

## **Service Specification – Community Pharmacy Living Well (Public Health)**

### **1. Service Description**

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

### **2. Aims and Intended Service Outcomes**

2.1 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.

2.2 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.

2.3 To provide a health promoting environment in the community pharmacy with a health promotion area displaying campaign materials to allow the public access to appropriate health information and support materials.

2.4 To promote the messages of the targeted campaigns by making space 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).

### **3. Service Outline**

#### **3.1 Opportunistic Intervention**

3.1.1 Pharmacists and their staff will provide opportunistic advice, as appropriate, on specified public health messages, in line with

the public health priorities in the annual HSCB/PHA Commissioning Plan to patients presenting prescriptions or to general pharmacy visitors e.g. to those with diabetes; those at risk of coronary heart disease, especially patients with high blood pressure; those who smoke; and those who are overweight.

3.1.2 The advice will be given verbally, but may be backed up by the provision of written information, e.g. patient information leaflets and/or referral to another source of advice or assistance.

3.1.3 For patients known to the pharmacy staff, a record of the advice given may be made on the patient's pharmacy record when the pharmacist deems it to be of clinical significance or where it is required for any future follow up with the patient.

3.1.4 Pharmacy contractors should have systems (e.g. SOPs) in place to ensure that appropriate advice is given to patients.

3.1.5 The pharmacy will make available to the HSCB all appropriate records maintained as part of the service if required.

## **3.2 Living Well**

3.2.1 Pharmacists and their staff will pro-actively take part in and contribute to the agreed campaign schedule for patients and general pharmacy visitors during the campaign period, including giving advice to people on the campaign issues.

3.2.2 This advice should be supplemented by the provision of written information as appropriate and the display of campaign materials in the pharmacy.

3.2.3 The Board in consultation with CPNI will agree the topics for the annual schedule of campaigns which will be aligned with the Public Health Agency's (PHA) schedule of campaigns and priorities. The Board / PHA will provide any appropriate support materials e.g. briefing packs, posters and literature to support campaign messages.

3.2.4 The pharmacy will provide this service throughout the year in line with the annual schedule of campaigns described in 3.2.3. The pharmacy will record and maintain records as part of the campaign and will submit to HSCB at the end of each campaign

using the evaluation template provided by HSCB/PHA with the campaign materials.

3.2.5 The contractor will use the support materials provided by the HSCB/PHA for each campaign. The pharmacy should not use the campaign to promote a particular product or use commercial advertising material. The pharmacy should ensure that the inclusion of any other material in the display area does not distract from the message of the campaign.

3.2.6 The contractor will use the initial £500 funding supplied by HSCB in 18/19 to prepare for the display of campaign materials and resources. The funding will be used entirely for the preparation of the pharmacy to participate in these campaigns e.g. preparation of an SOP, staff training, purchase of display equipment etc.

Performance of both elements of this service will be assessed through an agreed assurance template.

### **3.3 Remuneration**

The remuneration for this service will be £500 per contractor for participation in each campaign. (dependent on allocation of 19/20 funding)