

Coventry and Warwickshire Local Health Campaign 2025/26

30th January 2026

The first local health campaign that requires community pharmacy support as part of the new Community Pharmacy Contractual Framework (CPCF) will go live on 9th February 2026.

Coventry and Warwickshire (CW) ICB in conjunction with CW Local Pharmaceutical Committee have chosen the '**Only Order What You Need**' campaign to run alongside the ICBs public-facing communication campaign. This campaign aims to raise awareness and promote responsible ordering of repeat prescriptions and encourages patients to check their medicines before ordering.

Each year, the NHS wastes approximately £300 million on unused medicines in England. A significant proportion of this waste is avoidable, often arising when patients routinely order more medication than they need. Every pound spent on wasted medicines is a pound less available for delivering vital NHS services.

Campaign Requirements

All community pharmacies have been provided with campaign materials and are required to use these resources and follow the steps below to ensure they are actively taking part in the campaign:

Resources:

- [A4 Poster Copy](#) (sent in the post)
- Strut card (sent in the post)
- Tally sheet (Appendix 1)
- [Campaign Toolkit](#)

Please Note: A printed copy of the poster and strut card has been sent to all pharmacies at the beginning of February 2026.

Campaign Details

- Community pharmacies should put up the 'Only Order What You Need' campaign poster and Strut card in a prominent patient facing area of the pharmacy for at least the duration of the public facing campaign which is running from February 9th -31st March 2026.
- Encourage patients to review what medicines they already have before ordering more.
- If a patient indicates that they do not need everything that they are collecting they should be advised not to order more of the same medicine next time.

- Raise awareness that unwanted medicines cannot be reused and should not be stockpiled, highlighting expiry dates, should not be shared and safe storage.
- Empower patients to take control of their repeat prescriptions and to speak with their practice if their medication needs to change.
- If the patient does not require the item, the reason(s) behind this should be explored and appropriate resources shared (See CWICB webpages and communication toolkit for further information, visit <https://www.happyhealthylives.uk/yourmeds>

Data Recording Requirements (For Campaign Evaluation)

To enable the ICB to evaluate the effectiveness of this campaign, pharmacy teams are required to record the following information over a 3-week period during the live campaign (February and March 2026) using the link below. A tally chart is available in Appendix 1 to aid recording.

1. The number of people you have had conversations with each day during the campaign period.
2. The number of patients each day who are referred to their GP practice to address identified medication concerns.

Reporting

Please note, this is a mandatory campaign, and all Coventry and Warwickshire community pharmacies are required to participate.

All pharmacies are required to collate the requested data using the tally chart provided and submit totals using the link below on or before **10th April 2026**.

[CPCF Local Health Campaign 'Only Order What You Need' – Fill in form](#)

Any questions relating to this campaign should be directed to cwicb.mot@nhs.net

Appendix 1

Community Pharmacy Mandatory Local Health Campaign 'Only Order What You Need' Tally sheet

Please use this form to record your interventions with patients during the campaign. The form will assist you with completing the declaration submission on or before 9th April 2026

Criteria	Number of Interventions	Total
Example		15
The number of people you have had conversations with each day during the 3 week recording period.		
The number of patients who have been referred to their GP practice to address identified medication concerns during the 3 week recording period.		