Chief Medical Officer Directorate
Chief Pharmaceutical Officer
Pharmacy, Medicines and Therapeutics Division

Scottish Government
Riaghaltas na h-Alba
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Directors of Pharmacy

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Dear Colleague,

About the ACTNow wellbeing campaign

Working in pharmacy can be rewarding, but the pressures of busy workplaces, increasing demands and balancing professional and personal responsibilities can impact wellbeing.

Pharmacist ACTNow encourages individuals and teams across all pharmacy settings to take positive action for their wellbeing, create supportive working environments and make wellbeing part of everyday practice. The free campaign is open to the whole pharmacy team, helping workplaces support wellbeing collectively and encouraging open conversations around mental health across all roles.

About the 2026 Pharmacist ACTNow campaign

Pharmacist Support is proud to announce the return of our pharmacist ACTNow wellbeing campaign, running this year for three weeks from **Monday 2nd November – Sunday 15th November**.

This year's campaign will focus on personal and workplace wellbeing, with free digital resources, interactive activities, podcasts and social media content to help individuals and employers prioritise mental health and wellbeing in a practical and supportive way. **To benefit from all of this, and long-term support, pharmacists will need to sign up to our e-newsletter.**

More about Pharmacist Support

Pharmacist Support is an independent charity providing a wide variety of free and confidential support services to those working and studying in pharmacy. We're proud to be able to support people from such a caring profession and each year we provide thousands of acts of support. Our mission is for no one in our pharmacy family to face challenging times without us by their side.

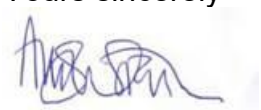
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What is wellbeing?

Wellbeing is the state of having good mental health, high life satisfaction, a sense of meaning or purpose, and the ability to manage stress. It's important to realise that wellbeing is a much deeper concept than moment-to-moment happiness, and we must invest in it if we want to have sustained happiness, control of our emotions, higher productivity, and good physical health.

Please distribute this across managed sector and community pharmacy colleagues.

Yours sincerely



PROFESSOR ALISON STRATH
CHIEF PHARMACEUTICAL OFFICER

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