

'Ask for ANI'

The Government has launched the Ask for ANI domestic abuse codeword scheme to help people access emergency support in pharmacies across the UK.

Participating pharmacies in this voluntary scheme will display posters in their window and around the shop to let customers know that they can approach their staff to seek help:

When a person uses the codeword ANI or asks for help, the member of staff will ask the person to accompany them to the consultation room and respond using a simple and straightforward process:

1. Ask if they are in danger or in need of immediate help and want the police to be called
2. If yes, they will dial 999 and inform the call handler that codeword 'ANI' response is required. The police call handler will assess the situation and dispatch help
3. If no, they will share helpline details and offer a private space and a phone for the person to make this call themselves

Victims of domestic abuse can now discreetly ask for help at pharmacies across Blackpool, including Boots.

