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To All Community Pharmacies

6th June 2013

Dear Colleague

Health+Pharmacy Initiative

We are writing to invite your pharmacy to apply to participate in a regional development programme which will enable you and your staff to develop an expertise in pharmaceutical public health and become a Health+Pharmacy. The concept of Health+Pharmacy has been developed by a group of key stakeholders for community pharmacy in Northern Ireland (the Pharmacy Alliance) and a full list of the member organisations and representatives is included in Appendix 1.

1. What is the vision for the Health+Pharmacy initiative?

The concept of Health+Pharmacy is one that originated in the DHSSPS Making it Better Strategy (2004) and builds on the experiences of Healthy Living Pharmacies in England and the NI Building the Community Pharmacy Partnership (BCPP) initiative. It also reflects the aims of a number of current and forthcoming strategic documents including Transforming Your Care, the new DHSSPS 5 Year strategy for Pharmacy in the Community and the forthcoming new strategic framework for Public Health.

The role of community pharmacy in the maintenance and improvement of health is well recognised, and the goal of the Health+Pharmacy initiative is to build on this experience. It aims to support people to live longer, healthier and independent lives with the help of community pharmacies that are focused on improving public health

through promoting health and disease prevention, early intervention, self-care and reducing health inequalities.

Health+Pharmacies will provide a community pharmacy environment which the public will instantly recognise as a place where they can access a consistently high quality of advice and services. Staff will be empowered through training and support to become active health promoters within their own pharmacy and engage actively with local communities. Health+Pharmacies will both provide, and sign-post people to, quality assured services for health promotion, prevention and protection and will have established links with service providers in the statutory, and community and voluntary sectors. Health+Pharmacies will be recognised by commissioners as exemplar settings for public health initiatives and services within communities.

More details about the background to the Health+Pharmacy concept are provided in Appendix 2 (Supporting information and Frequently Asked Questions).

2. How does my pharmacy become a Health+Pharmacy?

Our aim is to encourage as many community pharmacies as possible to become accredited as a Health+Pharmacy. The roll out of the initiative will be phased to coincide with the new strategy for pharmacy in the community, with the first wave of training starting in October 2013. Training will be facilitated by NICPLD and the first wave can accommodate staff from approximately 100 pharmacies. An on-going training programme will be available for further waves of training, as required to meet the demands of the roll-out of this programme.

To become a Health+Pharmacy there are a number of mandatory criteria that the pharmacy and its staff will need to satisfy. These include:

(i) Premises standards

All pharmacies must meet the essential and desirable [PSNI Standards for Registered Pharmacy Premises \(community\)](#) and additionally, must have a private consultation area and a publicly accessible area which is suitable to be developed for engaging with patients and providing public health information.

The PSNI standards are available on the PSNI website at:

www.psni.org.uk/about/code-of-ethics-and-standards/

(ii) Staff training

Both a nominated pharmacist and a non-pharmacist member of the pharmacy healthcare staff must complete the NICPLD accredited

Health+Pharmacy training programme. The training programme consists of two parts:

- a. **Distance learning programme:** This will be completed by the non-pharmacist member of healthcare staff from the pharmacy and will provide them with a background to the health improvement issues that underpin the Health+Pharmacy programme. The nominated pharmacist should provide support to the healthcare staff member in completing the DL programme.
- b. **Two day live NICPLD programme:** Both the pharmacist and the healthcare staff member will be required to attend this training which will focus on the skills and knowledge required in a Health+Pharmacy. As outlined above, the first cohort of training will be held in the 2013/14 Autumn term, with further cohorts arranged in line with demand.

There will also be on-going support provided to pharmacies and opportunities to share learning and good practice amongst members.

(iii) Community Engagement

All of those applying to become a Health+Pharmacy must have experience of community engagement within the past 5 years and have actively undertaken some outreach activity with the local community during this time period.

(iv) Final accreditation process

Following completion of the training programme, a period of preparation time will be provided to allow each pharmacy to work towards final accreditation as a Health+Pharmacy, and the accreditation of the healthcare staff member as a Well-Being Adviser. During this time, pharmacies will be expected to cascade training to other healthcare staff, develop a publicly accessible area for engaging with patients and providing public health information, and demonstrate how they have applied their public health learning and skills both within the community pharmacy setting and through wider community engagement.

Further information on all aspects of becoming accredited will be provided through the NICPLD training programme.

3. Application Process

- Those who wish their pharmacy to be considered for the first wave of training for the Health+Pharmacy programme should complete an application form (see Appendix 3 for sample form). Only pharmacies who can demonstrate that they meet the criteria in the application form will be considered for the first wave of training.
- A separate application form **MUST** be completed for each individual community pharmacy premises. Forms with details of more than one pharmacy premises will not be considered. Application forms **MUST be submitted via email** and posted forms will **not** be considered.
- Applications forms should be downloaded from the Pharmaceutical Services section on the BSO website at <http://www.hscbusiness.hscni.net/services/2443.htm>
- If you have concerns or difficulties with either downloading or emailing the form, please send an email to healthpluspharmacy@hscni.net or telephone Sandra Leeman on 02890 553782.
- Completed forms should be emailed to annmarie.mccann@hscni.net and received no later than 5pm on Friday 28th June 2013. Early application is encouraged as demand is likely to be high for places on the initial training programme.
- Applications received after this time will not be considered for the first wave of training.

In the event of over-subscription for the first wave of training, there will be a proportionate allocation of places across LCG areas and priority will also be given to pharmacies in areas of high health and social care need. A waiting list will be created if required and as outlined above, additional waves of training will be facilitated by NICLPD to meet need. A selection panel will review the applications and it is anticipated that successful pharmacies for the initial training cycle will be notified in early August 2013.

Our intention is to be as inclusive as possible but it should be noted that there is an expectation that Health+Pharmacies will also meet key standards in health improvement e.g. smoking cessation. If a practitioner is keen to participate and currently does not meet the required standards, the application will still be considered. In this instance, the practitioner will need to demonstrate their intention to improve standards over an agreed time period. This may result in a delay in ultimately awarding Health+Pharmacy status.

If you would like any further information about either the Health+Pharmacy programme or the application process, please send an email to healthpluspharmacy@hscni.net or telephone Sandra Leeman on 02890 553782.

Yours sincerely



Mr Joe Brogan
Assistant Director – DOIC
Head of Pharmacy and Medicines
Management



Mrs Mary Black CBE
Assistant Director Health and Social
Wellbeing Improvement PHA

Appendix 1: List of Pharmacy Alliance Members / Organisations and bodies

Mary Black, Public Health Agency and Co-chair of Alliance

Joe Brogan, Health & Social Care Board and Co-chair of Alliance

Seamus Mullen, Public Health Agency

Cathy Harrison, Department of Health, Social Services & Public Safety NI

Dr Brenda Bradley, Health & Social Care Board

Deirdre Quinn, Health & Social Care Board

Matthew Dolan, Health & Social Care Board

Tracy McAlorum, Health & Social Care Board

Gillian Plant, Health & Social Care Board

Dr Terry Maguire, Local Commissioning Group

Raymond Anderson, Pharmaceutical Society of NI – Pharmacy Forum

Dr Vanessa Chambers, Community Pharmacy NI

Sharon Bleakley, Community Development Health Network

Dr Kathy Burnett / Mrs Bronagh White, University of Ulster School of Pharmacy

Lee Dearn, Ulster Chemists Association

Jonathan Lloyd, Primary Care Partnership

Anne McAlister, National Pharmacy Association

Professor Colin Adair, NI Centre for Pharmacy Learning and Developing

Seamas Heaney, Project Director, The Old Library Trust

Appendix 2: Health+Pharmacy: Supporting Information and Frequently Asked Questions

1. What is a Health+Pharmacy?

A Health+Pharmacy will be a place which the public will instantly recognise as somewhere where they will receive a consistently high quality of advice and service from informative staff about their personal health needs. The central focus of the initiative is on engaging the public in their health and wellbeing. The staff, including non-pharmacists, will be trained as active health promoters within their own pharmacy and beyond. The pharmacy will be both a provider of, and sign-poster to, quality services of health promotion, prevention and protection.

The pharmacy premises will reflect this and all pharmacies must meet the PSNI standards and additionally, must have a private consultation area and a publicly accessible area which is suitable to be developed for advising patients and providing public health information.

There will be a public awareness campaign which will put the Health+Pharmacy concept firmly in the public consciousness.

2. What are the benefits of becoming a Health+Pharmacy?

The critical benefit is being a visible advocate for public health in your community and acting as a central and active driver to improve health and wellbeing and reduce health inequalities.

Health+Pharmacy is the means to an end, rather than the end itself. The concept packages what pharmacies may already be doing to some extent and allows the pharmacy to see what else they could be doing to deliver against local health needs. There are a number of benefits for contractors and their teams:

- Increased public awareness of community pharmacy health and wellbeing services
- Engage and motivate community pharmacy teams to deliver proactive health and wellbeing interventions and improved performance in service delivery
- Enhances credibility of pharmacists and pharmacy services with other health care professionals, resulting in a much more satisfying level of engagement
- Focuses pharmacy services on local needs
- Improvements in quality and productivity which could lead to increased service revenue
- Opportunity for staff development and increased competence in public health, for pharmacists and pharmacy assistants
- Opportunity to maximise professional fees and other pharmacy income as a result of increased footfall

- Ability to demonstrate to future commissioners what community pharmacy can deliver which may lead to continued commissioning of services or more services being commissioned
- Use of Health+Pharmacy promotional material and logo that can be recognised by the public and demonstrate that the community pharmacy is part of a bigger movement for public health
- Identifies a lead role for pharmacists in health and wellbeing which builds on existing best practice and extends the reach of the service

3. Do I need to become a Health+Pharmacy?

It is not compulsory to become a Health+Pharmacy although Health+Pharmacies will be recognised by commissioners as exemplar settings for public health initiatives and services within communities. Many benefits have been shown from experience in the local Building the Community Pharmacy Partnership experience and in Healthy Living Pharmacy (HLP) pathfinder sites in England, including in those “early adopter” pharmacies which would already have been providing a relatively high level of services. The evaluation report concluded that:

- The effect on income, prescription volume, demand for services, motivation and productivity of staff was positive for all types of contractor
- Implementation of the HLP Concept was seen as worthwhile for the business by over 70% of contractors.
- Over 90% of contractors saw benefits for staff development.
- Public feedback was positive with 98% saying they would recommend a service from a HLP to others

4. Who has been involved in developing the Health+Pharmacy concept?

A Pharmacy Alliance has been formed to work on introducing the concept of Health+Pharmacy into Northern Ireland. There are representatives from a wide range of stake holders including CPNI, NPA, UCA HSCB, PHA, PSNI, DHSSPS, CDHN, NICPLD and Schools of Pharmacy. See Appendix 1 for further details.

5. Will the general public know what a Health+Pharmacy is?

There will be a public awareness campaign including press releases and events. Branding materials will also be provided to your pharmacy which will clearly identify it as a Health+Pharmacy.

6. What are the requirements to become a Health+Pharmacy?

Both a nominated pharmacist and a non-pharmacist member of the pharmacy healthcare staff must complete the NICPLD accredited Health+Pharmacy training programme. In addition to the training your pharmacy must also meet the required

premises standards to be accredited as a Health+Pharmacy. You must also demonstrate evidence of successful outreach community engagement, for example, through participation in a BCPP programme or other community-based initiatives. Following completion of the training programme, a period of preparation time will be provided to allow each pharmacy to work towards becoming accredited as a Health+Pharmacy and the Healthcare staff member to become accredited as a Well-Being Adviser. During this time, pharmacies will be expected to cascade training to other healthcare staff, develop a health promotion area within the pharmacy and demonstrate community engagement. Subsequent to a successful final assessment, pharmacies will then become accredited Health+Pharmacies.

7. How do I apply for my pharmacy to become a Health+Pharmacy?

Those who wish their pharmacy to be considered for the Health+Pharmacy programme should complete an application form and return this **BY EMAIL** as outlined. You will then receive further communications on the next steps including training.

8. What will the training involve?

The training programme consists of a distance learning programme to be completed by the non-pharmacist member of healthcare staff, with support from the nominated community pharmacist, and a two day live NICPLD programme for both the pharmacist and the healthcare staff member. One pharmacy assistant can sign up for the distance learning programme and the same member of staff should attend the two days of live training. One pharmacist should also attend the live training. Further details will be provided on the training to successful applicants.

9. Who should complete the Distance Learning course?

The course selected by NICPLD has been developed by the Chemist and Druggist in conjunction with the Royal Society for Public Health (RSPH) and is specifically aimed at pharmacy assistants. Four training modules are sent to each enrolled delegate and an online assessment must be completed at the end. Pharmacists will be familiar with many of the concepts from undergraduate training, pharmacy journals and CPD, however assistants may be less familiar with the content. The pharmacist should support the assistant with the course but the final online assessment should be completed by the assistant. On successful completion of the course the pharmacy assistant will receive a Level 2 Award for Understanding Health Improvement accredited by the RSPH.

10. How much will the training cost?

There is no cost for the first pharmacist and first pharmacy assistant in each pharmacy for either the distance learning or the live training. Training for additional staff may be provided depending on availability, although there may be a charge associated with this.

11. Will the training be repeated?

Yes. It may not be feasible to accommodate all those who apply in the first instance simply due to the large number of pharmacists and pharmacy assistants. Additionally, not all pharmacies may wish to undertake training at this stage, and instead may prefer to consider getting involved at a later stage. The training will be repeated until everyone who wishes to be accredited has been given an opportunity to avail of it.

12. Can part-time members of staff complete the training?

Ideally the members of staff should be full-time. If this is not possible, then they should be permanent members of staff working a minimum of 20 hours per week in the pharmacy. This is to ensure maximum benefit from the training for both patients and other staff members.

13. I am a very experienced pharmacist. Do I still need to do the training?

You must complete the training to get accredited. The only exception to training would be if a pharmacy assistant already has a Level 2 Award for Understanding Health Improvement from a provider accredited by the RSPH. In this case, they would not need to complete the distance learning component of the training but both the assistant and the pharmacist would be expected to attend the live training events.

14. What happens after I complete my NICPLD training?

Following completion of the training programme, a period of preparation time will be provided to allow each pharmacy to work towards becoming accredited as a Health+Pharmacy and the Healthcare Staff Member to become accredited as a Well-Being Adviser. During this time, the pharmacist and staff member will be expected to cascade training to other healthcare staff, develop a health promotion area within the pharmacy and demonstrate community engagement. Subsequent to a successful final assessment, pharmacies will then become accredited Health+Pharmacies.

15. Where can I find out more background info on Health+Pharmacy?

Background to the development of the Northern Ireland Health+Pharmacy model can be found in a paper in the Pharmaceutical Services section of the BSO website at:

<http://www.hscbusiness.hscni.net/services/2443.htm>.

The Health+Pharmacy concept is an adaption of the English Healthy Living Pharmacy model but also builds on NI experiences, including the Building Community Pharmacy Partnership (BCPP). Further information on the impact of BCPP can be found at the above link. A full evaluation into Healthy Living Pharmacies (HLP) in England can be found at:

<http://www.npa.co.uk/Documents/Docstore/Representing-you/Evaluation.pdf>.

Further information can be found at a number of websites including:

<http://www.pompey-pharmacy.info/>

<http://www.npa.co.uk/Pharmacy-Services/Healthy-Living-Pharmacies/>

<http://www.networks.nhs.uk/nhs-networks/hlp-pathfinder-sites> (requires registration)

16. Will there be on-going / annual assessment to remain accredited as a Health+Pharmacy?

Yes it is likely that this will be the case. The details of this will be agreed by the Health+Pharmacy Alliance and shared with community pharmacies.