

## **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 (a Health Zone).

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. What does “outreach community engagement” mean?**

Before final accreditation you will need to demonstrate evidence of successful community engagement. This would be outside normal service provision such as MURs, minor ailment scheme and annual ‘flu campaigns. As demand is likely to be high only those pharmacies who have undertaken an outreach activity with the local community within the past 5 years will be eligible for the first wave of training.

Some examples of community engagement which would qualify include:

- a partnership approach to address an area of inequality
- working with groups of service users, community organisations or carers
- giving presentations /input to local groups on specific issues
- establishing a users’ forum of patients who use the pharmacy –on specific issues such as needle exchange or smoking cessation or more generally
- linking with any local patient forum established by the GP or other service providers, such as mental health services
- participating in local public information and service promotion with local community organisations and service providers
- meeting with community network organisations in order to ensure that the pharmacy is well connected to local community infrastructure and services and that there is good communication and awareness raising in provided a more connected service.

To demonstrate community engagement with these activities, you would need to have undertaken some component of the work outside the pharmacy, for example, in getting these services set up or publicised. Normally some element of this would involve working with a local group or organisation which could include a diverse range including schools, mother and toddler groups or pensioner groups. [BCPP Level 1 examples](#) are at a higher level than strictly necessary to become a Health+Pharmacy but are useful examples of projects previously carried out between pharmacies and local communities.

## **8. 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.

## **9. 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.

## **10. 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.

## **11. 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.

## **12. 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.

### **13. 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.

### **14. 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.

### **15. 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.

### **16. 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)

### **17. 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.

### **18. Technical difficulties with the online application process**

You will need a computer running Word 2003 or higher in order to complete the form which is available at <http://www.hscbusiness.hscni.net/services/2443.htm> . Please note that only the text boxes/tick boxes can be altered.

Steps take if you are having difficulties completing the application form:

- If you can open it but not enter any text try saving to your own computer first before completing it.
- If you can open it but still cannot edit it after saving it you may complete it manually in legible handwriting, scan it and attach to an email
- If you cannot open it at all or do not have a scanner you can request a plain text version by emailing [annmarie.mccann@hscni.net](mailto:annmarie.mccann@hscni.net) . Follow the instructions in the returned email for completing.