



## NHSE South Region Community Pharmacy Public Health Campaign Pilot Summary - Act FAST (May/June 2018)

### Introduction

There were 280,309 strokes in the South region during 2016/17, making the need for public awareness of stroke and the Act FAST campaign an important public health issue (PHE Fingertips, 2018). During May and June 2018 at least 1715 (66%) community pharmacies in the South region took part and completed evaluations for the Act FAST public health campaign. The Act FAST campaign was the first of 3 public health campaigns being run in 2018 as part of a pilot partnership project between NHS England and Public Health England.

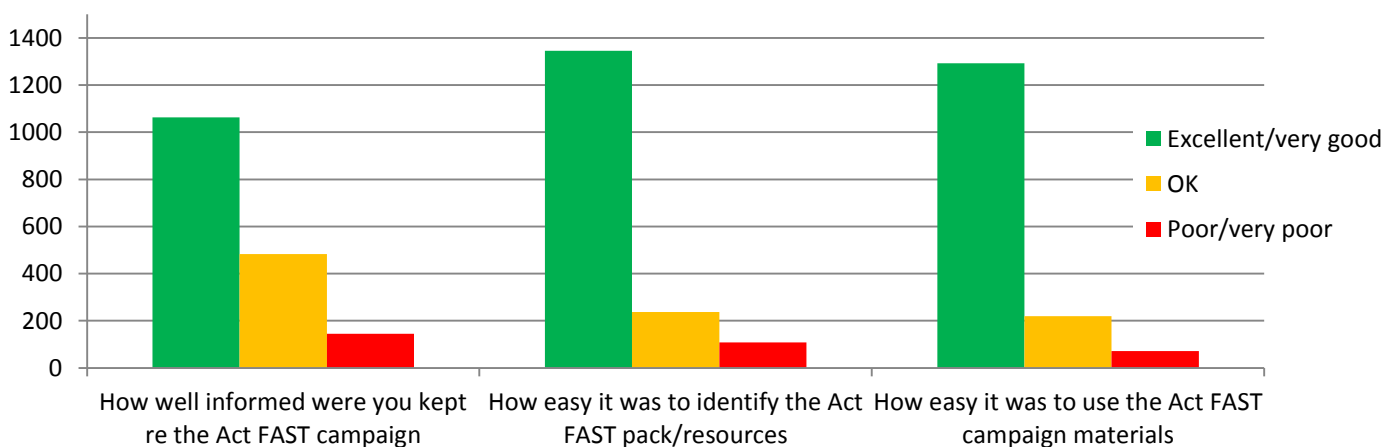
**Table 1 - Number of community pharmacies in each NHSE area who took part in the Act FAST campaign**

NHSE Area	South Southwest		Wessex	South central		South East						Total
Localities	DCIOS	BNSSG	Wessex	TV	BGSW	Kent	BH	E Sussex	Medway	Surrey	W Sussex	Total
Pharmacies	339	289	505	370	269	278	56	270	57	145	163	2584
Engagement	326	288	349	158	155	112	40	169	17	74	109	1715
Percentage	96	100	69	43	58	40	71	63	30	51	67	66%

### South region Act FAST campaign results

- 19394 conversations regarding the Act FAST campaign were recorded
- 9425 (49%) conversations occurred during Medicine Usage Reviews or New Medicine Service consultations
- 710 customers were signposted to GP or health services following stroke Act FAST conversations
- 101 pharmacies put on special events promoting the Act FAST campaign
- 96 pharmacies promoted the Act FAST campaign through social media channels
- 889 pharmacies requested online training to support future health campaigns

### How pharmacies rated the Act FAST campaign support information



### Campaign Impact

"A regular patient came in after the weekend when he suspected he had suffered a stroke. Symptoms matched perfectly with poster and an urgent referral was made to the GP with a positive diagnosis, further tests at the hospital and commencement of new meds for the patient".