

HEALTHY LIVES MID-ULSTER and HEARTY LIVES CARRICKFERGUS

Sharing the Learning: Engaging with Pharmacists

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Overview

- Pharmacies are located in the heart of communities
- In Northern Ireland 123,000 people visit a Pharmacy everyday
- DHSSPS launched *Making It Better Through Pharmacy in the Community, 2013*: aiming to facilitate fuller integration of Pharmacies through commissioning of HSC services
- Health+Pharmacy initiative launched in February 2016: initiative recognises the role pharmacies can play in keeping communities healthy and well. *Pharmacies need to demonstrate that they meet HSC standards on issues including staff training, their premises, and that they are working with a range of organisations to support health and wellbeing.*

The Interventions

Pharmacies are a perfect setting to engage with the local community; and raise prevention and early intervention issues and opportunities

- Needs Analysis in Mid-Ulster, led by ICP Pharmacy Lead: to identify Pharmacy training needs and gaps in knowledge
- Feasibility Study with Queen's University Belfast with eight Pharmacies in Carrickfergus area: to evaluate the acceptability and feasibility of raising awareness of preconception health in a Pharmacy setting

Mid-Ulster: Key findings

- Pharmacy staff would welcome further information on a range of issues, including:
 - Mental health and emotional wellbeing
 - Alcohol and drugs
 - High blood pressure
 - Smoking
 - High cholesterol
 - Overweight / obesity
- Health promotion resources
- Greater awareness about community based programmes
- Motivational Interviewing techniques / Raising the Issue

Carrickfergus: Highlights

- Overall response from women was positive
- Women happy to receive information about preconception health from Pharmacies
- 50% 'extremely likely' to act on information; 50% 'likely'

Carrickfergus: Highlights

- Pharmacists comfortable in providing advice and felt the pilot was beneficial for female customers
- Lack of consistent approach across Pharmacies – implies need for short training session with Counter Staff as well as Pharmacists
- Need to clarify who the ‘preconception target group’ is
- Pharmacists noted a ‘lack of link sale’ opportunity

Learning Outcomes

- Look at ways in which community and voluntary sector organisations can engage effectively with Pharmacists to support meaningful signposting
- Interventions and pilots in Pharmacies need to be effectively communicated to all staff (not just the Pharmacist)
- Identify linked incentives or resources for the Pharmacies
- Need for meaningful partnerships.

Discussion Points

- Who is best placed to deliver training and health awareness sessions for Pharmacists?
- What incentives are available for Pharmacists to attend training and awareness sessions
- How can training and awareness sessions be accredited within Pharmacy CPD (mandatory for all Pharmacists annually)?
- In what ways can Pharmacists be encouraged to engage with groups within the community setting?

Partnership in Practice

