

Guidance to Health Promotion Zones

Public Health England state that as part of Healthy Living Pharmacy:

- The pharmacy must have a dedicated Health Promotion Zone (HPZ) which is clearly marked and accessible to the public
- It must contain relevant and up to date resources, which are used by staff when discussing relevant health promoting interventions
- The information on the HPZ must appeal to a wide range of the public including men and women, young people, smokers, people with long term conditions, learning difficulties, and older people. Where the community includes a significant ethnic minority group, then their needs must be accommodated
- All materials should be generic and not promoting a specific brand over another, which can be seen as an endorsement or promotional
- The HPZ resources should be updated at least every two months to ensure information provided is up-to-date and appropriate

The HPZ should be clearly visible to patients/customers that are in the pharmacy. The HPZ must be eye catching and contain only ONE health message at a time.

The purpose of the HPZ is to support local and/or national public health initiatives, and can be used to promote pharmacy services such as Medicines Use Reviews, Flu Vaccinations and Smoking Cessation. HPZs are also an excellent way of initiating conversations with patients around difficult subjects such as obesity, sexual health and alcohol.

Please see below some examples of HLP Health Promotion Zones







