



9 February 2026 (#8)

Pharmacy First Winter Toolkit - Three Minor Ailments

Further support to raise awareness of the Pharmacy First mandatory campaign in February.

With a focus on the 3 key clinical pathway conditions which are part of the **national** campaign.

Pharmacy First Winter Campaign

Each winter, the NHS experiences increased demand from seasonal illnesses such as sore throat, earache and sinusitis.

Pharmacy First enables trained community pharmacists to assess and treat these minor conditions without a GP appointment, helping people access faster care while reducing pressure on GP and urgent care services.

National Campaign Focus

The mandatory Pharmacy First winter campaign, running until March, focuses on three key clinical pathway conditions:

1. Sore throat
2. Earache
3. Sinusitis

View the Pharmacy First toolkit for sore throat, earache and sinusitis

Exciting News!
For contractor information, please visit the CP BSOL website

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

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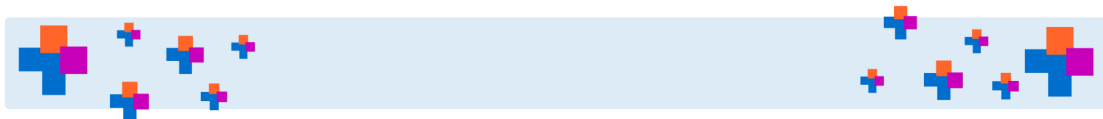
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