

Fund Help at hand

Creating awareness through pharmacies

The Fund wants to get its message across to more people than ever before and in different locations.

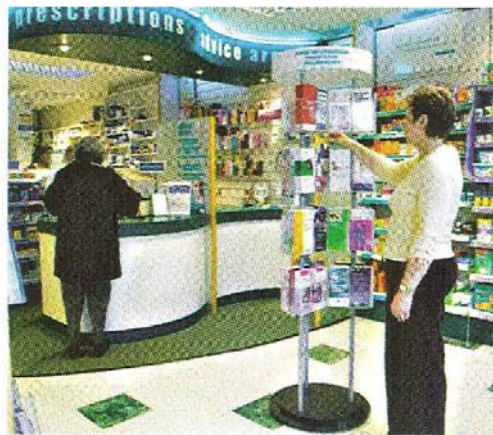
That's why we've teamed up with IDS UK to put a newly designed leaflet in 750 pharmacies across England starting from April of this year.

With 260,000 people a day in the UK visiting a pharmacy for health advice, we hope the publication will encourage more civil servants to call us. Especially if they haven't realised we're here for them for life.

Under the new pharmacy contract of 2006, pharmacists are encouraged to better promote healthy lifestyles and signposting to their customers.

By introducing leaflet dispensers at key pharmacy sites, IDS UK are helping pharmacies meet their obligation.

If you would like to know more about this project contact **Caroline Mitchell**, Publicity Officer on **020 8240 2448**, email: caroline.mitchell@csbf.org.uk



Pharmacies help the Fund spread awareness