healthy Living Zone whilst supporting this mandatory campaign
- Information on your pharmacy's website;
- Information posted on your pharmacy's social media channels; and
- Including information in emails or SMS sent to patients.

Updated digital materials are available for use [on the DHSC Campaign Resource Centre](#).

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### **PQS Audit**

Contractors participating in the 2025/26 Pharmacy Quality Scheme are reminded they have until 3 February 2026 to begin the Pharmacy Quality Scheme (PQS) Antimicrobial Stewardship – Pharmacy First consultations - Clinical Audit. [Guidance](#) is available to support completion. Anonymised data captured during the audit should be submitted using the online data collection tool by 31 March 2026. The tool can be accessed via the [NHSBSA Manage your service \(MYS\) portal](#).

**Exciting News!**  
**Our Brand-New CP BSOL Website is Live!**  
**Take a look!**  
<https://birmingham-solihull.communitypharmacy.org.uk>

**Keep In Touch**

[Report Generic Medicine Supply Issue](#)

[Report Branded Medicine Supply Issue](#)

[Report Appliance Supply Issue](#)

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

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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.



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