

|  |
| --- |
| Community pharmacist pilot |
| Stakeholder communications pack (October 2023) |
|  |

## Background

The 12-month Community Pharmacist Pilot (the pilot) allows people to have some healthcare treatment in a local pharmacy instead of going to a doctor.

Evaluation of the pilot will help the Department of Health (the department) determine if this is a useful way for people to get treatment more quickly or closer to home for some common medical conditions.

## Branding and promotion

To ensure consistency of branding, the department asks participating pharmacies to use the provided communications materials in their promotion of pilot services: <https://www.health.vic.gov.au/primary-care/victorian-community-pharmacist-statewide-pilot-resources-for-pharmacists>.

These materials will continue to be reviewed and updated according to consumer and other stakeholder feedback.

The department will promote the pilot at key stages. Pariticpating pharmacies and other stakeholders are encouraged to utilise the provided materials for promotion within their own networks. See Appendix 1 for sample social posts and newsletter/web article content.

The Better Health Channel page (<https://www.betterhealth.vic.gov.au/community-pharmacist-pilot>) will serve as the ‘single source of truth’ for public messaging and participating pharmacy details. Please use this link for general promotion of pilot services.

## Key messages

Please use these messages when communicating publicly about your service.

* The statewide pilot will help to make it easier and cheaper for Victorians to get the healthcare they need for some common health conditions.
* Communities with participating pharmacies can now easily access more local services – especially in areas where it is hard to get a GP appointment.
* To check if your local pharmacy is providing additional services, visit <https://www.betterhealth.vic.gov.au/community-pharmacist-pilot>.

From October 2023, participating local pharmacies can provide antibiotics for uncomplicated urinary tract infections (UTIs) in women and continued supply of oral contraceptive pills. Some pharmacies can also provide administer some more vaccinations, including and advice for overseas travel and more health vaccines. Treatments for some minor skin conditions will be available later in the Pilot.

You will not have to pay for the consultation, which means your costs will be the same as if you went to a bulk-billing GP for treatment. Some pharmacies my charge a fee for travel health/vaccination consultation, plus the cost of any administered vaccines.

The Victorian Government is helping communities get greater access to the right care, in the right place, at the right time while helping to ease pressure on our broader health system.

To check if your local pharmacy is providing additional services, and for more information, visit <https://www.betterhealth.vic.gov.au/community-pharmacist-pilot>.

## Appendix 1 – marketing content

An editable flyer and posters (along with social assets and other collateral) are available for download at: <https://www.health.vic.gov.au/primary-care/victorian-community-pharmacist-statewide-pilot-resources-for-pharmacists>.

### Social media

|  |  |  |
| --- | --- | --- |
| **Platform** | **Text** | **Assets** |
| Facebook | The Community Pharmacist Pilot allows people to receive some treatment at a local pharmacy without needing to see a doctor to get a prescription first.  This 12-month pilot allows pharmacy treatments for:    🔵 Resupply of the contraceptive pill without a prescription  🔵 Uncomplicated urinary tract infection   🔵 Provision of travel and public health vaccines   This pilot is especially beneficial for women and individuals in areas with limited access to general practitioners.  To check if your local pharmacy is providing the new services, and for more information, visit: <https://www.betterhealth.vic.gov.au/community-pharmacist-pilot> | Animated video:    Department of Health post: <https://www.facebook.com/VicGovDH/videos/1483159632528593/> |
| Instagram | The Community Pharmacist Pilot allows people to receive some treatment at a local pharmacy without needing to see a doctor to get a prescription first.  This 12-month pilot allows pharmacy treatments for:    🔵 Resupply of the contraceptive pill without a prescription  🔵 Uncomplicated urinary tract infection   🔵 Provision of travel and public health vaccines   This pilot is especially beneficial for women and individuals in areas with limited access to general practitioners.  To check if your local pharmacy is providing the new services, and for more information, visit the link in bio. | Animated video:    Department of Health post: <https://www.instagram.com/p/Cy4pdKCs2jL/> |
| X/Twitter | The Community Pharmacist Pilot allows Victorians to receive some treatment at a local pharmacy without needing to get a prescription first.     To learn more and check if your local pharmacy is part of the pilot, visit: <https://www.betterhealth.vic.gov.au/community-pharmacist-pilot> | Animated video:    Department of Health post: <https://twitter.com/VicGovDH/status/1717715289377264041> |

### Newsletter/web article

Victoria is piloting a new approach to making healthcare more accessible.

A 12-month pilot is allowing Victorian to receive some treatments at a local pharmacy without needing to see a doctor to get a prescription first.

It particularly benefits women and people living in areas where it is hard to get a general practitioner (GP) appointment.

The pilot is running until October 2024.

During this time you can attend a pharmacy for treatment of some common health conditions:

* Women can get more supply of a contraceptive pill they are already using without needing a prescription.
* Women with uncomplicated urinary tract infections can access antibiotics for treatment.
* Pharmacists can provide some more vaccinations and advice for overseas travel, for travel and more public health vaccines including hepatitis A, hepatitis B, poliomyelitis and typhoid.

For more information and locations of participating pharmacies, visit: <https://www.betterhealth.vic.gov.au/community-pharmacist-pilot>.

For information about how to find the right care, in the right place, at the right time, visit: <https://www.betterhealth.vic.gov.au/find-right-care>.