28 September 2026 (#15)

CPCF 2026/27: Mandatory National & Local Campaigns

Campaign materials for the two local campaigns will be posted directly to pharmacies from this week. Please look out for the delivery and display the posters provided to demonstrate support.

LOCAL CAMPAIGNS

The ICB has announced the following **two local campaigns** that contractors are required to support:

1. "Only Order What You Need" - Medicines Waste Reduction

1 October - 31 December 2026

Contractors will receive campaign collateral and a covering letter **posted directly to the pharmacy** over the coming days.

2. NHS App Repeat Ordering Campaign

Proposed timing: Either alongside the medicines waste campaign, with an extension, or **1 - 31 March 2027**

Further details and campaign materials will be provided directly to pharmacies.

Action: Once received, please **display the campaign posters** to demonstrate support for the local campaigns.

MANDATORY NATIONAL CAMPAIGNS

The following mandatory national health campaigns have been announced for **2026/27**:

October 2026 - Promoting Respect for Pharmacy Teams

The campaign aims to support the findings of our poll, which indicated that levels of violence and abuse experienced by community pharmacy teams are increasing.

Read the poll findings

CPE

February 2027 - Raising Awareness of the Pharmacy First Service

Campaign messages can be shared in a variety of ways, including:

• Posters
• Social media
• SMS communications

CP BSOL - Contractor Information

For contractor guidance, service updates, local resources, and information to support patients, please visit the CP BSOL website.

Visit CP BSOL Website

Community Pharmacy Birmingham & Solihull

Representing community pharmacy contractors across Birmingham and Solihull in partnership with the NHS Birmingham and Solihull Integrated Care Board and nationally with Community Pharmacy England.

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