

Communications toolkit for pharmacies – Proposed change to NHS prescriptions for gluten-free bread, rolls and flour mix

(Final: 11 July 2025)

About this toolkit

This toolkit is for pharmacies across the North East and North Cumbria to encourage patients who currently receive an NHS prescription for gluten-free bread, rolls and flour mix, and for people who have coeliac disease and other gluten-related disorders, to take part in a survey.

This toolkit includes information and resources to use across your communication channels to help raise awareness with patients and to get them involved in the survey. The online resources can be found [here](#).

Your support in helping us to share these messages is appreciated.

For further help or advice on using this toolkit please contact:
nencicb.comms@nhs.net

Background

Currently, in the region, the only gluten-free products available on NHS prescription are bread, rolls and flour mixes. The North East and North Cumbria ICB is proposing to end the routine prescribing of gluten-free bread, rolls and flour mixes.

In the North East and North Cumbria, approximately 4,700 patients are prescribed gluten-free bread, rolls and flour mix, with approximately 34,000 items issued annually.

There is a disparity in gluten-free prescribing across the region with some areas prescribing significantly more items than others.

Things have changed since this gluten-free support was introduced:

- Gluten-free foods are easier to buy in shops and online.
- Food labels are clearer, so people can more easily choose the right products to have a healthy diet.
- However, these foods still cost more than normal food.

- The NHS pays significantly more for these gluten-free items than the retail price.

The proposal to stop prescriptions for gluten-free bread, rolls and flour mix aims to help align our region with national gluten-free product prescribing policy, reduce inequity, and ensure NHS funds are used as fairly and effectively as possible. Many other areas in England have already stopped gluten-free prescribing of these products for these reasons.

What's happening now?

No final decision has been made. The NHS in the North East and North Cumbria is asking for public views on a proposal to stop prescribing gluten-free bread, rolls, and flour mixes. A six-week involvement period runs from 15 July to 25 August 2025, to help inform any future decisions. The NHS is listening to people's views through a range of activities:

- An online survey for patients, carers, and the wider public
- Focus groups, particularly for those who may be more affected
- Direct communication through GP practices and pharmacies
- Partnership working with voluntary and community sector organisations
- An Equality Impact Assessment to help identify and reduce any unintended impact on different groups

How you can support?

Please use this toolkit to help raise awareness with patients who receive prescriptions of gluten-free bread, rolls and flour mixes to take part in the survey and give their views.



The survey opens on 15 July and runs for 6 weeks until 25 August 2025.

Toolkit contents

This communications toolkit contains useful resources to help promote and encourage your patients involvement in this survey. It includes:

- **Printable insert to give to people receiving gluten-free bread, rolls or flour mix on prescription from your pharmacy**
- Website copy
- Social media posts
- Printable poster
- TV screen file

Printable A5 handout for prescription bag

<p>Tell us what you think about the proposal to stop providing NHS prescriptions for gluten-free bread, rolls and flour mix...</p> <p>The only gluten-free products available on NHS prescription are bread, rolls and flour mixes. Your local NHS is thinking about stopping this.</p> <p>Before making a final decision, we want to understand what this means for people and their families.</p> <p>Complete a short survey telling us how you may be affected by the proposed change.</p> <p>It's important that we hear your views. Closing date 25 August 2025.</p>	<p>NHS North East and North Cumbria</p>  <p>Scan the QR code or write and tell us your views: Gluten-free survey, North East and North Cumbria ICB, Pemberton House, Colima Avenue, Sunderland Enterprise Park, Sunderland SR5 3XB For a printed survey, call 0191 512 8484</p>	 <p>GlutenFree-A4Handouts.pdf</p>
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Website copy:

Have your say on proposed changes to gluten-free prescriptions

The only gluten-free products available on NHS prescription are bread, rolls and flour mixes. Your local NHS is thinking about stopping this.

If you or someone you care for receives these items on prescription, the NHS want to hear your views.

No decision has been made yet - your feedback will help shape what happens next.

Please take part in the short survey (5 –10 minutes):

Link to survey <https://app.onlinesurveys.jisc.ac.uk/s/nencicb/nenc-gluten-free-2025>

The survey is open until **25 August 2025**.

If you need help to complete it or require a paper copy of the survey, please email NENCICB.Involve@nhs.net or call 0191 512 8484 and ask for the involvement team.

Thank you for helping us make sure everyone's voice is heard.

Social media posts:

(Facebook / Instagram / LinkedIn):

If you get a gluten-free NHS prescription, we want to hear from you!

The NHS in our area is thinking about stopping prescriptions for GF bread, rolls and flour mix. This could affect people with coeliac disease or other gluten-related conditions.

🗣️ Tell us what you think by taking a short survey:

👉 <https://app.onlinesurveys.jisc.ac.uk/s/nencicb/nenc-gluten-free-2025>

⌚ Closes 25 August 2025

📞 Need help? Contact NENCICB.Involve@nhs.net
Your views matter. Please share with anyone who may be affected.

#GlutenFree #NorthEastNHS #YourVoiceMatters



(Twitter/X / Facebook / Instagram):

🗣️ Do you get gluten-free bread, rolls or flour mix on prescription?

The NHS in the North East and North Cumbria is thinking about stopping these prescriptions – but *no decision has been made yet*.

🗣️ **Have your say** and help shape what happens next.

📄 Take the short survey (5–10 mins): [Insert survey link] <https://app.onlinesurveys.jisc.ac.uk/s/nencicb/nenc-gluten-free-2025>

📅 Open until 25 August 2025

#GlutenFree #NorthEastNHS #YourVoiceMatters



Printable poster

<div data-bbox="245 322 328 400"></div> <div data-bbox="534 322 643 383">NHS North East and North Cumbria</div> <div data-bbox="242 412 620 519">Tell us what you think about the proposal to stop providing NHS prescriptions for gluten-free bread, rolls and flour mix...</div> <div data-bbox="242 555 448 645"><p>The only gluten-free products available on NHS prescription are bread, rolls and flour mixes. Your local NHS is thinking about stopping this.</p></div> <div data-bbox="242 654 454 725"><p>Before making a final decision, we want to understand what this means for people and their families.</p></div> <div data-bbox="242 734 456 795"><p>Complete a short survey telling us how you may be affected by the proposed change.</p></div> <div data-bbox="242 801 430 844"><p>It's important that we hear your views.</p></div> <div data-bbox="242 851 429 889"><p>Scan the QR code to take part. Closing date 25 August 2025.</p></div> <div data-bbox="478 560 600 680"></div> <div data-bbox="474 689 638 725"><p>Other ways to take part in the survey:</p></div> <div data-bbox="474 719 639 893"><ul style="list-style-type: none">• email us at nencicb.involve@nhs.net• call 0191 512 8484• or write and tell us your views, send to: Gluten-free survey North East and North Cumbria ICB Pemberton House Collins Avenue Sunderland Enterprise Park Sunderland SR5 3XB</div>	<div data-bbox="882 333 935 398"></div> <div data-bbox="802 398 1015 456"><p>GlutenFree-A4poster. pdf</p></div>
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TV screen

NHS

North East and
North Cumbria

Do you receive gluten-free bread, rolls or flour mix on NHS prescription?

We want to hear your views. Scan the
QR code to take part in our survey.