

TVC consumer campaigns schedule 2009

*Updated November 2008

Timing/Date 2009	Campaign theme/title	Notes	PR Unit project co-ordinator
Large-scale consumer campaigns (celebrity led)			
Jan/Feb (St Valentine's Day)	Sexual Health	Pharmacist's role	TBA
Spring (April/May)	Planning for a healthy holiday	Variation on 2008 campaign theme	TBA
Winter	Pregnancy/child health	Pharmacists give advice on what medications are/are not suitable during pregnancy; medicines and young children	TBA
Autumn	Antibiotics mis-use	Link to super bugs	TBA
Other broadcast campaigns: (Alternate approach to campaigns, not based on celebrity front).			
	Ramadan 2009	All broadcast focus RX winner and Imam discussing how pharmacists can help Muslim people understand medicines during fasting (what they can and can't take, etc).	