



Protecting and improving the nation's health

## Health Promotion Campaign Evaluation Questionnaire

1. Name of pharmacy .....

2. What is your pharmacy post code?

3. What is your pharmacy code?

4. Did you display/use the Health Promotion Campaign materials?

Yes – Please go to question 6.

No – Please explain why you didn't take part in the BCOC campaign?

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5. Please provide name and contact details of the nominated lead for future health campaigns?

.....Questionnaire END

6. Who took ownership of the campaign in your pharmacy?

- a. Pharmacist
- b. Store manager
- c. Pharmacy technician
- d. Other staff member

7. Please provide contact details of the campaign lead?

Email address..... Phone Number .....

8. In order to monitor/improve the distribution route for campaign materials to pharmacies, please advise which of the below categories best fits your pharmacy:  
(check box – 1 only)

- Small chain & Independent
- Boots
- Morrison's
- Superdrug
- Rowlands
- Tesco
- Lloyds
- Lloyds in Sainsbury's
- ASDA
- Well
- Day Lewis
- Pasab



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9. How many conversations did you have with patients/customers regarding the campaign?.....
10. How many patients who received Medicine Usage Reviews (MUR's)/New Medicine Service (NMS) consultations did you have a conversation with about the campaign? .....
11. How many patients/customers as a result of your conversations about the campaign were referred to their GP for further consultation? .....
12. In what other ways did you promote the campaign?
  1. Social Media (Facebook, Twitter etc.)
  2. Special Event put on by your pharmacy
  3. Other please state .....
  4. None of the above
13. On a scale of 1-5 (1 being poor and 5 being Excellent) please identify:
  - How well informed was your pharmacy regarding preparation for the campaign?
  - How easy it was to identify the campaign pack?
  - How easy it was to use the campaign material
14. Are there any training or support needs you would like to see regarding future campaigns? (multiple options available)
  1. Webinars
  2. Online training
  3. Face to face training
  4. Other please state .....
  5. No further support required
15. Please tell us what worked well and what didn't work so well during the campaign. Additionally, we would be very grateful to hear about your most positive outcome/experience of the campaign: (free text box)
 

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We are keen to hear if you have any good news stories regarding the campaign or other health campaigns you have taken part in. If you have a good news story or photographs of your health promotion campaign displays please contact:  
[england.wessexpharmacy@nhs.net](mailto:england.wessexpharmacy@nhs.net)

Thank you for your support during this campaign and for making a positive impact on the health and wellbeing of your local population. We will be producing evaluations for each campaign and will ensure you receive regular updates on the impact of the campaigns.