

Design work Healthcare

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BRANDING & PROMOTIONAL ITEMS



West London Healthy Home and Environment Study



POSTERS

YOUR FLU JAB DOESN'T JUST PROTECT YOU IT PROTECTS **EVERYBODY AROUND YOU**

Flu can be serious, so you should have a flu vaccination especially if you:1

 Have diabetes, or a chronic condition such as respiratory ened immune system*

Book Your Flu Jab Today

PROTECTING IVYBRIDGE FROM FLU

YOUR FLU JAB DOESN'T JUST **PROTECT YOU IT PROTECTS EVERYBODY AROUND YOU**

Flu can be serious, so you should have a flu vaccination especially if you:1

- Are aged 65 or over
- disease, heart disease, or a neurological disease*
- Have a weakened immune system*
- Are pregnant
- Have problems with your spleen

Book Your Flu Jab Today





POSTERS





Get the information you need

If you need more information about your raised blood pressure or high cholesterol medications, talk to your pharmacist. Here are six things to think about when you're talking to your pharmacist. Remember to tell the pharmacist if you are asking on behalf of a friend or relative.

1. Do you know why you need to take this medication?

3. Do you know how to take each of your medicines?

 Do you know what targets your doctor has set you and what they mean?

> al Association for the Study of Pain (ISA7) Management in Low-Resource Settings left form www.iang-pain.org. (Last accessed July 2012)



Get the most from your medicines

ifficulty taking any problems with aloc effects ifficulty taking your medicines as directed? to you know what else you can do to help yo ardiovascular health?

are you Coping With Pain?

Ask your pharmacist

Keep your pain under control

If you are experiencing pain, here are six things to think about when discussing it with your pharmacist. The more your pharmac understands your concerns about pain and how your pain affect you, the more they can help. Remember to tell the pharmacist if you are asking on behalf of a friend or relative.

What words could you use to describe your pain?
 Where is your pain?¹
 How long have you had your pain?¹

Teleances 1. Inservational Association for the Dudy of Pain (IGAP) Eucle to Pain Management in Low-Resource Settings 2010. Available from www.insp-pain.org. (Last accessed July 2012 DIMSD International GmbH 2012. All rights reserved.



Get the most from your medicines

When do you get pain?¹
 What can't you do because of your pain?
 What medicines are you taking?¹

PUBLICATION



Helping commissioners, policy makers and pharmacy teams unlock the full potential of community pharmacy

award-winning services that improve the lives of people with COPD

COMMUNITY PHARMACY FUTURE

their community pharmacies. success for patients has been seted in national awards for the t, the team behind the

The COPD Case Finding Service aimed to identify pharmacy customers who might be at risk of developing COPD. It used pharmacy teams' howledge of their own customers to target people who were sorkers or who were being treated for chest infections or frequent coughs. By uing a risk assessment questionnaire and microspirometry, people who were a highest risk could be referred to their GP for further investigation and, where necessary, early interventions, such as smoking cessation. Of 238 people screened by 21 pharmaces, 135 (56-73) were identified at risk. Fealuation of fast where the investigation and this service by the University of East. were identified at risk. Evaluation of this service by the University of East Anglia (UEA) suggests that extending it nationally could save £264m through earlier diagnosis and £215m in lifetime saving by stopping smoking. this service by the University of East Anglia (UEA) suggests that extending it rationally could sive £26km through earlier diagnosis and £215m Infettine saving by stopping smoking. Www.communitypharmacyfuture.org.uk

They also persuaded nearly all the patients to have a flu vaccination, an important intervention for this high-risk group. An evaluation by UEA of the 306 patients recurited by 34 phormacies, showed that if the same support was delivered nationally, it could produce survings of F139m annually in reduced NHS costs.

NHS costs. Together these two services achieved national recognition by winning the prestigious BMJ Award for Respiratory Medicine Team of the Year in 2014, the only phormacy team to win any category in the premier medical awards.

And the added is the evaluation of the added is the added added is the added is the added ad



TALKING POINT OCTOBER 2015 12

PUBLICATION



Making a significant difference through pharmacy services

helping patients achieve their health goals

..... MUNITY PHARMACY FUTURE



For most patients, the h want to achieve are very are not measured in clim

ress is bein od p

vy Core Pla

the CPF project. Potien

to COPD 1 issue of Talking Point.

g partners of the CPF pro

onalised Potient Con These potients are now going thro a six-month review. Full results from Pharmacy Care Plan service are ex next year. Meanwhile, details are a at www.communitypharmacyfutar

local pharmacies and council work together to tackle high blood pressure

a third of its adult population high blood pressure in 2013, suncil knew it had a problem ermined to tackle it – but how? a dealing with high bload s first ascertaining that there is a and yet, according to the British indation, over 7 million of us are why the District Council decided a scheme with NHS England to re check-sps, beginning in the

is in the area – including Ne and Aldi – Rowlands were i neck-ups from their professi aff during workers' lunch bri by pharmacy staff from acr net with patients at their pl archies area is not have

Toke-up of the sen 800 workplace che 4 weeks. At the Ne

AS PAUL HILLAN FROM ROWLANDS PHARMACY OBSERVES:



BROCHURES





and new care models To achieve this vision, community pharmacists and their teams will need to work in partnership, not just with each other and the people they support but with their colleagues across the spant of integrated primary care networks, their staff meeting regularly with GP practice teams to align and monitor their approach to medicine optimisation, and with colleagues in urgent care centres to ensure systems for referring people to and from community pharmacists or unscheduled care are in place and working well. Community pharmacists should be connected with and able to refer referring people to de connected with and able to referred relative to specialist colleagues such as consultant pharmacists, and work alingelief communications systems that enable information to be shared professionals.

With community pharmacists performing as part of their extended network in this way, GPs, practice nurses and practice-based pharmacists will have confidence in community pharmacy teams taking responsibility for supporting people

The workload of managing the majority of repeat prescriptions will move from GP practices to community pharmacist.
 Community pharmacy services will be consistently high quality values by patients and other professional and will have a demonstration impact frequency being with LTCs to optimize their case of medicine, in turn, general practice tarem will be environ quality values by patients and other professional and will have a demonstration impact frequency being with LTCs to optimize their case of medicines and non-tractines the professional and will have a demonstration impact frequency being with LTCs to optimize their case and support. There will be a variety of different approaches to achieving this new way of working, depending on local profites and circumstances.
 Domunity pharmacists and their team will need decisions about their own health and medicines use.
 To chinese this vision, community pharmacists and their team will need to work in partnership, not just with each other and inferent approaches, there will be able to county.
 To chinese this vision, community pharmacists and their team will need to work in partnership, not just with each other and inferent approaches, although teams, the registering with a general practice, they will have the right to choose an alternative pharmacies. Over time, there may be differentiation of adversion of such to county.
 Define the provision of such to county.

the country. Community pharmacies may work together across an area through federations, joint provider companies or through joint ventures with hoteh types of providers. This may include the use of a shared cohort of specialist staff, which could, for pharmacy' care or access to specialist services in all pharmacies carcos a patch. Some community pharmacy businesses may expand into the provision of other primary care services, integrating GPA, mores and physician assistants into their own service delivery model.



PATIENT FACING MATERIAL





PATIENT FACING MATERIAL



EVENTS



EVENTS



DIGITAL





SLIDEDECK TEMPLATE







INFOGRAPHICS



WHAT QUESTIONS DO YOU HAVE?

It's normal to find talking about menopause and menopause symptoms difficult.¹ Preparing for a conversation with your Healthcare Professional can help. For example thinking about questions before your visit and planning what you want to say. You can use these questions to guide you.



MENOPAUSE FACTS



MENOPAUSE SYMPTOMS

While menopause is a normal part of a woman's life, many women may experience uncomfortable signs or symptoms of menopause due to changes in their hormones.^{8,9} If this happens to you, talk to your healthcare provider about your options.



Here are some common symptoms of menopause. They may also be symptoms of other health conditions. If you have any questions or concerns ask your healthcare provider.



NIGHT SWEATS

weating at night, ofte while trying to sleep or while asleep.

-





e menopause symptoms affect le body's temperature is regulated and increase heart rate.¹¹

HEART POUNDING, RACING OR PALPITATIONS feeling that your heart is beating stronger or faster than normal.

×.

Ř

URINARY URGENCY suaden or strong urge to go the bathroom.

Q

CHANGES IN YOUR PERIOD

heavier or lighter than normal, time between periods longer or shorter than normal

INCONTINENCE o hold your urine long enough o get to the bathroom.

zΖ

PROBLEMS SLEEPING

culty falling asleep, ng asleep, or waking up too early.

. LEAKING URINE ting a little whe cough or laugh



Ĭ



UROGENITAL Some menopause symptoms affect the bladder, vagina and vulva.¹²

> (%) PAIN/DISCOMFORT

LOSS OF INTEREST IN SEX than you once we

doing things you once enjoyed.



OTHER

00

Menopause symptoms can be physical, but can also affect mood, psychological state and cognitive ability

? CHANGES TO YOUR MEMORY feeling forgetful, having difficult concentrating, feeling in a 'fog'.

xx-xxx-xxx-xxxx ©2018 Pfizer Inc. All rights reserved. December 2018





Design work Logos & Branding

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COMMUNITY







COMMUNITY





COMMUNITY





BUSINESS SUPPORT

BUSINESS

H&F BUSINESS

h&fbusiness CONNECTS

BUSINESS SUPPORT



THE CREATIVE HUB



THE CREATIVE HUB

BUSINESS NETWORK



EDUCATION







ENVIRONMENTAL







BRANDING AND ANIMATION





View animation here

HEALTHCARE



Looking beyond RA and reflecting a balanced approach



Are antibiotics right for your patient?



I have questions about my antibiotics

HEALTHCARE



MAKING A **MEANING FUL DIFFERENCE** FOR PEOPLE WITH CANCER



MEDICINES KNOW HOW

Helping patients who are being treated with Antimicrobials

HEALTHCARE





Studio Health



Mental Health training for today's Pharmacy

HEALTHCARE ICONS



Therapeutic PLUS training workshops

Supporting Professional Development



Face-to-face skills workshop



Acquire knowledge and skills to grow



CPD modules





Adherence programmes



Skills training engaging with patients



Anti - counterfeit campaign



Therapy website & support materials

Delivering Commercial Value



Business skills training



Leadership training



Patient Group Direction programmes



Pfizer Vascular Health Checks Service

SOCIAL MEDIA ICONS







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DIGITAL





INSTAGRAM POST





WEBSITE POST



Sounds like Hammersmith & Fulham

On this page

- Programme information
- Want to get involved? Sign up!

The programme

It's showtime in Hammersmith & Fulham after the borough won the 'Cultural Impact' prize at the prestigious London Borough of Culture awards last year.

The £200,000 award from the Mayor of London's office is being used to kickstart a new 10-year arts programme to develop the next generation of stars from our talented pool of local young musicians. But that's not all, it will also provide more opportunities for all residents, regardless of their background, to get involved in the arts.

The 'Sounds like Hammersmith & Fulham' programme will build on the borough's already booming arts and culture scene thanks to the success of our Arts Strategy (pdf 627KB) and Industrial Strategy (pdf 2.6MB) as H&F fast becomes the best place to live, work and plav in Europe

DIGITAL SCREEN



Celebrating the borough's best young musical talent at our first open-air festival on Westfield Square

4

Westfield

VIDEO WALL





INSTAGRAM POST



DIGITAL SCREEN







Design project LMS Gene Home Pop up

A pop up event bridging Bio Med research and personal experience. Celebrating Black communities' contributions to Science and Medicine.

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ENTRANCE





WALL GRAPHICS



WALL GRAPHICS



WALL GRAPHICS







What is the MRC-LMS? a message from Wiebke

- a message from viecke
Hi, I'm Wiebke and I'm the Director of the LMS, just up the road in White City. It's home to almost 400 of my colleagues who are scientists and support workers working hard to understand how the human body works. We focus on sex differences, how the environment affects our genes, and ageing and in this exhibition, we're looking at heart health, nutrition, and the body and how hormones affect us, particularly prostate cancer, and polycystic ovary syndrome, which is the focus of my own research as an endocrinologist. It's really important to us that we can speak with people with lived experience of medicine and healthnear to properly understand how our research can best impact society and improve human health. Please enjoy the LMS Gene Home and talk to us about your thoughts on the experience!

You Matter - Health Equality Matters

There is ongoing research in the UK to understand how social inequalities resulting from migration leads to health inequalities. This research provides ways to improve health provision for everyone. Here's why it's important:

- ersity and Inclusion Matters. Medical research need 1. Div
- Diversity and Inclusion Matters. Medical research needs to be diverse and inclusive in its research to ensure treatments, drugs and interventions work for everyone. Only full representation in trials can we know that the results are relevant to and give the same results in people from all communities and backgrounds. Tailored Solutions. This includes inclusive research and pro-active consultation with diverse communities to enable understanding of how diseases and treatments affect different people and communities with unique genetic make-ups. The more diverse and inclusive the research the better healthcare can be personalised to fit individual needs. Supercharge Science. Inclusive community consultation and mass participation accelerates scientific discoveries, making healthcare better for everyone. By joining in with research, we can help uncover the causes and solutions to these disparities. 2.
- 3
- to these disparities. Bridge the Gap. Sometimes, there's a gap between what science knows, what diverse communities understand and what healthcare providers practice. Participation in vhat healthcare providers pra irch can help bridge that gap.





Genes: View from the LMS - Vaguerizas Lab How Genes Work

"Hi, I am Juanma and my team work on understanding how our genomes work."

Genes themselves, don't carry out the work of the body – they are the code that tells the body how to make a specific protein. It is proteins and other molecules that do the work inside your cells. Sometimes, some proteins fit together to make something a biological nanobot, or enzyme, that acts as a tool in the body. For a gene to be switched on and make its protein it needs to be *(activated:* When a gene makes a protein, we say it the gene has been *'expressed'*.

Many genes do not express proteins; we used to call it 'junk DNA: However, we now understand this DNA may play a vital role in controlling the expression of other genes in several ways. As genes control so many processes in the body, it is critical we understand how they work, and what switches them on (activates) or off (represses).

Gene promoters are like the 'Start' buttons for genes. They are specific short DNA sequences at the start of a gene that signal the transcription machinery where to begin reading and copying the gene's information. But which genes are chosen to be active or repressed is moderated by proteins known as transcription factors acting like molecular switches. Activators' bind to enhancer sequences to boost gene expression, while 'repressors' attach to sequences to inhibit it. Sounds simple, but it's about to get fun...

'Epigenetics' explores how changes in gene expression occur without alterations to the underlying DNA sequence. It involves modifications to DNA and histones – the proteins that DNA is wrapped around. These modifications can be passed down through generations and play a crucial role in development, disease, and environmental responses. development, disease, and environmental responses. However, these epigenetic switches can sometimes be controlled by environmental factors such as diet, exercise, and air quality. Even though it's strange to imagine, lifestyle choices made by your grandparents and further back can influence which of your genes are activated or repressed, having profound impacts on your health and disease susceptibility. Understanding this offers exciting potential for therapies and personalised medicine.





DNA: View from the LMS - Speck Lab

"Hi, I'm Christian, and my team is researching how DNA is packaged in cells, how it gets duplicated and what can go wrong in the context of disease and ageing. As aid, I could have only imagined looking deep into cells to visualise their inner workings. What will be possible when you grow up?"

inner workings. What will be possible when you grow up?" With so much of our DNA wrapped tightly around histones, hidden deep in the archives of the chromatin, what wonderfully rich genetic information could it contain that we might want to switch on? Could there be genes that code for proteins and enzymes that answer quesjions about why we age and get sick like we do? Yet DNA is incredibly tiny - so small that even the most powerful microscopes struggle to see it directly. Using an ordinary microscope, which uses glass lenses to magnify samples, we can't see things as small as DNA - it would be like trying to read an ultra-tiny text on a speck of dust. Tha's where cryo-electron microscopy (Cryo EM) comes in a super-powerd lens for scientists, using freezing temporatures to keep DNA and its partners, the histones, in their natural state. This allows us to capture images of them, freezing a moment in time.

We start with a machine that shoots tiny particles called We start with a machine that shoots tiny particles called electrons. These electrons are much tinier than the light we see with our eyes. When the electron beam hits our frozen sample, a few things happen. Some electrons bounce around when they meet the atoms in the sample. How they bounce depends on how tightly packed the atoms are. Other electrons go traight through the sample without much trouble. A special camera records how many and where these electrons hit to create an image. Spots where lots of electrons hit show up darker, and the places with fewer hits look lighter. Usually, we take many pictures from different angles to see the whole picture. These pictures are combined, like puzzle pieces, to make a 3D image of the sample. sample

So, DNA is truly microscopic, but with the help of Cryo EM, we can observe it and learn how it's efficiently packed into these nucleosome containers, revealing the secrets of life on a tinv scale.



TIMELINE



