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