

To: Community Pharmacies-

*Living Well providers 2020/2021*

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11<sup>th</sup> November 2020

Dear Colleague,

## **Community Pharmacy Service: Living Well Campaign Evaluation**

### **Campaign 1 (2020/2021): Evaluation - Looking after your health and wellbeing during COVID-19**

Thank you for taking part in the Community Pharmacy Service: Living Well Campaigns.

The first campaign of the 2020/2021 schedule, "Looking after your health and wellbeing during COVID-19" is due to finish at the end of November 2020.

To replace the evaluation template for this campaign, we have created a short survey of 13 questions to capture your experiences of the campaign and gauge the impact and value community pharmacy have had on the public's health and wellbeing. The content of the survey can be viewed in Appendix 1.

The survey will be available for completion **online** from 30<sup>th</sup> November 2020 until 18<sup>th</sup> December 2020. This MUST be completed by all Living Well contracted pharmacies. Survey responses must NOT be posted to local offices. The link to the survey will be emailed to your secure email address in due course.

### **Campaign 2 (2020/2021)**

The next campaign due to start in December 2020, will be focussed on vaccines. More information will be provided in due course to detail key campaign dates.

Thank you for all the support in health and wellbeing that you are providing to patients.

Kind regards,

*Kathryn Turner*

Kathryn Turner  
Pharmacy Lead  
HSCB

*JSWilson*

Stephen Wilson  
Assistant Director of Communications  
And Knowledge Management  
PHA

**Contact Details for HSCB Local Integrated Care Offices**

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## **Appendix 1**

### **Living Well “Looking after your health and wellbeing during COVID-19” Evaluation Questions**

**1. How did you publicise the “Looking after your health and wellbeing during COVID-19” campaign within your Pharmacy?**

(Tick those that apply)

- a) Poster in place to advertise
- b) A5 booklets left on pharmacy counter for “self-selection”
- c) Placing A5 booklets in prescription bags
- d) Pharmacy staff verbally engaging and informing patients
- e) Information delivered by delivery driver
- f) Visual displays (other than poster) created at windows/ instore to engage patients
- g) TV screens/ digital displays
- h) Engage with other assets of the community, such as churches, shops, etc.
- i) Social media/ website
- j) Newsletter
- k) Other (please state)

**2. Give an estimate how many patients your pharmacy team engaged with on “Looking after your health and wellbeing during COVID-19” campaign messages?**

- a) 0 -20
- b) 21-40
- c) 41-60
- d) 61-80
- e) 80+

**3. What age demographic(s) were provided with “Looking after your health and wellbeing during COVID-19” campaign information?**

(Tick those that apply)

- a) Under 16
- b) 16-30
- c) 31-50
- d) 51-65
- e) Over 65
- f) All of the above

**4. Were you able to provide “Looking after your health and wellbeing during COVID-19” campaign information to any of the following groups of patients?**

(Tick those that apply)

- a) Homeless
- b) Victims of domestic abuse
- c) BAME community
- d) Housebound
- e) Those with drug or alcohol addiction issues

- f) Socially isolated
- g) Young families
- h) Elderly
- i) Those with long term health conditions or their carers
- j) Those living in poverty or deprivation
- k) Those with hearing or visual impairments
- l) Those where English is not their first language
- m) Other (please state)

**5. Did your pharmacy team engage with any other organisations to disseminate the information within the “Looking after your health and wellbeing during COVID-19” campaign, e.g. remotely or on social media**

- a) Yes, if so who? (tick those that apply)
  - a. Schools
  - b. community groups
  - c. churches
  - d. local retail shops
  - e. other healthcare professionals
  - f. Other (please state)
- b) No

**6. If you provided further information to patients or groups using the “Looking after your health and wellbeing during COVID-19” campaign resources, did you use videoconferencing e.g. Zoom etc.?**

- a) Yes
- b) No
- c) N/A

**7. As a result of the “Looking after your health and wellbeing during COVID-19” campaign, did you receive queries from or have discussions with the public on any of the following areas**

(tick those that apply)

- a) Mental Health
- b) Stop Smoking
- c) COVID advice
- d) COVID symptoms
- e) COVID testing
- f) COVID App
- g) Facemask use
- h) Contact tracing
- i) Flu
- j) Eating well
- k) Vitamins
- l) Alcohol intake
- m) Cancer

- n) Cardiac conditions
- o) Diabetes
- p) Domestic and Sexual Abuse
- q) Community help
- r) Carer support
- s) Helplines
- t) Other (please state)

**8. Are there any other topics not covered by the “Looking after your health and wellbeing during COVID-19” campaign that you feel your patients needed support with to help cope with the pandemic?**

- a) Yes, if so please state
- b) No

**9. Did the “Looking after your health and wellbeing during COVID-19” campaign resources help support your pharmacy team answer COVID-19 related queries or know where to signpost patients?**

- a) Yes
- b) No

**10. Did you make any referrals to other services as a result of the “Looking after your health and wellbeing during COVID-19” campaign?**

- a) Yes – if so, who (tick those that apply):
  - i. Other Pharmacy Service E.g. Stop Smoking Service
  - ii. Other Healthcare Professional
  - iii. Community/Voluntary Service
- b) No

**11. Do you feel the “Looking after your health and wellbeing during COVID-19” campaign helped to support your patients’ health and wellbeing?**

- a) Yes
- b) No

**12. Was the public’s feedback to the “Looking after your health and wellbeing during COVID-19” campaign mainly positive?**

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

**13. If possible, whilst protecting patient confidentiality - please provide any stories of interactions with the public on the “Looking after your health and wellbeing during COVID-19” campaign where you feel you have made positive impact.**