

Community Pharmacy Service: Living Well

Guidance Document

April 2019 – March 2020

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1. Introduction

“Living Well” is a service for all community pharmacies in Northern Ireland. This pack has been developed to provide community pharmacists and pharmacy staff with an overview of this service.

Living Well - Service Description

The provision of opportunistic information and advice to patients receiving prescriptions and general pharmacy visitors on public health issues and the pro-active participation in campaigns during agreed periods, to promote public health messages .

There are **two** elements to the promotion of healthy lifestyles service:

- 1. Opportunistic Intervention** – currently community pharmacists and pharmacy staff provide opportunistic verbal advice and written materials (if appropriate) to patients presenting prescriptions and to general pharmacy visitors to promote a healthy lifestyle.
- 2. Targeted Campaign Based Service** – in addition to the above, community pharmacists and pharmacy staff will pro-actively deliver a schedule of healthy lifestyle campaigns each year. This schedule will be aligned with health promotion priorities identified by the Public Health Agency (PHA), and agreed by HSCB and Community Pharmacy Northern Ireland (CPNI) each year. A total of up to six campaigns will be promoted each year

2. Background

The Northern Ireland five-year strategy for community pharmacy¹ “Making it better through pharmacy in the community” has set out a number of aims, one of which is to **help people live longer, healthier lives**. With this in mind, the strategy has set a strategic goal:

“To provide people with access to advice and support from pharmacists in the community, promoting public health, self-care, improved health and well-being and preventing illness.”

The recent review of health and social care in Northern Ireland which led to the Transforming Your Care² (TYC) proposals has also recommended an enhanced role for pharmacy with greater focus on health promotion and medicines management, to support patient centred care by helping people stay independent and well.

It is recognised that community pharmacies are well placed to provide a focal point for the provision of health advice, information and services to help people live longer, healthier lives. Community pharmacies are often open when other healthcare providers are unavailable and they offer convenient access to a trained healthcare professional without the need for an appointment.

Community pharmacies are embedded in their communities with over 30% located in disadvantaged areas. People regularly access pharmacy services; it is estimated that approximately 9% of the population in Northern Ireland visit community pharmacies each day. Studies show that people interact with

¹ “Making it better through pharmacy in the community – A five year strategy for pharmacy in the community”
http://www.dhsspsni.gov.uk/making_it_better_through_pharmacy_in_the_community.pdf

² Transforming your care – A review of Health and Social Care in Northern Ireland”
<http://www.transformingyourcare.hscni.net/wp-content/uploads/2012/10/Transforming-Your-Care-Review-of-HSC-in-NI.pdf>

community pharmacists at an average of 12 to 15 times each year, often using the same pharmacy each time. Community pharmacies are very often the first point of contact for many people with the health service and so they are a key resource to help patients within their communities live longer, healthier lives.

Through the **Living Well service** pharmacies can help address risk factors which contribute significantly to the overall prevalence of disease in Northern Ireland. Some of these issues include:

- High blood pressure
- Tobacco use
- Harmful misuse of alcohol
- High serum cholesterol
- Overweight
- Unhealthy diet
- Insufficient physical exercise
- Sexual health
- Substance misuse

Many of these risk factors are related to health inequalities and lifestyle choices. The promotion of the Living Well service has a role to play in the identification and management of these risks, by providing information, advice and services which support improved self-care and health literacy.

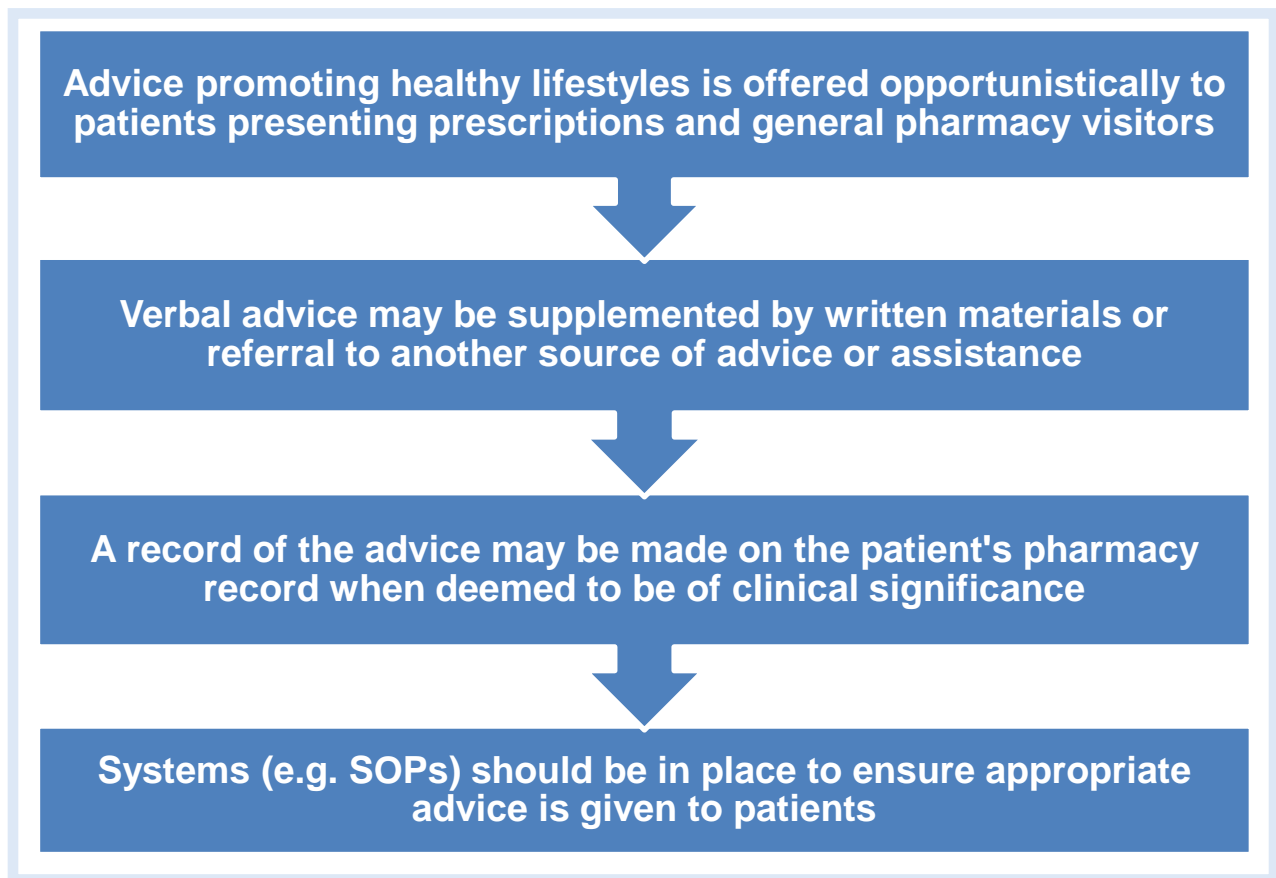
3. Aims and intended service outcomes

The HSCB and CPNI have agreed the following aims and intended service outcomes for the “Living Well” service:

- To increase patient and public knowledge and understanding of key healthy lifestyle and public health messages so they are empowered to take actions which will improve their health.
- To target the ‘hard to reach’ sectors of the population who are not frequently exposed to health promotion activities in other parts of the health or social care sector.
- To provide a health promoting environment in the community pharmacy with a health promotion area displaying health promotion campaign materials, to allow the public access to appropriate health information and support materials.
- To promote the messages of the targeted public health campaigns, space is made available in at least one window unit of the pharmacy for the full duration of each campaign unless by agreement with the Board because of unforeseen or special circumstances (e.g. in the absence of any suitable window).

4. Service overview

1. Opportunistic Intervention



To promote healthy lifestyles, community pharmacists and pharmacy staff should provide opportunistic verbal advice to patients who are presenting prescriptions and to general pharmacy visitors. Suitable patients and pharmacy visitors to whom advice may be offered include people:

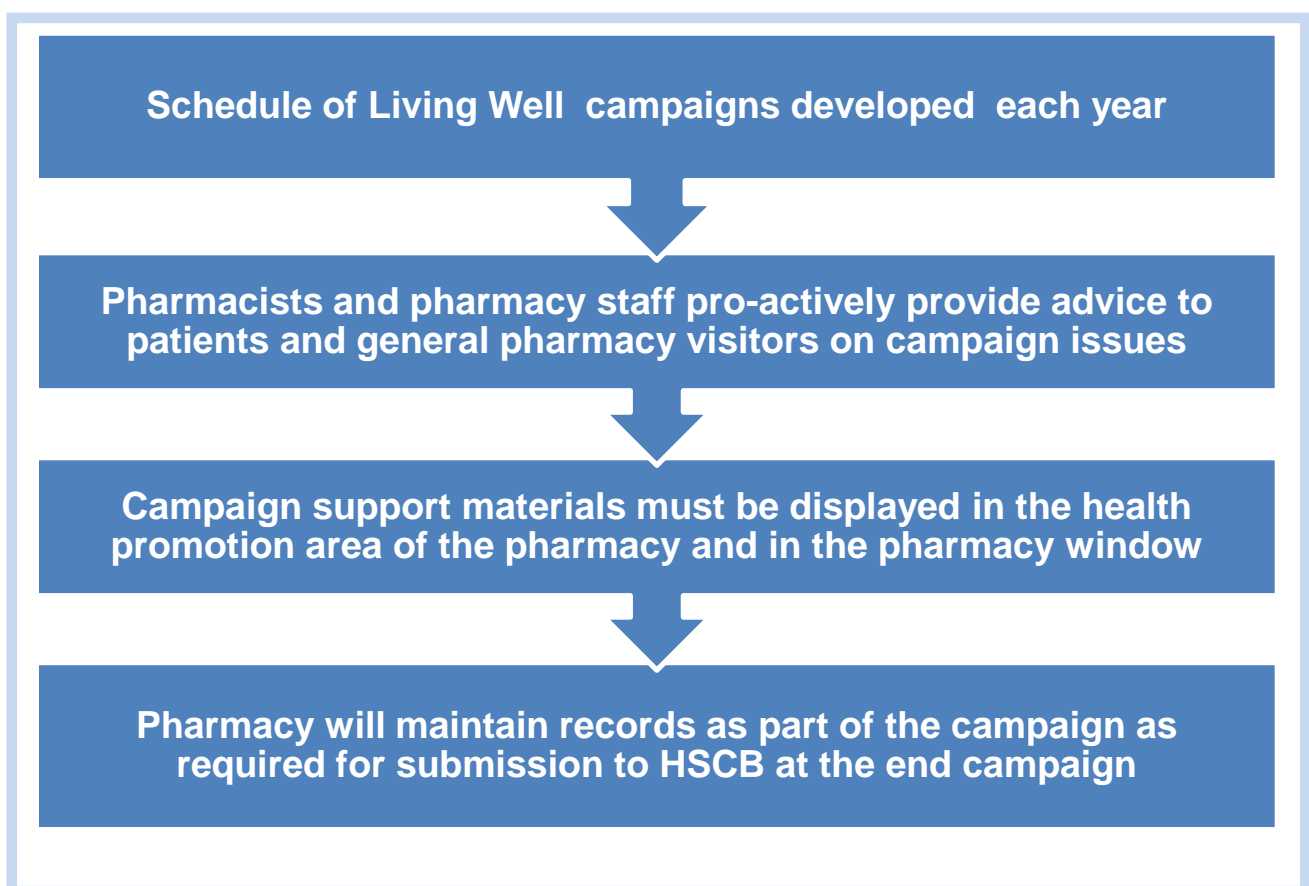
- with diabetes;
- at risk of coronary heart disease;
- with high blood pressure;
- who smoke;
- who are overweight.

If appropriate, the advice given may be supplemented by the provision of written materials such as patient information leaflets. Patients and pharmacy

visitors may also be referred on to another source of advice or to another health care professional who could offer further assistance.

For patients known to pharmacy staff and when the pharmacist deems it to be of clinical significance, a record of the advice given may be made on the patient's pharmacy record. The record should be in a form that facilitates service review and future follow-up care for the person who has been given the advice. This data should be made available to HSCB upon request.

2. Targeted Campaign Based Service



Community pharmacists and pharmacy staff should pro-actively participate in the delivery of an agreed schedule of public health campaigns each year.

A campaign schedule will be developed each year and agreed by HSCB and CPNI. The schedule will be aligned with public health priorities identified by the PHA. A maximum of six campaigns will be promoted each year.

The HSCB/PHA will produce a campaign support pack to accompany each campaign. The packs, containing the campaign materials, will be distributed to community pharmacies in advance of each campaign.

Community pharmacists and pharmacy staff should provide information and advice on the campaign topic to patients presenting prescriptions and to general pharmacy visitors. This advice may be supplemented by providing the person receiving the advice with a copy of the campaign materials.

To participate effectively in each campaign, pharmacies must display the provided campaign materials and ensure they are readily available to the public. To enable this pharmacists are required to:

- Identify a specific area within the pharmacy that will be used as a “public health display area”. This area should be clearly sign-posted and accessible to the public.
- Make space for campaign materials available in at least one window unit of the pharmacy for the full duration of the campaigns (unless by agreement with the HSCB because of unforeseen or special circumstances e.g. the absence of any suitable window).

The pharmacy should only use the campaign materials provided. Commercial advertising materials should not be used in the designated health promotion area and window space. Inclusion of any other materials in the health promotion area and window space should not distract from the health improvement message of the campaign. The campaign should not be used to promote any particular product.

As part of the evaluation of each campaign, pharmacies are required to maintain records that should be submitted to HSCB/PHA at the end of each

campaign. A template for the required information will be included in the campaign support pack. (Appendix 1)

A copy of the evaluation template for each campaign should be retained in a portfolio as evidence of participation in the campaign and should be presented, on request, to your Pharmacy Adviser if required.

A written SOP should be in place which covers the identification of suitable people to be offered health improvement information as part of this service, to ensure appropriate advice is given. Health advice should include stopping smoking, reduction of alcohol intake, diet and nutrition, physical activity and weight management as appropriate.

5. Campaign Support Packs

In preparation for the campaign, HSCB is providing £500 for each pharmacy in 18/19 to help them prepare for the display of resources and to publicise the campaigns. This must be used in total for the following :

- Preparation of an SOP
- Staff training
- Preparation of displays for pharmacy health promotion area
- Equipment to support window displays e.g. poster holders

A campaign support pack, developed by HSCB/PHA, will be sent to community pharmacies in advance of each of the health improvement campaigns. The support pack will provide:

➤ Overview of the campaign

This will help inform the rationale for the campaign and will clearly state the aims and objectives of the campaign.

➤ Details of target audience

It is important that campaign advice is targeted towards those who will benefit most. The pack will outline the campaign's target audience e.g. age-group, sex, socio-economic factors.

➤ Details of the key campaign message(s)

This will outline the specific information that should be communicated to patients and general pharmacy visitors to help promote living a healthier lifestyle.

➤ **Details of the campaign activities**

This will provide information on the procedure to follow during the campaign period.

➤ **Resources to support the campaign**

Posters for display in window of pharmacy, patient information leaflets for distribution and any additional resources will be included with the campaign pack.

➤ **Evaluation of campaign**

Information will be provided on the records that should be maintained as part of the campaign. An evaluation template will be provided which should be submitted to HSCB at the end of each campaign.

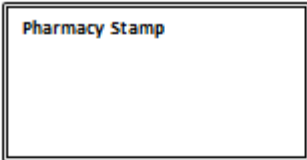
6. PHA Schedule of Campaigns April 2019 – March 2020

Campaign Dates	April 2019	May 2019	June 2019	July 2019	August 2019	September 2019	October 2019	November 2019	December 2019	January 2020	February 2020	March 2020
Care in the Sun												
Obesity												
Stay Well/Flu												
AMR												
Mental Health												

7. Community Pharmacy Schedule of Campaigns

Campaign Dates	April 2019	May 2019	June 2019	July 2019	August 2019	September 2019	October 2019	November 2019	December 2019	January 2020	February 2020	March 2020
Care in the Sun												
Obesity												
Stay Well/Flu												
AMR												
Mental Health												

Appendix 1: Living Well Campaigns Evaluation Template



Community Pharmacy Living Well Campaigns Evaluation Template 2019/20

Campaign topic	From:				To:			
Campaign date	Date of Contact	Gender (✓)			Action (✓)			Additional Notes
Customer number		Male	Female	Other	Leaflet	Advice	Referral if appropriate	
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
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30								
31								
32								
33								
34								
35								
36								
37								
38								
39								
40								
Total								

Complete all relevant boxes for each customer. You should also retain a copy of your campaign evidence with your portfolio of evidence to be presented on request to your Pharmacy Adviser. Please send a copy of this form to your local office, see below for contact details.

Belfast & South Eastern Rachel Murphy Business Support Integrated Care 12-22 Linenhall Street Belfast BT2 8BS Tel: 028 9536 3338 Email: Rachel.Murphy@hscni.net	South Janice Brown Business Support Integrated Care Tower Hill Armagh BT61 9DR Tel: 028 9536 2104 Email: Janice.Brown@hscni.net	North Kathryn Bradley Business Support Integrated Care County Hall 182 Galgorm Road Bellymore BT42 1QB Tel: 028 9536 2824 Email: Kathryn.Bradley@hscni.net	West Jacquelynn Ballard Business Support Integrated Care Gresha Park House 15 Gresha Park Clooney Road Londonderry BT47 6FN Tel: 028 9536 1053 Email: Jacquelynn.Ballard@hscni.net
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