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| **Image** | **X (Twitter) copy** | **Facebook / LinkedIn copy** |
| *Graphic – Think Pharmacy First 7 Common Conditions*    A person wearing a turban and glasses  Description automatically generated | Think #PharmacyFirst.    Did you know your local pharmacy can now prescribe medicines for sinusitis, sore throat, earache, infected bites, impetigo, shingles, and UTIs in women?    For more information visit ➡️️ www.thinkwhichservice.co.uk #ThinkWhichService | Think #PharmacyFirst.    Did you know your local pharmacy can now prescribe medicines for sinusitis, sore throat, earache, infected bites, impetigo, shingles, and UTIs in women?    For more information visit ➡️️ www.thinkwhichservice.co.uk #ThinkWhichService |
| *Resident Case Study Holly*    A person with her arms crossed  Description automatically generated | You don't always have to see your #GP for treatment and advice. Think #PharmacyFirst for help with uncomplicated UTIs in women 🤒💊    For more information visit ➡️️ [www.thinkwhichservice.co.uk](http://www.thinkwhichservice.co.uk/) #ThinkWhichService | You don't always have to see your #GP for treatment and advice. Think #PharmacyFirst for help with uncomplicated UTIs in women 🤒💊    For more information visit ➡️️ [www.thinkwhichservice.co.uk](http://www.thinkwhichservice.co.uk/) #ThinkWhichService |
| *Graphic – Think Pharmacy First Consultation Room*    A person wearing a turban and glasses  Description automatically generated | Do you want to talk in private? All pharmacies now have a private consultation room.    For faster treatment without the need for an appointment, Think #PharmacyFirst.    For more information visit ➡️️ www.thinkwhichservice.co.uk #ThinkWhichService | Do you want to talk in private? All pharmacies now have a private consultation room.  Do you want to talk in private? All pharmacies now have a private consultation room.  For faster treatment without the need for an appointment, Think #PharmacyFirst.    For more information visit ➡️️ www.thinkwhichservice.co.uk #ThinkWhichService |

Additional social media posts

**Social post 1**

Think Pharmacy First, a brand-new scheme which can help you get appropriate treatment and expert healthcare advice for several common health conditions. It is available within all pharmacies in the county, and you can find your nearest pharmacy by clicking here: [www.nhs.uk/service-search/pharmacy](http://www.nhs.uk/service-search/pharmacy) 

Find out more at: [Think ‘Pharmacy First’ – New Advanced Pharmacy Service Now Available Across Shropshire, Telford and Wrekin - NHS Shropshire, Telford and Wrekin (shropshiretelfordandwrekin.nhs.uk)](https://www.shropshiretelfordandwrekin.nhs.uk/think-pharmacy-first-new-advanced-pharmacy-service-now-available-across-shropshire-telford-and-wrekin/)

#ThinkPharmacyFirst

**Social post 2**

Pharmacy First is a new service which helps you to access advice and appropriate treatments for seven common conditions without having to visit a doctor, A&E unit, or Urgent Treatment Centre. These common conditions include: 

* sinusitis
* sore throat
* earache
* infected insect bites
* impetigo
* shingles, and
* uncomplicated urinary tract infections in women.

Speak to your local pharmacist to find out more, or click here for further information: <https://www.shropshiretelfordandwrekin.nhs.uk/think-pharmacy-first-new-advanced-pharmacy-service-now-available-across-shropshire-telford-and-wrekin/>

#ThinkPharmacyFirst

**Social post 3**

Pharmacy First is an important new scheme highlighting the increasingly important role of community pharmacy teams. 

Pharmacists and pharmacy technicians are highly trained healthcare professionals who are on hand to help you with a wide range of common conditions. They can also point you to the right healthcare service if your symptoms are more severe.

Visit the following webpage to find out more: [Think ‘Pharmacy First’ – New Advanced Pharmacy Service Now Available Across Shropshire, Telford and Wrekin - NHS Shropshire, Telford and Wrekin (shropshiretelfordandwrekin.nhs.uk)](https://www.shropshiretelfordandwrekin.nhs.uk/think-pharmacy-first-new-advanced-pharmacy-service-now-available-across-shropshire-telford-and-wrekin/)

And to find your nearest pharmacy offering Pharmacy First – please click here: [www.nhs.uk/service-search/pharmacy](http://www.nhs.uk/service-search/pharmacy)

#ThinkPharmacyFirst

**Social post 4**

Pharmacy First is a brand-new scheme which can help you get appropriate treatment and expert healthcare advice for several common health conditions.  

It is available within all pharmacies in the county and means you will be able to get a referral for a clinical consultation for minor illnesses.  

To find your nearest pharmacy offering Pharmacy First– please click here: [www.nhs.uk/service-search/pharmacy](http://www.nhs.uk/service-search/pharmacy)

To find out more about the service, visit: [Think ‘Pharmacy First’ – New Advanced Pharmacy Service Now Available Across Shropshire, Telford and Wrekin - NHS Shropshire, Telford and Wrekin (shropshiretelfordandwrekin.nhs.uk)](https://www.shropshiretelfordandwrekin.nhs.uk/think-pharmacy-first-new-advanced-pharmacy-service-now-available-across-shropshire-telford-and-wrekin/)

#ThinkPharmacyFirst

**Social post 5**

Pharmacy First enables residents to access advice and appropriate treatments for seven common conditions. These include: 

* sinusitis
* sore throat
* earache
* infected insect bites
* impetigo
* shingles, and
* uncomplicated urinary tract infections in women.

Speak to your local pharmacist to find out more, or click here for further information: [Think ‘Pharmacy First’ – New Advanced Pharmacy Service Now Available Across Shropshire, Telford and Wrekin - NHS Shropshire, Telford and Wrekin (shropshiretelfordandwrekin.nhs.uk)](https://www.shropshiretelfordandwrekin.nhs.uk/think-pharmacy-first-new-advanced-pharmacy-service-now-available-across-shropshire-telford-and-wrekin/)

#ThinkPharmacyFirst

**Social post 6**

Community pharmacy teams can now help you even more.  

They can now provide treatment and advice for seven new conditions, as well as access to oral contraception for women and more blood pressure checks. 

Just follow the link to find out more about this brand-new service: [Think ‘Pharmacy First’ – New Advanced Pharmacy Service Now Available Across Shropshire, Telford and Wrekin - NHS Shropshire, Telford and Wrekin (shropshiretelfordandwrekin.nhs.uk)](https://www.shropshiretelfordandwrekin.nhs.uk/think-pharmacy-first-new-advanced-pharmacy-service-now-available-across-shropshire-telford-and-wrekin/)

#ThinkPharmacyFirst

**Social post 7**

From soothing shingles to treating impetigo, your pharmacist can now provide some prescription medicine without needed to see a GP. 

Follow the link to find out more about this new service: [Think ‘Pharmacy First’ – New Advanced Pharmacy Service Now Available Across Shropshire, Telford and Wrekin - NHS Shropshire, Telford and Wrekin (shropshiretelfordandwrekin.nhs.uk)](https://www.shropshiretelfordandwrekin.nhs.uk/think-pharmacy-first-new-advanced-pharmacy-service-now-available-across-shropshire-telford-and-wrekin/)

#ThinkPharmacyFirst

Website copy

**Think ‘Pharmacy First’ – New Advanced Pharmacy Service Now Available Across Shropshire, Telford and Wrekin**   
   
Pharmacy First is a brand-new scheme which launched on Wednesday 31 January 2024 enabling your local community pharmacists to supply prescription-only medicines to treat seven common conditions without needing to see a GP.

The service is available within all pharmacies across Shropshire, Telford and Wrekin, making it easier for people to access help, advice and treatment.

Pharmacy First sets out the increasingly important clinical role of pharmacists and pharmacy technicians in offering timely access to NHS services. To help deliver the scheme, the wider pharmacy team, who are appropriately trained and highly skilled, will be on hand to help residents.

Pharmacy First enables people to access prescription-only medicines and gain expert healthcare advice for seven common conditions, without having to visit a doctor (GP), A&E or Urgent Treatment Centre.

This includes support from trained health professionals within pharmacies for symptoms of:

* sinusitis
* sore throat
* earache
* infected insect bites
* impetigo
* shingles, and
* uncomplicated urinary tract infections in women.

Some factors such as age or past medical history may determine eligibility for the service. Local pharmacy teams will be able to advise on the right service for your medical need.

The scheme also means that with an appropriate referral from General Practice, residents will be able to get a clinical consultation for minor illnesses from a community pharmacy.

To find your nearest pharmacy – please click here: <http://www.nhs.uk/service-search/pharmacy>.

As part of this, community pharmacies will also help to support women in obtaining oral contraception without a prescription. Clinical consultations will be undertaken within pharmacies before deciding with the patient on a route forwards (i.e., making an initial or ongoing supply). To find out more, visit: <https://www.nhs.uk/nhs-services/pharmacies/find-a-pharmacy-offering-contraceptive-pill-without-prescription/>

More blood pressure checks will also be available in pharmacies to help with the detection and treatment of high blood pressure - a major cause of heart attacks and strokes: Visit: <https://www.nhs.uk/nhs-services/prescriptions-and-pharmacies/find-a-pharmacy-that-offers-free-blood-pressure-checks/>

**ENDS**