Pharmacy Identification and Brief Advice (IBA) Implementation for Healthy Living Pharmacies in North Devon

1. Aim
To deliver an alcohol IBA service within Medicines Use Reviews (MUR), New Medicines Services (NMS), Emergency Hormonal Contraceptive LES and opportunistic interventions from 9\textsuperscript{th} February to 8\textsuperscript{th} March 2015 (four weeks).

2. Outcome target
- 30 per pharmacy per week “non-pharmacist” led IBAs and 3 per pharmacy per week pharmacist-led IBAs delivered within MUR, NMS, EHC LES consultations
- Time frame of project: Monday 9\textsuperscript{th} of February to Sunday 8\textsuperscript{th} of March, (4 weeks).

3. IBA definition
3.1 Identification
Identification of an alcohol use disorder (AUD) will be the first stage of the process. This will be undertaken using a validated three question tool (AUDIT-C) to initially assess the risk of alcohol-related harm using a scratch card to engage the customer.
If the client scores 5 or above they will be given the option of a further consultation with a pharmacist for a full AUDIT screen and more comprehensive advice and action plan or provided with brief advice (see below) supported with an NHS brief advice tool and the “don’t let drink sneak up on you” leaflet.

3.2 Brief advice
This is defined as structured advice lasting 5 – 10 minutes to include:
- potential harm caused by the identified level of drinking
- reasons for changing behaviour
- barriers to change
- practical strategies to help reduce alcohol consumption
- agreed goals
Brief advice is not appropriate for dependent drinkers (20+ score on the full AUDIT tool) who should be offered a referral to a specialist service, or encouraged to see their GP.

4. Training
All pharmacy staff who will be delivering IBAs must demonstrate completion of the face-to-face training programme provided by Devon LPC.

We encourage all pharmacists to complete the pharmacy eLearning package (duration is approximately two hours) available on the Alcohol Learning Centre website at:

http://www.alcohollearningcentre.org.uk/eLearning/IBA/platforms/ALC/
We also encourage all pharmacy staff to complete this module to support their delivery of the service but it is not MANDATORY.

We would encourage Pharmacists who complete this module to provide some additional training and support to staff that do not complete this eLearning package to reinforce the face-to-face training and embed the learning for the pharmacist trainer.

It is essential that all participating members of the pharmacy team are confident in talking about units and familiar with the unit content of common drinks.

5. Model of IBA delivery in pharmacies
   IBAs in pharmacies should be integrated into MURs, NMS service and EHC LES consultations where the member of staff has an opportunity to talk to the client in confidence and capture the outcomes.

   IBAs can also be delivered opportunistically by pharmacy staff where appropriate (see appendix one)

5.1 Identification
   A validated screening tool (AUDIT-C) in the form of a scratch card will be used for pharmacy IBAs. Pharmacies will also be provided with full AUDIT screens for clients who decide to opt for further advice from a pharmacist if they score 5 or more on the AUDIT-C scratch card.

5.2 Brief advice
   Brief advice should be offered if the client scores 5 or above in one of two formats.

   1. Referral to the pharmacist for a full AUDIT and brief advice using the leaflet “Your drinking and you” if the client opts into this OR
   2. Brief advice provided by the first contact pharmacy staff using the NHS Brief advice tool and change 4 life leaflet “don’t let drink sneak up on you”.

   The member of the pharmacy staff or pharmacist should work through the chosen leaflet with the client and the client should take it away for reference.

   Clients who do NOT want brief advice following the AUDIT-C (pre-contemplators) may be given the leaflet “don’t let drink sneak up on you” and be encouraged to read this at a later time or date and come back to the pharmacy or visit their GP if they have further questions.

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1 This will be supported through face-to-face training, E-learning, pharmacy posters and literature and pharmacies can access a unit calculation tool at [http://www.nhs.uk/Tools/Pages/Alcohol-unit-calculator.aspx](http://www.nhs.uk/Tools/Pages/Alcohol-unit-calculator.aspx)
2 From Prochaska and DiClemente Model of Change which will be covered in face-to-face training.
If there is suspected dependence (20+ on AUDIT) or the client is in need of more in-depth treatment, the member of the pharmacy team should encourage referral to a specialist treatment service or advise them to consult their GP.

NICE guidance recommends that brief advice should be based on FRAMES principles:

- **Feedback**: provide feedback on the patient's risk for alcohol problems
- **Responsibility**: highlight that the individual is responsible for change
- **Advice**: advise reduction or give explicit direction to change
- **Menu**: provide a variety of options for change
- **Empathy**: emphasise a warm, reflective and understanding approach
- **Self-efficacy**: encourage optimism about changing behaviour

### 5.3 Follow up

A target of at least 20% of clients followed up by telephone 8 weeks after the initial IBA to assess level of change in drinking habits.

### 6. Resources

The resources for the pharmacy IBA service are (denotes average allocation):

- (2x) **NHS brief advice tool A4** – laminated sample enclose and available to download from Devon LPC website
- (10x) **AUDIT questionnaire** – laminated sample enclosed and further supplies available from Devon LPC website
- (1x per attendee) **Delivering Alcohol Identification and Brief Advice** – Training course booklet
- (1x) **Pharmacy Identification and Brief Advice (IBA) Implementation for Healthy Living Pharmacies in North Devon (SLA)** – Service specification contract
- (1x) Procedural flow chart for the Alcohol IBA Intervention in Community Pharmacies in North Devon -
- (approx. 40x) in Healthy Living Pharmacies “don’t let drink sneak up on you” leaflet – patient information leaflets more available from Devon LPC office
- (1x) **Alcohol Poster** – supplied by Lunbeck A3 poster – laminated poster enclosed and further supplies available from Devon LPC
- (100x) **Rethink Your Drink scratch cards** – supplied by Lunbeck available from the Devon LPC office
- (1x) **Local Alcohol Profiles for North Devon** – For information

### 7. Target groups

- People attending the pharmacy for a MUR
- People attending the pharmacy for a NMS
Within these groups, effort should be made to target people with:
  o relevant physical conditions – e.g. hypertension and gastrointestinal or liver conditions
  o relevant mental health problems – e.g. anxiety, depression or other mood disorders
- People attending the pharmacy for an EHC consultation
- Opportunistic interactions

8. Payments
E-learning training certificates for pharmacists need to be faxed to the LPC to confirm that this has been completed to confirm participation in IBA scheme.

The payments for IBA delivery will be set at a maximum of £2.5 per AUDIT-C intervention OR £15 per pharmacist led AUDIT intervention.

The total funds available for the campaign are £2,500, this will be split £2,000 for the very brief advice (scratch card and client monitoring form), and £500 for the pharmacist (full audit) consultations. If activity levels rise above the available funds then monies will be allocated proportionally to pharmacies in line with their activity.

Please note

Funding is capped and pharmacies achieve activity which utilises all the fees envelope then each pharmacy will be paid fairly as a proportional split of the funds by activity.

All payments will be made at the end of the pilot phase.

For further details contact:

- Mark Stone (Devon LPC) on 01392 834022 www.devonlpc.org

Useful contacts:

1) Devon Alcohol Services – North Devon:
   a. Contact for areas – Barnstaple, Ilfracombe, South Molton, Lynton, Coombe Martin. Contact Barnstaple office 01271 859044
   b. Bideford, Holsworthy, Okehampton, Westward Ho! Contact the Torridge Team 01837 659476

NB. Please try to ask patients to call through their own referral as this shows commitment, however you can call for a patient.