



NHS England Wessex Community Pharmacy Public Health Pilot Campaign Report Blood in Pee (Aug/Sep 2018)

Thank you – Public Health Campaign Expansion

Thank you to all pharmacies who participated in the Blood in Pee public health campaign. Blood in Pee is the 2nd of 3 public health campaigns and followed the Act FAST stroke campaign that took place in May/June 2018. We hope this campaign feedback report is useful.

Blood in Pee Campaign Activation

During August and September 2018, 77% (390/505) of community pharmacies in the Wessex region completed the evaluation form and reported taking part in Blood in Pee public health campaign (table 1). This is compared to 69% of pharmacies reported to take part in the Act FAST campaign in May/June 2018. The South region average for the Blood in Pee campaign was 57%.

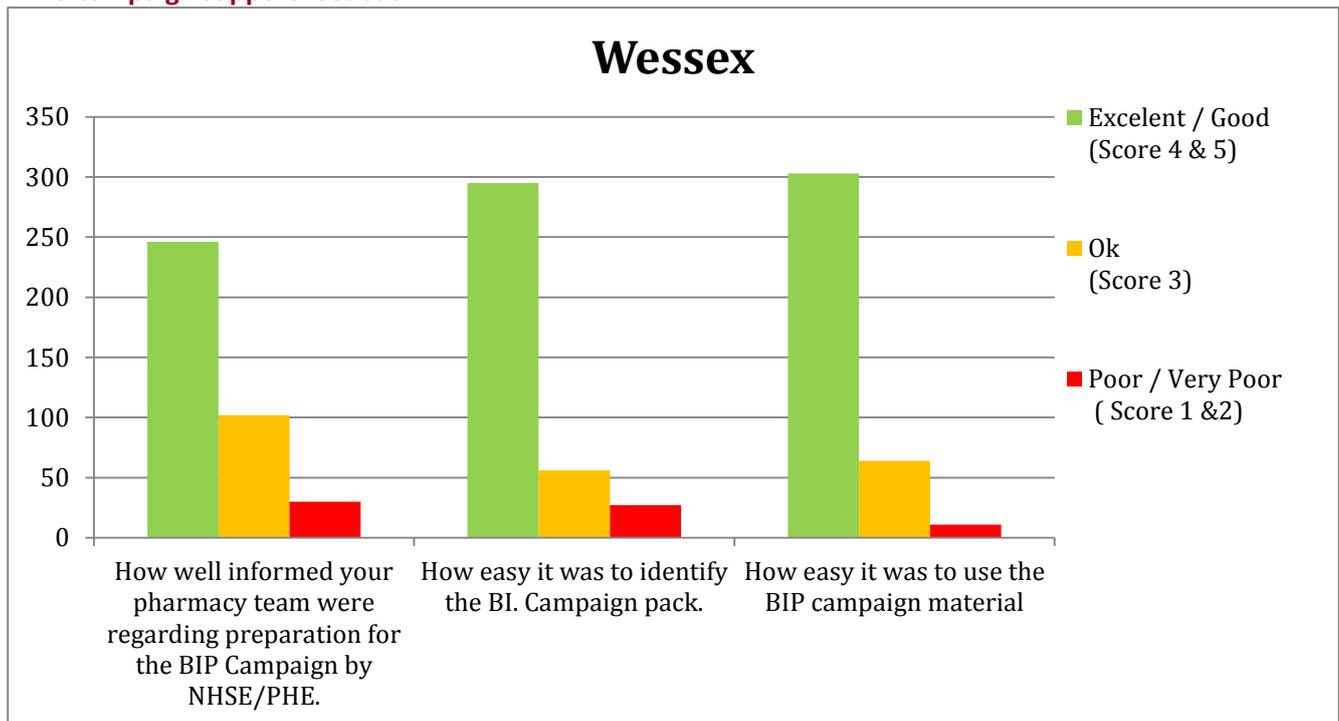
Table 1 - Number of community pharmacies in Wessex who took part in the Blood in Pee campaign

NHS South Wessex			
CCGs	Number of Pharmacies	Engagement	Responses percentage rate
Dorset	149	126	85%
Fareham & Gosport	34	25	74%
North East Hampshire and Farnham	34	21	62%
North Hampshire	35	22	63%
South Eastern Hampshire	44	32	73%
West Hampshire	94	78	86%
Isle of Wight	30	26	87%
Portsmouth	42	28	67%
Southampton	43	32	74%
Total	505	390	77%

Blood in Pee Wessex region campaign results

- 3,987 conversations regarding the Blood in Pee campaign were recorded.
- 810 of these conversations occurred during Medicine Usage Reviews or New Medicine Service consultations
- 209 customers were signposted to GP or health services following Blood in Pee conversations
- 27 pharmacies promoted the campaign through social media channels
- 8 pharmacies put on special events promoting the campaign
- 175 pharmacies requested online training; 67 requested webinars and 65 requested face to face training to support future health campaigns

Pre-campaign support feedback



Feedback from pharmacies on went well and what went less well

What worked well?
Easy to use campaign materials, easy to understand for patients.
The wording caught our patients' attention which is great.
Leaflets & posters were good combined with public awareness from radio & TV adverts
The leaflet and poster were particularly helpful in drawing this delicate matter to patients' awareness.
My patients were very happy to be given lots of helpful information.
Very informative leaflet, easy to understand.
Leaflets and posters were excellent - very clear and eye catching - leaflet holder would be appreciated.
National campaign so same message being promoted everywhere and through different media - helps reinforce the pharmacy campaign.
What didn't work well?
Difficult to engage at counter on sensitive issue due to position of pharmacy in store.
Little interest in the campaign.
The promotional material linked to wider adverts e.g on TV and radio, unfortunately we did not engage with sample patients during the summer

Conclusion

The majority of pharmacies found the resources stimulating and easy to use. There were a few comments about the difficulty in raising the issue / talking about the issue with patients due to feeling embarrassed, or the sense that patients felt uncomfortable talking about the issue due to its sensitive nature.

Thank you for making a difference to the health of your local communities by promoting the Blood In Pee public health campaign. We would love to hear if you have any feedback or good news stories regarding the campaign. Please contact our pharmacy mailbox: england.wessexpharmacy@nhs.net