

Isle of Wight Healthy Living Pharmacies Prospectus

*Community Pharmacy and
the Public Health*



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Foreword

This prospectus is being launched at an exciting time for public health professionals. There is much to celebrate in the situation we find ourselves in. We can expect to live for many more years than those of a generation ago; here in the South of England we have access to clean water supplies and the atmosphere is less polluted than the earlier part of the last century; medical advances are such that many illnesses no longer pose the threat to death they once did.

This is no time for complacency though. The modern lifestyle is threatening to overturn the advances in health achieved to date. Our daily lives are more sedentary; we are consuming unhealthy diets and our bodies are unable to cope with the strain of the additional weight we carry; alcohol consumption is rising to harmful levels and too many of us remain addicted to nicotine. Whilst the headline statistics present a rosy picture, inequalities in health have been widening and not all have been taking advantage of opportunities available to prevent illness through vaccination, or understand the risk current lifestyle choices and behaviour pose to their longer term health.

The challenges we face require a new approach if we are to maintain the reductions in death rates from the main killer diseases – heart disease, cancer and respiratory diseases. The outstanding success of programmes working through community pharmacy to engage high risk communities such as injecting drug users in the prevention of blood borne viruses shows that “difficult to reach” groups would be more accurately referred to as “out of reach” and, by taking a different approach to service provision very rapidly become “easy to reach”.

Community pharmacists are, by definition, embedded within a local community with which they can develop a strong relationship. Many individuals suffering disease amenable to modification through adjustment to lifestyle will be regularly in contact. For those not unwell the local pharmacy is likely to be a more appropriate, inviting and readily accessible venue for those leading an active, working life, than a hospital or GP surgery. This prospectus sets out the way we can develop a group of highly motivated healthcare professionals to move to centre stage in the emerging public health delivery system for the 21st century.

We start from a strong base on the Isle of Wight. Community pharmacies are highly rated in public opinion surveys and many are already providing smoking cessation, sexual health and vaccination services. I look forward to building on this strong foundation and developing a robust, systematic process through which we can quality assure the public health services available from community pharmacies.

Dr Jenifer Smith
*Director of Public Health
Isle of Wight NHS PCT*



Introduction

The public health white paper “Healthy Lives Healthy People” published in 2010 recognised the contribution that Healthy Living Pharmacies can make regarding the delivery of public health services. A Healthy Living Pharmacy delivers a broad range of services reliably and consistently by teams that are proactive in supporting health and wellbeing in the heart of Island communities.

Welcome to the Isle of Wight *Healthy Living Pharmacy* prospectus.

The introduction of the *Healthy Living Pharmacy* Framework on the Isle of Wight marks the beginning of a new era for pharmacy on the Island. It aims to encourage and develop high standards of service delivered by dedicated teams working in pharmacies at the heart of each community.

Healthy Living Pharmacies on the Isle of Wight will deliver health and wellbeing services reliably and consistently and the pharmacy team will be informed and aware of all services offered by their pharmacy. Teams will be able to offer advice and support patients effectively with accurate signposting and referral when the need arises. The whole team will work together to deliver important health messages and advice as part of their normal day to day activity.

The focus of the messages will be in the interests of the person who will remain at the centre of all that is offered at the pharmacy.

An extensive communications campaign is planned to raise public awareness of the *Healthy Living Pharmacy* concept. This campaign will give assurance to the public that anyone accessing services at a *Healthy Living Pharmacy* will enjoy high standards of service and care. Healthy Living Pharmacies will display a badge of excellence that gives members of the public this assurance.

By taking advantage of the training that is now being offered to your pharmacy teams you can start on the pathway to becoming a *Healthy Living Pharmacy*. This will require commitment on both sides. The PCT working closely with the LPC are arranging training sessions to support the development of pharmacy teams. In turn,

pharmacy owners will need to support this development by working collaboratively with all stakeholders to ensure that their teams develop the skills to deliver high quality evidenced healthcare through the provision of adequate resource with regards to, for example, realistic staffing levels.

Other areas have already implemented or started to implement the *Healthy Living Pharmacy* framework. We have the chance and the opportunity on the Isle of Wight to make our *Healthy Living Pharmacies* something special.

Healthy Living Pharmacies on the Isle of Wight

Over the last few years we have seen pharmacy services developed on the Island that have improved both access and outcomes for many patients. This on-going work has been recognised nationally and, in some instances, cited as examples of best practice. Island pharmacies can boast a plethora of national awards, obtained through the dedicated hard work and commitment to the delivery of high quality services by community pharmacy teams.

It is the PCT's hope that we will see the emergence of specialist centres working at higher levels of the framework. These centres will be able to offer more clinical services working alongside other Health Care Professionals; but also supporting other pharmacies in their locality by providing an option for referral or signposting, especially during out-of-hours periods.

For many, you are already very nearly there! The *Healthy Living Pharmacy* framework aims to develop your teams still further, improving leadership skills, communication skills, more effective team working, and higher standards of service and care. In return,

commissioners will have the confidence to commission services from *Healthy Living Pharmacy* providers that have made this commitment to patient care. These pharmacy teams will be able to demonstrate they have team members led by qualified *Healthy Living Champions*. This in turn also improves public perception of your pharmacy, promotes more meaningful engagement with other healthcare professionals, increases job satisfaction within the whole team and ultimately increases service revenue for your Pharmacy.

The most recent Public Health White Paper "Healthy Lives, Healthy People" recognises the valuable contribution *Healthy Living Pharmacies* have made working at the heart of their community to consistently deliver a range of high quality services such as stop smoke, emergency contraception, Chlamydia screening and alcohol awareness.

This prospectus sets out the requirements and expectations of all pharmacies on the Isle of Wight seeking to be awarded *Healthy Living Pharmacy* status. This will only be achieved by those that demonstrate commitment to the delivery of consistent, high

quality services by teams proactively supporting health and wellbeing in their community. A significant part of this will be that the pharmacy team operates with a healthy living ethos that is apparent in their day to day activities.

For those of you who are prepared to make this commitment, the rewards will be there. Services will be commissioned via *Healthy Living Pharmacies* as having achieved this quality mark; commissioners will have the assurance they need to satisfy themselves that high quality patient care will be provided at those centres of excellence. To those that want to make this commitment, well done, and I look forward to working with you to further develop the role of community pharmacies on the Isle of Wight.

The *Healthy Living Pharmacy* concept was launched locally in March 2011 at the World Café event at Lakeside Park Hotel. Over 150 delegates from local pharmacies attended the event and enthusiastically provided input into the development of the plan. Key insights and feedback you gave us at the event included:

“ The right person must do the right job, supported with relevant training and funded appropriately; getting the skill mix right will be critical.

The public must be made aware of *Healthy Living Pharmacies*; we are accessible, approachable and trustworthy.

Pharmacists and their teams want to engage and deliver; we need the right support from the PCT and our employers to do so.

”

We have listened to the comments you have made and incorporated your ideas into how we enable you to become a *Healthy Living Pharmacy*.



What does this mean for me?

A National Framework has been developed that benefits from the learning in the initial development in Portsmouth. This framework has been adapted for use on the Isle of Wight.

Pharmacy teams working in a Healthy Living Pharmacy will deliver proactive health and wellbeing advice as part of their day to day role.



Generally, health on the Isle of Wight is better than the average for England and has improved faster than the national average in the last ten years. There remains a disparity, however, between life expectancy in the more affluent areas of the Island compared to those that are living in the most deprived areas. That difference or “gap” is currently 10 years. Lifestyle factors contribute to this gap and there are significant numbers of Island residents who smoke, drink potentially harmful levels of alcohol, are obese or who have high blood pressure.

The causes of many hospital admissions on the Isle of Wight are the disease states influenced by these lifestyle factors – cardiovascular disease, respiratory disease, cancer and mental health. Others admissions are caused by the incorrect usage of medicines used to treat those states.

Many admissions might have been avoided if the right interventions had been made and a time that was right for the patient. Community pharmacies have an important role to play engaging with the public of the Island to provide some of these interventions.

Pharmacies are accessible over an extended time period and when other health care professionals are not available. Island pharmacies provide many different services, but these are generally pharmacist led and delivered when accredited pharmacists are present.

Following the success of *Healthy Living Pharmacies* in Portsmouth in 2009/10, a *Healthy Living Pharmacy* Framework has been developed for the Isle of Wight. The enablers underpinning the framework support the development of the whole pharmacy team through the provision of appropriate training. The framework moves the focus

away from the pharmacist and recognises the opportunities and advantages of service delivery through the adoption of a whole team approach. Those pharmacies awarded the *Healthy Living Pharmacy* Quality Mark will display a window logo that will be advertised and recognisable to the public.

An Isle of Wight *Healthy Living Pharmacy* will provide more than a range of health and wellbeing services; it will be a place where the public will feel they are guaranteed high quality advice, consistent service delivery and have access to a highly qualified healthcare professional when they need it. With the support of a targeted media campaign, the public will also recognise the fact that the team working at an Island *Healthy Living Pharmacy* will provide reliable and good advice on leading a healthier lifestyle coupled with a commitment to improving general health and wellbeing.

LOCAL HEALTH NEED				
HEALTHY LIVING PHARMACY FRAMEWORK				
PUBLIC HEALTH MODEL				
NEED	CORE	LEVEL 1 Promotion	LEVEL 2 Prevention	LEVEL 3 Protection
Smoking	Health promotion, self care, signposting, OTC supply	Pro-active health promotion. Brief advice, assess willingness, signpost to services	NHS stop smoking service, cancer awareness, Health Check	COPD and cancer risk assessment with referral. Prescriber for stop smoking service.
Obesity	Health promotion, self care, signposting, OTC supply	Pro-active health promotion. Brief advice, assess willingness, signpost to services	NHS weight management service, cancer awareness, Health Check	Prescriber e.g. obesity, CVD, diabetes. Cancer risk assessment
Alcohol	Health promotion, self care, signposting	Pro-active health promotion. Brief advice, assess willingness, signpost to services	NHS alcohol intervention service, cancer awareness, Health Check	Structured care planned alcohol service. Cancer risk assessment
Physical Activity	Health promotion, self care, signposting	Pro-active health promotion. Brief advice, assess willingness, signpost to services	NHS Health Checks, healthy lifestyle consultation service	Structured physical activity plans, activity prescriptions
Sexual Health	Health promotion, self care, signposting, OTC supply	Pro-active health promotion. Brief advice, signpost to services	NHS EHC & chlamydia screen and treat PGD service	Assessment, support, contraception & vaccination
Men's Health	Health promotion, self care, signposting	Pro-active health promotion. Brief advice, signpost to services	NHS Health Check. PGD treatment	PwSI/Prescriber in men's health
Substance Misuse	Health promotion, self care, signposting	Supervised consumption, needle & syringe exchange	Harm reduction, Hep B & C screening	Client assessment, support and prescribing. Hep B vaccination
Other	Health promotion, self care, signposting	Oral health, travel health, sun & mental health awareness	Cancer screening and treatment adherence support, vaccination	Prescriber for travel health and immunisation and vaccination
Minor Ailments	Health promotion, self care, OTC supply, signposting	NHS service (advice and treatment with P & GSL medicines)	NHS service (PGD treatment)	NHS service (prescribed POMs)
Long-term Conditions	Health promotion, self care, signposting, dispensing supply, risk management	Medicines adherence support (targeted Medicine Use Reviews)	Parameter monitoring, clinical review and management	Prescriber/PwSI for LTCs
ENABLERS - QUALITY CRITERIA				
Workforce Development	Core capabilities	Health Trainer Champion Leadership skills	Behavioural change skills Leadership skills	PwSI/Prescriber Leadership skills
Environment	GPhC standards	Advanced IT and premises	Enhanced IT and premises	Enhanced IT and premises
Engagement	Operational	Primary Care	Community	Public Health & Clinical leadership
PHARMACY CAPABILITY				

Table 1 – Healthy Living Pharmacy Framework

The framework, ratified by the Public Health Leadership Forum in January 2010, can be seen in Table 1 above. It is intended to act as a guide for individual Primary Care Organisations to use to inform and create appropriate pathways that improve access and outcomes for patients specific to their locality and needs - the services listed are exemplars from across the country where community pharmacy has demonstrated the potential for positive outcomes.

The bottom half of the framework details the enablers that will support pharmacies to make this transition. These include training to enable workforce development with *Healthy Living Champions*.

This training and support aims to provide the *Healthy Living Champions* with the skills to develop a proactive team focusing on healthy lifestyle advice and service delivery

In addition to the above, the Local Pharmaceutical Committee (LPC) will provide leadership training to support managers and those with a supervisory role to manage the change and optimise the skill mix of their teams.

All pharmacies engaging with the *Healthy Living Pharmacy* process will also receive training to support the development of an NHS stop smoke service.

The *Healthy Living Pharmacy* framework is a way of bringing together the many services

that can enhance public health and reduce inequalities within the community pharmacy setting. Becoming a *Healthy Living Pharmacy* is about adopting a philosophy within your community where the public's health and well-being is at the centre of what you do. In a *Healthy Living Pharmacy*, the whole team work together and recognise that every interaction is a potential opportunity for a health intervention.

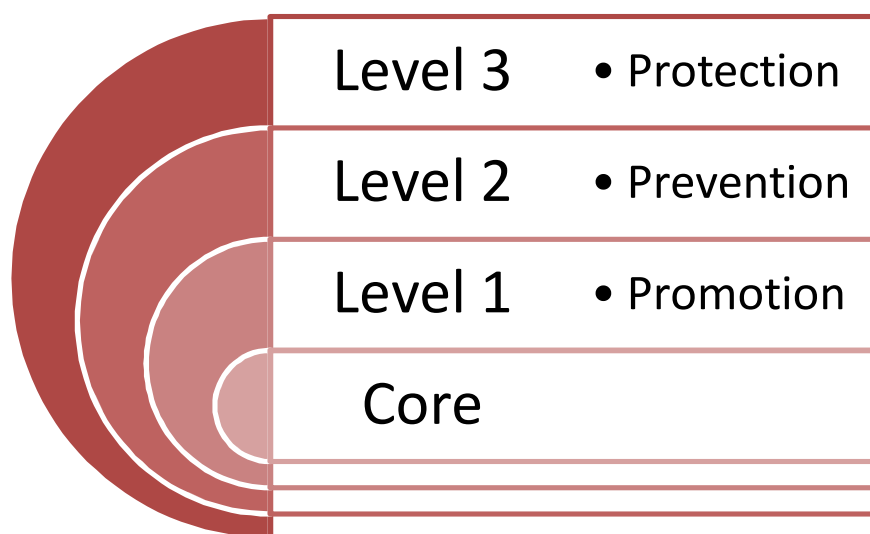
Within the *Healthy Living Pharmacy* framework, customer loyalty, professional pride and funding follows those successfully engaging in and delivering Advanced and Enhanced services.

There are three levels at which *Healthy Living Pharmacies* operate which build on the core Essential and Advanced services provided by community pharmacies as part of the national contractual framework. Eventually, Local Enhanced Services (LES) will be selectively commissioned at pharmacies operating at different levels within the *Healthy Living Pharmacy* framework. This will depend on the **health need** within the local area and the capability and reliability of the pharmacy to deliver.

Becoming a *Healthy Living Pharmacy* requires more than just having the services commissioned. It requires demonstration of consistent, high quality service delivery, appropriate premises, trained and skilled staff and engagement with other healthcare professionals and the public. All the elements that you told us were critical for success at the World Café event in March 2011.

Simply, a Level 1 *Healthy Living Pharmacy* will provide a **range of commissioned**

services in addition to the Essential and Advanced services. The pharmacy team will pro-actively provide good quality advice on healthy lifestyles; a *Healthy Living Pharmacy* has a philosophy of health and well-being within the community it serves. This is different to a community pharmacy choosing to deliver just one or more enhanced services.





Where do my services fit?

Healthy Living Pharmacies will not just deliver these services but will use the opportunities that each service provision presents as a platform to offer other relevant services and to deliver public health awareness messages. This could be interaction with patients alongside the dispensing process where there is significant opportunity to specifically direct relevant public health messages.

There are many services provided by community pharmacies across the Isle of Wight, some of these are provided as part of the current national contractual framework and others are commissioned locally to meet identified needs – these are Local Enhanced Services (LES).

All pharmacies must deliver **Essential services** as detailed in the current contractual framework, these are:

- Dispensing
- Repeat Dispensing
- Supply of Appliances
- Waste Management
- Support to Public Health
- Signposting
- Support for self-care
- Clinical Governance

The provisions of these services sit as a core requirement of the *Healthy Living Pharmacy* framework.

Advanced services are delivered by pharmacists who are appropriately accredited. Medicines Use Reviews (MUR's) can help identify medication not taken as prescribed resulting in unmet treatment goals, unplanned and unnecessary hospital admissions and wasted resources. Effectively delivered and targeted MURs with additional activity and an outcome audit (MUR+) have demonstrated improved adherence to treatment.

Targeted MUR's will become more common place in the future; *Healthy Living Pharmacies* at all levels will be expected to embrace these opportunities to maximise the benefit of MUR and help to build an evidence base that secures the position of pharmacy for the future.

As part of the accreditation process to be recognised as

a *Healthy Living Pharmacy* at level 1 we are asking that pharmacists target patients using inhaled medicines. We already know from our previous work that pharmacist interventions can make a real difference to quality of life for patients with chronic respiratory disease, the asthma MUR project¹ run across Hampshire & IOW demonstrated the benefits to patients of effectively targeted and delivered MURs.

The areas of focus will change with time and the respiratory MUR+ is included in this prospectus as an example

¹ Asthma MUR original paper: Pharmaceutical Journal Volume 282, p109 January 2009

"I learned how to get the most benefit from my medications in a clear and informative fashion."

Patient Feedback

Some of the benefits we have seen:

- 86% of patients knew more about their condition
- 99% of patients agreed that the pharmacist clearly explained how to gain maximum benefit from their medicines
- 91% of patients now understand more about their medicines
- 95% of patients would recommend the service to others
- 30% of patients had not seen their GP or practice nurse in the previous 12 months

The Isle of Wight currently has the lowest asthma admission rate in England; interventions by Isle of

Wight *Healthy Living Pharmacies* can help to maintain this position.

There are currently two other Advanced services, namely Appliance Use Review and Stoma customisation. At this time no pharmacies offer these services, but they will be considered at a later date

The Health Minister recently announced the New Medicines Service (NMS) which represents a significant opportunity for community pharmacy. As the fourth advanced service to be introduced into the NHS community pharmacy contract, community pharmacies will be able to start providing the service during 2011/12.

The service will provide support for people with long-term conditions newly prescribed a medicine to help improve medicines adherence; it will initially focus on particular patient groups and conditions.

When thinking about new services, however, it is important to remember that *Healthy Living Pharmacies* will not just deliver these services but will use the opportunities that each service provision presents as a platform to offer other relevant services and to deliver public health awareness messages. This could be interaction with patients alongside the dispensing process where there is significant opportunity to specifically direct relevant public health messages.

Healthy Living Pharmacies at every level will provide high quality MUR services that benefit patients. Additionally the MUR will be used as a platform to pro-actively deliver lifestyle advice such as stop smoke advice, weight management and alcohol intake.



Tailored Services

The NHS is at a major crossroads. It is now more important than ever before to establish community pharmacy as a dependable, informed, reliable service provider. It is essential when moving forward in this “new NHS” that we develop our teams so that they have the skills to interact with the public in a manner that demonstrates to commissioners that community pharmacies can deliver healthcare at the heart of every community.

It will be several months before we see *Healthy Living Pharmacies* emerging on the Island. During the transition period all pharmacies will continue to offer those LES's that they are accredited to provide. As *Healthy Living Pharmacies* achieve the Quality Mark the commissioning of services will gradually shift and be provided by pharmacies operating at different levels of the framework; this ensures a skilled workforce that is motivated to provide reliable, high quality services. This, in turn gives the commissioner the confidence to commission and a workforce that further develops the reputation of community pharmacy as a reliable, consistent and dependable provider. In the “new NHS” it will be more important than ever before to establish pharmacy in this way

It is very important for us all to work towards this goal.

Service Provision

LES's are services commissioned to meet a local need. On the Isle of Wight Community pharmacies currently provide more than 82% of all emergency hormonal contraception supplied in primary care; and more than 90% of people seeking Chlamydia treatment choose community pharmacies as their provider of choice.

99% of people receiving a seasonal influenza vaccination at a community pharmacy this year rated the service as OK to excellent, with over 9 out of 10 rating it as excellent.

Pharmacies are well placed to offer service provision opportunistically and at a time that is right for most people, we de-stigmatise services removing the barriers that once may have

prevented patients accessing care.

Removing Barriers

Staff migration can cause interruption to community pharmacy service provision. By using the whole team, the *Healthy Living Pharmacy* concept creates a common sense of purpose and can increase levels of job satisfaction. Research in Portsmouth has shown greater levels of job satisfaction and motivation as a result of the *Healthy Living Pharmacy* initiative.

The importance of a trained & informed team

Most complaints about pharmacy service provision arise because some members of the team do not understand which services are offered by their pharmacies! There is sometimes poor knowledge of how services must run and/or how these services

work. For example, a request for emergency hormonal contraception (EHC), if not dealt with in the appropriate manner, can go disastrously wrong - conversations taking place in open public areas in front of other customers, vulnerable patients not being signposted or only offered retail packs with little or no advice. Not only are these standards of service delivery potentially disastrous for the individual, they are also not in line with the service specification.

The implementation of the *Healthy Living Pharmacy* framework seeks to educate the whole pharmacy team and improve awareness around service delivery.

The most important person in a pharmacy is the **first point of contact**. *Healthy Living Pharmacies* will have highly skilled, aware teams

that can speak with knowledge and understanding of the services they offer at their pharmacy, advise accordingly, and signpost correctly.

Healthy Living Pharmacy teams are aware of what services are offered by their pharmacies, they can signpost efficiently and correctly and can deal appropriately with requests of a personal nature. Services will be offered according to service protocols in a non-judgemental manner.

Teams in *Healthy Living Pharmacies* use every opportunity to provide relevant health information e.g. EHC clients should be offered Chlamydia screening if in the target group, advice on the avoidance of sexually transmitted infections, alcohol brief awareness, advice on safe sex and be

provided with condoms if appropriate.

Other services can act as a platform for further interventions, e.g. Stop Smoke service and COPD screening. *Healthy Living Pharmacy* teams will be aware of this and also be aware of where services can be accessed in the event of their accredited pharmacist being absent, and they will signpost accordingly.

Level 3 services will be more specialised. These services will be offered by “specialist centres”. For example Level 3 *Healthy Living Pharmacies* may be offering Tier 2 alcohol support services working alongside other providers, and/or support for substance misuse clients operating under shared care protocols. Level 3 services will be developed in time.

Core	Level 1	Level 2
Diabetic Sharps Disposal	Emergency Hormonal Contraception	First Contraception
Not Dispense Service	Condom Distribution	Dry Blood Spot Testing
Return to stock service	Chlamydia Screening	Hepatitis B Vaccination
Platinum Points	Chlamydia Treatment	Seasonal ‘Flu Vaccination
Out of hours supply	Trimethoprim Supply	Anaphylaxis
	NHS Stop Smoke Support	Tamiflu/Relenza PGD
	Alcohol awareness	NHS Healthchecks
	Supervised consumption	
	Needle exchange	
	Palliative care support	
	You’re Welcome working towards essential criteria	You’re Welcome Essential Criteria met

Table 2 – Where will services sit in the HLP Framework in the future?

Healthy Living Pharmacy teams are aware of what services are offered by their pharmacies, they can signpost efficiently and correctly and can deal appropriately with requests of a personal nature.

An HLP approach to the delivery of services

In summary this section outlines the expectations from pharmacies that are awarded *Healthy Living Pharmacy* status and the difference between the delivery of services now and with a *Healthy Living Pharmacy* approach.

In order to be awarded this status Pharmacy teams must demonstrate and apply a healthy living ethos throughout, with a pro-active approach to service delivery. The team will be aware of service protocols and how services work, being aware of when and where to signpost patients to. Services will be delivered in a professional, reliable consistent manner that will give future commissioners the confidence to use *Healthy Living Pharmacies* as a provider of choice for some services that meet local needs.

It is important to remember that *Healthy Living Pharmacy* status can be removed as well as awarded. A consistent high standard of service delivery coupled with a healthy living ethos must be applied at all times at *Healthy Living Pharmacies*

The current Medicines, Ethics and Practice guide sets out minimum standards for registered premises and guidance related to certain services; the responsibility for regulating this has moved to the General

A Healthy Living Pharmacy...

- delivers a broad range of commissioned services to a high quality and consistently, whatever the day of the week or month of the year;
- has a team that are pro-active in supporting health and well-being, with the community's health at the centre of what it does;
- promotes healthy living and well-being as a core activity;
- supports people with long-term conditions;
- is accessible and approachable ;
- is valued and trusted;
- maintains premises to a high professional standard with private consultation facilities and IT linked to local practices when available;
- works closely with other healthcare providers, reactively and proactively; and
- will be identifiable by the public and other healthcare professionals.

Pharmaceutical Council inspectorate. The Drug Tariff also specifies minimum standards required for a consultation area in order to self-accredit for Advanced Services.

As a *Healthy Living Pharmacy* prepares to deliver commissioned services it will need to consider whether its consultation room(s) provides appropriate access, space and facilities which may be included in a service specification and/or additional best practice or regulatory standards relating to the service provided (e.g. Health and Safety legislation). This may include, depending on the

service, sufficient space for a patient/client and their parent/guardian/carer, a PMR networked computer terminal with internet access, hand-washing facilities, clinical waste disposal, point of care testing equipment storage and work area and a patient couch. As future services are commissioned or re-commissioned by the PCT, requirements for a consultation room will be specified. Consideration should also be given to capacity to deliver several services at once and hence the potential need for more than one consultation room.



How do we become a Healthy Living Pharmacy?

The next step is to put the necessary foundations in place before the PCT will consider whether a pharmacy will be recognised as a *Healthy Living Pharmacy*. Certain types of services are more likely to be commissioned from Healthy Living Pharmacies in the future.

Some pharmacies are already delivering services beyond Level 1 but we need to accredit at Level 1 first, and plan carefully for the future.

Before a pharmacy can be considered as a *Healthy Living Pharmacy*, it must already be achieving the standards required within the contractual framework for Essential and Advanced Services. The next step is to put the necessary foundations in place before the PCT will consider whether that pharmacy will be recognised as a *Healthy Living Pharmacy* and commissioned for services to meet local needs.

The “You’re Welcome” quality criteria lay out principles that will help services both in community and hospital to “get it right” and become young people friendly.

By 2020 it is intended that all health services regularly used by young people will carry the You’re Welcome quality mark, a sign that they are young people friendly. Community pharmacies have been

highlighted alongside other providers as a Department of Health priority service provider to meet these criteria.

As a lot of services are provided by pharmacies on the Isle of Wight that involve young people, working towards this accreditation has been built into our framework locally.

In addition to all quality criteria to become a *Healthy Living Pharmacy* the pharmacy team must apply a healthy living ethos to its daily activities; dedicated team members must have completed all the relevant training as detailed in this prospectus. The pharmacy must appoint a healthy living champion and have created a dedicated health awareness zone within their pharmacy that supports local and national public health messages.

For the changes detailed in this prospectus to take place, the PCT recognise that there must be commitment from both sides. In order to achieve more consistent and higher quality services from *Healthy Living Pharmacy* teams the PCT have worked closely with the LPC to provide a structured training programme. Full details of expectations and planned training can be found in the separate document – Foundation and Service Requirements.

The following section details the initial focus areas with a key message that emphasises the expectations when applying a *Healthy Living Pharmacy* approach

In order to be awarded *Healthy Living Pharmacy* status, the pharmacy must meet the criteria detailed in the Foundation and Service Requirements document.

Focus Areas

Stop Smoke Service

There are an estimated 24,765 smokers living on the Isle of Wight². Smoking is a major contributory factor to heart disease and many chronic respiratory disorders. Interventions that result in smoking cessation are significant as change with this habit impacts on the overall cost to the NHS of treating smoking related illness.

Community Pharmacy team members are ideally situated to carry out such behavioural change interventions being able to provide stop smoke support to the public over an extended hours period and through the provision of opportunistic support.

Reduction of smoking in pregnancy is a significant target for this Primary Care Trust as the consequence of this behaviour not only affects the mother but also the unborn baby. This area is likely to be a focus area for campaigns through *Healthy Living Pharmacies*

Key Message All pharmacy teams engaged with the *Healthy Living Pharmacy* process will qualify for team member training to offer NHS stop smoke services, see separate Service Level Agreement

Harm Reduction

Harm reduction services include support to injecting drug users through the provision of supervised consumption services **and** needle exchange services. In order to maximise harm reduction both services must be offered at a *Healthy Living Pharmacy*. This point is emphasised in the current Pharmaceutical Needs Assessment.

The two services go hand in hand and despite some concerns from a few contractors it is often the same client base that use both services as it is common place for clients engaged with tier 3 drug support services to “use on top”, and this requires access to sterile injecting equipment. The consequence of needle sharing is potentially very serious as this results in increase prevalence of blood borne viral infections such as HIV, Hepatitis B and Hepatitis C.

Key Message: *Healthy Living Pharmacy* teams will be aware of the needs of this client group and work to minimise harm reduction. A training event will be arranged to support this education. The provision of both services is essential to maximise harm reduction potential.

Sexual Health

As previously mentioned community pharmacies have already become established as the provider of choice as far as EHC is concerned. All *Healthy Living Pharmacies* must offer EHC services as directed in the service specification. This service must be delivered to consistently high standards and provided on a regular and reliable basis.

Sexual risk taking behaviour can result in poor sexual health. Potential consequences include Sexually Transmitted Infections (STI's) and unwanted pregnancies. The control of STI's is a major challenge for Public Health teams in all areas as not everyone with an STI will have signs and symptoms of the condition; if left undetected and untreated these conditions can result in serious complications in later years.

Chlamydia is the most common bacterial STI in the UK. The National Chlamydia Screening Programme (NCSP) was established with the objective of controlling Chlamydia through the early detection and treatment of asymptomatic infection.

An active screening campaign targets young people between the ages of 15- 24 years as evidence shows that this group is more at risk of infection.

Community pharmacy teams can contribute significantly to screening programmes and sexual health awareness interventions as they are not only aware of people falling

² www.iow.nhs.uk/index.asp?record=1414

into the target group, as access to age demographic information is present in pharmacy records, but also have daily contact with large numbers of young people accessing their pharmacies for other reasons. This enables public health messages and screens to be effectively targeted alongside the dispensing process and opportunistic advice to patients when and where appropriate.

Key Message: *Healthy Living Pharmacy* team members will be aware of target groups and service requirements, recognising the need for confidential discussions to take place in an area of the pharmacy where conversations cannot be overheard. The team will be able to signpost accordingly and communicate with members of the public in a non-judgemental, supportive and informative manner. *Healthy Living Pharmacies* will take advantage of a revised service agreement that enables an enhanced payment to the pharmacy contractor once the number of screens returned to the screening office exceeds an agreed threshold (currently 5 per quarter). The enhanced payment will apply to all screens returned to the screening office in that quarter. An engaged team will maximise reward for those embracing the *Healthy Living Pharmacy* programme. Support will be available to *Healthy Living Pharmacy* teams to improve understanding of screening and target groups.

Long term conditions

This type of support will be key moving forward. There are many opportunities for community pharmacy interventions to maximise benefits for patients with long term conditions. By optimising the use of prescribed medication applying interventions such as MUR, we can improve patient outcomes by improving compliance and concordance.

There is a role for pharmacists making interventions to address medicines management issues. Medicines switches are becoming more common place as the NHS makes every effort to work within more confined cost envelopes. By working in collaboration with GP's at both local and area levels both sets of health care professionals can work towards improved patient education around drug switches. Communicating with GP's locally is critical to improve relationships that in turn will lead to constructive conversation about medicines use. This type of intervention can not only improve health outcomes for patients through improved compliance, but can also save money in a stressed economic climate. By combining with prescribers, a common message can be given to patients supporting necessary drug switches giving the confidence that is sometimes required to ensure on-going patient compliance.

The first focus area for community pharmacy teams, and included in this

prospectus as an example, will be to target those using inhaled medication, to optimise the use of inhalers and improve outcomes for these patients with chronic respiratory disease.

The Isle of Wight currently enjoys the lowest hospital admission rates for asthma in the UK³. Community pharmacies have already made a significant contribution towards this achievement through multidisciplinary support to patients using inhaled medication. The pharmacy contribution has been recognised nationally as an example of best practice.

In order for this patient support to continue we are engaging with pharmacy teams to provide training to support a revised service. This service seeks to carry out an MUR that not only investigates correct technique but also, at a first intervention, measures the patient asthma or COPD control by recording an Asthma Control Test Score (ACT score) or a CAT test score. The pharmacist will then set a reminder to re-engage with the patient after three months with a reminder message placed in the PMR. At the second intervention the ACT or CAT score is re-assessed and it is hoped that this will demonstrate an improvement to disease control.

This type of service provision evidences the value of pharmacy interventions and provides commissioners with the information they need to

³ Asthma UK data, 2010

integrate pharmacy into other care pathways.

Key Message: *Healthy Living Pharmacy* teams will be aware of the need to engage with patients presenting prescriptions for inhalers, advising patients to attend an MUR with the pharmacist. The PCT will allow *Healthy Living Pharmacies* to carry out two interventions with the same patient in the same twelve month period to evidence the value of pharmacy intervention. *Healthy Living Pharmacy* teams will be well equipped to provide other services identified to support long term conditions.

Healthy Living Pharmacy teams will focus on delivering PCT prioritised interventions, as these are identified, to support patients with long term conditions in line with local guidance.

Alcohol Brief Interventions

In terms of harm to health, drinking too much alcohol increases the risk of various physical and psychological harms, and the risk increases the more people drink. Although alcohol consumption itself is the direct cause of some health problems, for example liver cirrhosis, its misuse over long periods also contributes significantly to other health issues such as coronary heart disease, stroke, hypertension, some cancers and some digestive disorders.

While the estimated prevalence of binge-drinking and hazardous and harmful drinking on the Island is

similar to the national situation, the considerable numbers of Isle of Wight residents estimated to be drinking at levels which could harm their health represents a significant public health issue for the island. Alcohol misuse also accounts for an increasing number of hospital admissions all at a cost to the health economy.

It is estimated that there are over 20000 adult males and 17000 adult females drinking over the recommended daily alcohol limits at least once a week. Community Pharmacies are ideally situated to improve public awareness regarding safe levels of alcohol consumption.

The alcohol brief awareness service was launched by the PCT in December 2010. Although there has been good engagement by some pharmacies with regard to this service provision, others are yet to offer this awareness intervention in their practices.

Key Message: *Healthy Living Pharmacy* teams will build this type of public health awareness intervention into their day to day activities, taking advantage of every opportunity to provide this type of health advice both proactively and opportunistically alongside other services such as EHC or MUR. *Healthy Living Pharmacy* teams will make sure that the relevant healthcare advice is also provided according to risk scores identified with this service highlighting the increased risk of CVD and oral cancers.

You're Welcome

As mentioned in the previous section it is expected that all those pharmacies seeking to be awarded the *Healthy Living Pharmacy* quality mark will work towards successfully satisfying the You're Welcome criteria.

Healthy Living Pharmacies at level 1 must be able to evidence that they are working towards satisfying the essential criteria. Those at level 2 must satisfy the essential criteria with those pharmacies working at level 3 of the *Healthy Living Pharmacy* being badged as a "You're Welcome" provider.

The essential criteria are:

1. Access to Abortion – As far as pharmacies are concerned this will involve a clear signposting pathway that all staff are aware of
2. Making Appointments and attending consultations
3. Disabled access
4. Written policy on confidentiality and consent – this must be made explicit to young people
5. Training for confidentiality and consent – This will be provided
6. Confidentiality and Consent policy made explicit to young people
7. Safe and Suitable
8. Client Views – This could be the inclusion of a suggestion box at the pharmacy

Pharmacies will be provided with support to achieve these standards.

Role of a Healthy Living Champion

Managers within a pharmacy should consider what activities they should ask their Healthy Living Champions to undertake to best meet the needs of their community and services offered by the pharmacy.

Evidence has shown that a Healthy Living Champion can improve health outcomes for patients; however, the impact of the whole healthy living pharmacy team working together is greater still.

Why do we need a Healthy Living Champion?

As part of the *Healthy Living Pharmacy* programme, Healthy Living Champions (HLCs) are an important member of the team supporting health and wellbeing within the communities they serve. Commissioners recognise the importance of providing members of the public visiting the pharmacy with information and signposting them to NHS and other commissioned services. This will help them to adopt healthier lifestyles and access the support they need, including, sometimes, the Health Trainer service itself.

HLC's (sometimes called Level 2 Health Trainers, Associate Health Trainers or Health Champions) do not provide one to one behaviour change

programmes, but enable the Health Trainer service to further extend its reach into communities by providing a vital case-finding role. This could be for existing pharmacy services such as stop smoking, weight management or Chlamydia screening as well as for services elsewhere in the NHS or link into other healthy living initiatives.

What is included in the training of a Healthy Living Champion?

HLCs will receive two half day training sessions with some course work and will have completed an assessment to accredit. The qualification is nationally recognised and is Level 2 in the National Qualifications Framework, Royal Society of Public Health.

What is the difference between a Healthy Living

Champions and a Health Trainer?

Health Trainers (HTs) will complete training and be assessed as competent against the following national competences (national occupational standards):

HT1 Make relationships with communities

HT2 Communicate with individuals about promoting their health

HT3 Enable individuals to change their behaviour to improve their own health and wellbeing

HT4 Manage and organise your own time and activities

The nationally recognised training for HTs is the Health Trainer Certificate accredited by City and Guilds (Level 3).

Trainee Health Trainers (THTs) are studying for the nationally recognised City and Guilds Certificate. Once they have completed this qualification, they will be able to work as a Health Trainer

Healthy Living Champions (HLCs) enable the HT service to 'extend its reach' into communities. They facilitate uptake of HT services and other interventions as appropriate; this is often referred to as 'signposting and improving access to services', achieved by peer support and information giving.

What will a Healthy Living Champion do?

Managers within a pharmacy should consider what activities they should ask their HLC to undertake to best meet the needs of their community and services offered by the pharmacy. To help with this, it is expected that an HLC would be engaged in some or all of the following:

- Working with the whole pharmacy team to develop ideas on how the pharmacy can be more proactive with health and wellbeing; making the most of every interaction as an opportunity for an intervention
- Take responsibility for keeping health promotion materials up to date and sourcing new leaflets and posters from organisations with an interest in public health
- Come up with different health and wellbeing campaigns and develop a health zone in the pharmacy

- Consider whether the pharmacy is a healthy workplace and think up some ideas to make it healthier for the staff that work within it
- Be available to advise customers and patients about health and wellbeing
- Be able to signpost customers and patients to health and wellbeing services within the pharmacy or to other providers
- Network with other Healthy Living Champions to share ideas and what works well – we have created a face book profile to help with this.
- Complete an audit of the difference they are making
- Take an active part in delivering the health and wellbeing services provided by the pharmacy such as stop smoking and weight management
- Develop window displays to attract the public into the pharmacy and use the health and wellbeing services.

Will a Healthy Living Champion expect any more money for doing this role?

There may or may not be an expectation from HLCs as to whether they expect additional remuneration for this role; this will need to be considered in the context of your current reward and recognition schemes. Pharmacies may wish to consider how an HLC can increase revenue through additional recruitment of individuals into pharmacy services to cover any

potential increase salary costs. Commissioners recognise that reward and recognition for an HLC is a commercial decision for the pharmacy.

Will commissioners recognise Healthy Living Champions that have been trained elsewhere?

Provided the HLC training is accredited at level 2 RSPH, then they should recognise the qualification.

Where can I find out more?

The National Pharmacy Association has produced a resource outlining the role of Health Trainers in community pharmacy. This document can be found at www.npa.co.uk.



What are my next steps?

This is the first stage of a journey for community pharmacy on the Isle of Wight.

As the skills within the team develop, the PCT will plan the pathway for those pharmacies wishing to engage at higher levels of the framework including independent prescribing.

Apart from the training support that will develop your team, as was detailed in the introduction section of this prospectus, an extensive advertising campaign is planned by the Isle of Wight PCT that aims to raise the profile of *Healthy Living Pharmacies* across the Isle of Wight. It is anticipated that this will stimulate a desire for the public to access services from *Healthy Living Pharmacies* that display this badge of excellence given the assurances that this quality mark guarantees.

As the skills within the team develop, the PCT will plan the pathway for those pharmacies wishing to engage at higher levels of the framework. There are plans for this to involve the integration of pharmacists into shared care pathways and in the provision of more involved behaviour change

support services and shared care.

Conclusion

The Isle of Wight NHS PCT is committed to supporting pharmacies to optimise their contribution to public health and reward them appropriately through remuneration for Advanced and Locally Enhanced Services.

The PCT is supporting the development of Healthy Living Pharmacies and the teams that work within them, this will involve:

- Supporting the Development of members of the pharmacy team to become healthy Living Champions
- Provision of leadership training for pharmacy managers and pharmacists.
- Stop smoking training
- Respiratory MUR development and training
- Regular communication through the *Healthy Living Pharmacy* newsletters
- Recognition of Healthy Living Pharmacies with awards and certificates
- The PCT are committed to engaging the public and other healthcare professionals so that they understand the services available from Healthy Living Pharmacies.

For more information regarding this prospectus or if you have any questions that remained unanswered please contact:

Kevin Noble, Community Pharmacy Lead

kevin.noble@iow.nhs.uk

Direct Dial 01983 534634