

# #VotePharmacy

## A manifesto for community pharmacy: Campaign toolkit

### What is the purpose of this manifesto?

The purpose of this manifesto is to actively engage prospective parliamentary candidates (PPCs) during the General Election campaign. The ultimate aim is that the next Parliament will be comprised of a significant number of candidates who are vocally supportive of community pharmacies and understand the issues the sector faces. It is important that this process is seen to be **strictly politically impartial** so care should be taken to engage all PPCs equally.

### Who has been involved in the development of this manifesto?

The joint community pharmacy manifesto has been developed by Community Pharmacy England, the Company Chemists' Association, the National Pharmacy Association, and the Royal Pharmaceutical Society.

### How can LPCs and pharmacy teams help us?

We would appreciate help from LPCs in coordinating and facilitating PPCs visits to pharmacies. Pharmacy owners may also like to contact local PPCs. There is a template letter available on the [manifesto website](#), and general guidance if you are going to host a pharmacy visit can be found [here](#).

You can print out the summary of the community pharmacy manifesto for PPCs, which contains a QR code to scan to access the full version.

We have also developed some pledge cards, both digital and paper versions, which you can use to encourage PPCs to post to demonstrate their support for the sector.

### How can you find out who the PPCs are in your local area?

**Note:** Your previously incumbent MP may be a PPC at the next election, in which case you should engage with them in the same way as other PPCs.

Some LPCs are already involved in arranging PPC visits to pharmacies – thank you for your support with this. To find all your PPCs you can:

1. Do some research in local media.

It's highly likely they will be covering the local PPCs. Ideally all PPCs should be signed up to our manifesto, regardless of party.

## 2. Find your PPCs

You can enter your postcode into '[Who Can I Vote For](#)' to find out who your local PPCs are.

## 3. Find your PPC campaign contact details

There are numerous ways to make contact with PPCs, and it can often easily be done online. Firstly, their election campaign websites will either have a 'contact box' or an email address for their campaign team. Secondly, PPCs can often be reached via direct message on social media platforms such as Facebook, X (formerly Twitter), and Instagram. Thirdly, PPCs can be tagged in posts on these social media platforms which will be monitored by their campaign team.

## 4. Seek Help

If you can't find local candidates through any of the above steps, contact us for some help ([comms.team@cpe.org.uk](mailto:comms.team@cpe.org.uk))

## What could you bring up in a pharmacy visit?

### The manifesto

You can talk through the six asks of the manifesto and give local examples where you can. It's important that the conversation should not be overtly negative, try to get across the scale of the challenges facing the sector whilst also conveying the wider opportunities of utilising the pharmacy network more. The six asks of the manifesto are:

- Fill the funding gap
- Support the community pharmacy workforce
- Protect access to medicines
- Build on the Pharmacy First service
- Empower community pharmacists to do more
- Make pharmacies centres for public health, prevention and reducing health inequalities

### How the local pharmacy supports the local community

You should try to provide information and data specific to the pharmacy and local community. This might include:

- Trading hours of the pharmacy.
- Value of the pharmacy to the local area.
- Number of items dispensed weekly, monthly or annually.
- Types of services delivered.
- Examples and anecdotes of how services such as the Pharmacy First service have benefited patients.

## Current pressures and workforce

Give an overview of the current pressures that you are experiencing and any changes you have had to make to how you operate. How are these impacting your staff, your business and your patients? What is the outlook, and what are your main worries?

You could mention workforce issues here as well as cost and inflationary pressures. You may like to give some examples of cost increases such as rises in energy bills, inflationary pressures, increasing instances of dispensing medicines at a loss due to market and pricing issues. PPCs will appreciate data, so please do share any financial specifics that you feel able to.



You can also reiterate that pharmacy funding has been cut by 30% in real terms since 2015, and mention that over 90% of pharmacies' income comes from their NHS contractual funding. You can say that unlike other businesses, you cannot pass higher costs on to customers or patients, and should share your concerns about the sustainability and future of the business.

You can also point to the recent House of Commons Health and Social Care Select Committee report on the inquiry into community pharmacy, which supports our manifesto's key asks. The report can be found [here](#).

## What other things could you ask your PPCs to do?

As well as a visit to a local pharmacy to see and hear first-hand the challenges that pharmacies are currently facing and understand how the sector could be better harnessed in the future, PPCs could be asked to:

- Take a photo outside a local pharmacy and highlight the excellent care they provide to patients and members of the public via social media. Please encourage them to use the **#VotePharmacy** hashtag.
- Support this manifesto's six-point plan on social media or in the local media, including by providing a supportive quote for a press release. Make sure to use **#VotePharmacy**.
- Tell the constituency's electorate about how they are supporting community pharmacies.