

### **NHS Wales Logo Guidance for Primary Care Contractors**

Research shows that people find it helpful and reassuring when they see the NHS Identity applied to primary care services. Therefore, whilst primary care contractors are not contractually required to use the NHS identity, they are encouraged to do so to raise awareness of the NHS services they provide and to signpost patients and the public to them. The exception is pharmacies, which are required to include the NHS logo in their practice leaflets.

Patients and the public see the NHS as a single, national, unified service and expect and want the NHS identity to be applied in a consistent and uniform way – it reassures them that they can rely on the quality of healthcare being provided wherever they access it. Therefore, in Wales a single NHS Wales logo has been developed for all primary care contractors to use.

These guidelines have been jointly developed by Community Pharmacy Wales and Optometry Wales who are commissioned under a primary care contract. They have been reviewed and agreed by Welsh Government policy officials. They should be used in conjunction with the [NHS Wales Logo Guidelines](#).

Contractors have the option to use the NHS Wales Logo with or without the descriptor line “Providing NHS Services” which indicates that some, but not necessarily all of the services available from a primary care contractor are NHS funded. Examples are provided below:

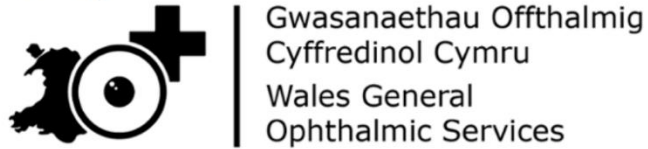


In respect of Wales General Ophthalmic Services an additional logo is available:

Colour logo



Black logo



White logo on blue background:



For more guidance relating to colour, placement, sizing and compatible fonts, please refer to the [NHS Wales Logo Guidelines](#).

### **The position and size of the NHS Wales logo**

Ideally, the NHS Wales logo should be positioned in the top right on information relating to the NHS services you provide, and on materials used to signpost patients and the public to them. This is where patients and the public expect to see the NHS logo. However, we appreciate this will not always be possible, if for example, your own logo appears in the top right position. On websites, the NHS Wales logo should not appear in the top banner, as this would mean it would appear on all pages, rather than those which are solely about NHS services.

The NHS Wales logo should always be large enough to be clearly visible to patients and the public. However, it should never be larger than your own logo if you have one. It needs to be proportionate to show that some, but not necessarily all, of the services you provide are NHS funded.

### **Where you can use the NHS Wales logo**

The NHS Wales logo can only be used on information relating to the NHS services you provide, and to signpost patients and the public to them. Applications include, but are not limited to:

- Signage, facias and window vinyls.
- Stationery (e.g. letters, envelopes) – for communications which are about your NHS services. On envelopes, the NHS Wales logo will need to go bottom right as the stamp or franking will need to go top right.
- Leaflets and posters – which are about your NHS services.
- Appointment cards.
- Prescription labels and bags – due to the size of prescription labels, this is the only application where the NHS logo can be used on its own, if the NHS primary care logo won't fit with the lettering at a legible size. Please see the guidance on [NHS logo](#) for relative sizing.
- Name badges – for staff who primarily deliver NHS services.
- Uniforms – for staff who primarily deliver NHS services.
- Vehicles – you can use a permanent sign provided they are only used for your NHS service. If your vehicles have multiple uses, you should use temporary signage.
- Websites – the NHS Wales logo can be used on the homepage of your website to link to those webpages which are solely about your NHS services, which can also carry the NHS primary care logo.
- Recruitment advertising – for staff who will primarily be delivering NHS services.

Here are some examples of how the NHS Wales logo can be used on the applications listed above. See the [IDENTITY EXAMPLES] section for the full range of visual examples.

## **How you can use the NHS Wales logo**

Inappropriate or irresponsible use of the NHS Wales Identity concerns patients and the public and can damage the NHS's reputation. Please follow the do's and don'ts below, when using the NHS Wales logo on information relating to the NHS services you provide. Queries regarding the content of patient information about your NHS services should be directed to your Local Health Board.

### **Do:**

- Only use the NHS Wales logo on information relating to the NHS services you provide, and to signpost patients and the public to them.
- Use the NHS Wales logo in proportion to the amount of NHS services you provide, compared to your other private (i.e. non-NHS funded) products and services.
- Make it clear who is eligible for NHS funded services (e.g. NHS flu jabs, NHS eye tests, NHS domiciliary eye tests).
- Make it clear that people have a choice over the GP, pharmacy, dentist and optometry practice they choose to use.
- Follow applicable laws and industry codes of practice for promotional activity when communicating about the NHS services you provide.

### **Don't:**

- Use the NHS Wales logo to cross-sell or up-sell the other private (i.e. non-NHS funded) products and services you provide.
- Use the word 'free' irresponsibly in relation to NHS services. Whilst there may be no cost to the individual receiving the NHS service, there is still a cost to the NHS. The word 'free' should not be used in a way which encourages unnecessary use of NHS services.
- Mislead patients and the public in communications about NHS primary care services through inaccuracy, ambiguity, exaggeration, omission or otherwise. For example, envelopes for direct mail promoting NHS services can carry the NHS Wales logo bottom right, but should also carry your name/logo. The envelopes should not include phrases such as 'Private and confidential', 'Addressee only', 'Contains important information' etc. as these phrases could mislead patients or cause concern. For example, people might be expecting appointment letters for important tests or treatment or be waiting for vital test results.
- Undermine the reputation of other primary care contractors in your communications about the NHS services.

### **Welsh language requirements for primary care contractors**

In Wales, the Welsh language has official status alongside English, and there are specific guidelines and legal requirements for its use in healthcare settings. These are rooted in the Welsh Language Act 1993 and the [Welsh Language \(Wales\) Measure 2011](#), which ensure that Welsh speakers have access to services in their language.

The Welsh Language Standards, set out by the Welsh Government, require public bodies, including health boards, to provide services in Welsh. This includes:

- Providing the option for patients to receive information in Welsh.
- Ensuring staff can communicate in Welsh when requested, either directly or through Welsh-speaking staff members.
- Offering Welsh language versions of documents, such as appointment letters, leaflets, and prescriptions.

The National Health Service (Welsh Language in Primary Care Services) (Miscellaneous Amendments) (Wales) Regulations 2019 states that:

1. The contractor must make available a Welsh language version of any document or form for use by patients and/or members of the public, provided by the Local Health Board.
2. Where the contractor displays a new sign or notice in connection with pharmaceutical services or general ophthalmic services the text on the sign or notice must be in English and Welsh.
3. Contractors may utilise the translation service offered by the Local Health Board for this purpose.

## Identity Examples

### Primary Care Practice Leaflet (Pharmacy)

#### Other Services

##### Delivery

We can deliver medications to your home, free of charge. We prioritise those patients who are unable to attend the pharmacy. Please ask us about our delivery service if you think it is something that you require.

##### Medication Containers

All medications are dispensed either in their original packaging, or in child-resistant containers, unless you request otherwise (for example if you have dexterity issues). Remember to keep all medicines out of reach and sight of children. Our pharmacist can advise you on the safe storage of medicines.

##### Prescription Collection

If you are a patient with Woodlands, Llynfi or Bron-Y-Garn Surgery, we can collect your prescriptions. To order your repeat medication, call the Prescription Hub on 01656 311 010 - some surgeries will also use My Health Online.

##### Medicines Sales

We keep a wide range of over-the-counter medicines, vitamins and mineral supplements.

#### Further Information

##### Compliments & Complaints

Our aim is to deliver the highest possible standard of service and care. Please do let us know your thoughts on the service we provide at Caerau Pharmacy. If you have any comments, suggestions or complaints, please speak to Jon and the team. We welcome all feedback and operate a complaints procedure that meets national criteria - Jon can provide you with more information.

##### Disabled Customers

This pharmacy can be accessed using our front entrance. Please ask the staff for support if required.

##### When we are closed

Health advice and information, including details of other health services, is available from NHS 111 Wales round the clock, accessible either by dialling 111 or going online at [www.111.wales.nhs.uk](http://www.111.wales.nhs.uk).

This pharmacy complies with the Data Protection Act and the NHS code on patient confidentiality.

Our staff work hard to provide you with the best possible service. Please treat them with the courtesy and respect they deserve. We reserve the right to refuse to provide services to individuals who act in a violent, threatening or aggressive manner.



## CAERAU PHARMACY

68 Hermon Road  
Caerau  
Maesteg  
CF34 0SU  
☎ 01656 733 335

**OPENING HOURS**  
Monday to Friday 9am-6pm

Providing NHS services



Bwrdd Iechyd Prifysgol  
Cwm Taf  
University Health Board

This pharmacy is owned by **Lloyd Jones Pharma Ltd**

#### Our Services

Welcome to Caerau Pharmacy! We offer a wide range of services and facilities for you and your loved ones. See below for details, or ask one of our friendly staff about how we can help you.

#### NHS Funded Services

##### Dispensing

We dispense NHS prescriptions and have a fast, efficient wholesaler service.

##### Repeat Dispensing

We dispense NHS Repeat Dispensing prescriptions (also known as "batch repeats") issued by your GP. Ask us for more information about this service.

##### Public Health

The team are committed to providing advice on your medication; managing your ailments; and healthy lifestyle choices. If we cannot help you, we will point you in the right direction.

##### Discharge Medicines Review

If you have recently been discharged from hospital, we can ensure any change in medication is issued correctly and help you understand any new medications.

##### Disposal of unwanted medicines

Please return all unwanted medicines to the pharmacy, where we will dispose of them safely. We may require additional details from you in some circumstances, depending on the nature of the medication you are returning.

##### Emergency Medicines Supply

If you have run out of your regular medications in an emergency, and you are unable to obtain a prescription from your GP, we may be able to help.

##### NHS Flu Vaccination

We can provide free NHS flu vaccinations to those eligible during flu season. Ask us for details on eligibility requirements.

##### Common Ailments Service

We provide advice and treatment for common ailments and self-limiting conditions free of charge, without the need for a visit to the GP. Please check with us if we can help you before booking in with your GP. For a full list of conditions and eligibility for this service, please ask one of the team.

##### Contraception Services

If you are looking for "the morning after pill", you can talk to our friendly pharmacist to discuss appropriate options, free of charge. The pharmacist may also be able to help you with ongoing contraception.

##### Independent Prescribing Service

Our pharmacist Jon is a qualified Independent Prescriber, and is able to advise, treat and refer for a wide range of conditions, following a consultation.

##### Smoking Cessation

If you are looking to quit smoking, we can provide a course of advice and treatment, free of charge, to help you.

##### Supervised Consumption

Patients receiving treatment for substance misuse withdrawal can be recruited to this service via their treatment provider.

##### Needle Exchange

This service is designed to reduce the risk of blood-borne viruses and other infections in people who self-inject substances. Clean syringes and needles can be obtained from the pharmacy free of charge, and used equipment should be returned to us for disposal.

# SORE THROAT

## SORE THROAT RELIEF SERVICE.

Do you have sore throat or tonsillitis?  
Fferyllwyr Llŷn can help you by giving expert  
advice and treatment.

➔ **Free NHS Wales service**



ff Fferyllwyr Llŷn



GIG  
CYMRU  
NHS  
WALES

### WHAT DOES THE SERVICE OFFER?

Sore throat test and treat is a service offered, and allows the pharmacist to assess your symptoms and where appropriate, swab your throat. This test will tell the pharmacist if the infection is bacterial or viral.



### WILL I GET A THROAT SWAB?

The pharmacist will ask you some questions to decide if you need a throat swab and complete a clinical assessment. Not everyone will need a throat swab and if your answers suggest it's likely a viral infection, a swab may not be necessary. If a swab is required, you will need to wait a few minutes to get your results.

### WHAT HAPPENS IF I GET A POSITIVE TEST?

A positive test means your sore throat is likely caused by a bacterial infection however this does not always mean antibiotics are needed and it may be suitable to manage with painkillers and advice alone, depending on your symptoms.

The pharmacist will discuss with you the options around managing your sore throat.

### WHEN WILL I GET BETTER?

Sore throat (viral or bacterial) in most cases will resolve on its own. 40% of cases will resolve within 3 days and 85% of cases will resolve within 1 week without treatment.

### WHO IS NOT SUITABLE FOR THIS SERVICE?

- Children under the age of 6 years old.
- People with persistent symptoms that haven't improved after 1 week.
- People with a weakened immune system.
- A high temperature not controlled with paracetamol or ibuprofen.
- People with certain medical conditions.
- People who have had 5 or more episodes in the last year.

If you're not sure just ask a member of the pharmacy team and they should be able to let you know if you are suitable.



## Primary Care Patient Recall Letter (Optometry Practice)



<Title> <Firstname> <Surname>  
<Address 1>  
<Address 2>  
<County>  
<Postcode>

<Day> <Month> <Year>

### We'd love to see you soon

Dear <Title> <Surname>,

#### We're ready for your eye test when you are

We wanted to send you a quick reminder that your next eye test is due.

It only takes a few minutes to book your eye test. Just follow the instructions below to choose a date and time that works for you.

#### Book it in a blink

All you need to do is scan the **QR code**, visit [specsavers.co.uk/book](https://specsavers.co.uk/book) or call <store tel num>.

We look forward to seeing you soon.

*Signature*

<Director First Name> <Director Last Name>  
<Qualifications> <Job Title>  
Specsavers <Store Name>

#### Book now


Scan the QR code  
with your phone  
or tablet




If any of the details we've included are incorrect or if you no longer wish to receive reminders or marketing content, please contact us on <store tel num>




## Primary Care Website (GP Practice)




**Gower Medical Practice**  
Monksland Road, Scurlage, Gower, Swansea, SA3 1AY [01792 390413](tel:01792 390413)


Select Language 


Search... 

[Home](#) [Your Surgery](#) [News](#) [Admin Requests](#) [Events](#) [Out of Hours](#) [About The Cluster](#)

### Latest News

[Contact Us Online with askmyGP](#)

[Download the NHS Wales app to order Repeat Medication](#)

[Blood Transfusion](#)

### How can we help?



## Primary Care Signage





Primary Care Delivery Vehicle (Pharmacy)



Referral Letters (Optometry to GP)

(as from Eye Care Wales Website)



Gwasanaethau Offthalmig  
Cyffredinol Cymru  
Wales General  
Ophthalmic Services

Letter to GP

For the attention of:

Doctor's Name:

GP practice address:

Reason for letter

☐ For information only ☐ For GP consideration ☐ For GP to action

Patient Details

Title:

Surname:

Forename(s):

Address:

Postcode:

DOB:

NHS Number (if known):

Interpreter required?

WGOS Practice Details

Click or tap here to enter text.

Examination Date:

Referral Date:

Language / accessible format required:

Reason for visit:

Clinical findings:

Action taken / Advice given by the Optometrist / CMP:

Another eye examination / sight test is recommended in:

☐ The Patient has been asked to telephone / visit GP