

# #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) and sitting MPs ahead of a likely autumn 2024 General Election. The ultimate aim is that the next parliament will be comprised of a significant number of MPs 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?

This 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. General visit guidance 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?

Your current MP may also be a PPC at the next election, in which case you should engage them in the same way as other PPCs (unless they have announced that they are stepping down).

1. **Check if your area's PPCs appear in our spreadsheet of health-focussed PPCs.**

We have reviewed health-focussed prospective parliamentary candidates (PPCs) who we believe may be likely to win seats in the General Election, and who also may be particularly sympathetic to supporting our manifesto.



## 2. Do some research in local media.

There's a good chance that they will be covering the local PPCs. Once you know who they are, search for their social media and tag them to invite them to a pharmacy visit. Ideally all PPCs should be signed up to our manifesto, regardless of party. [Wikipedia](#) maintains and up-to-date database of PPCs.

3. If you can't find local candidates, contact us for some help ([comms.team@cpe.org.uk](mailto:comms.team@cpe.org.uk))

## What should you bring up in a visit?

### The manifesto

Talk through the 6 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.

### How the local pharmacy supports the local community

You should endeavour 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. MPs 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 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.



### Other things that you could ask your PPC to do include:

- Speak to colleagues developing their party manifesto about the support the community pharmacy network needs.
- Visit 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.
- Take a photo outside a local pharmacy and highlight the excellent care they provide to patients and members of the public via social media.
- Support this manifesto's six-point plan on social media or in the local media. Make sure to use **#VotePharmacy**.
- Tell their constituents about how you are supporting community pharmacies.