



**Greg Fell**

Chair of the Healthy Living Pharmacy Task Group of the Pharmacy and Public Health Forum & Director of Public Health, Sheffield City Council

**Welcome** to the 2017 winter edition of the Healthy Living Pharmacy (HLP) newsletter. It has been a while since our last newsletter, but we are glad to be back and hope to resume regular publication.

With the introduction of the professional self-assessment process and the NHS England quality payment for HLPs, we have seen a rapid growth in the number of pharmacies registering with the Royal Society for Public Health

(RSPH) for HLP level 1 status. This is an exciting time for pharmacies to be rewarded and recognised for the hard work they do in improving the health of the communities they work in. The aim of the HLP newsletter is to keep HLP leads and staff, Local Pharmaceutical Committees and commissioners up to date with important developments, share good practice and provide a learning platform.

The HLP Task Group working alongside Public Health England (PHE) is currently working to update the HLP framework, which was last published in 2010. We hope this will bring further opportunities for pharmacy teams, in particular health champions, to demonstrate their contribution to making a real difference to the public's health.

I am very pleased that so many pharmacies across the country have registered with the RSPH to become level 1 HLPs. The challenge begins now that you are HLPs - embracing the culture and ethos of the HLP concept, so pharmacy staff, especially health champions, reach out to their communities pro-actively to promote health and well-being messages. Many of you come from the communities that you serve, making it much easier for you to help people change their lifestyles.

We look forward to hearing about innovative models of delivery and also hearing about some success stories from HLPs.

Welcome to the 5th HLP newsletter. I am delighted to be able to say that over 8300 pharmacies have progressed to the professional self-assessment process and registered with the RSPH to attain level 1 HLP status. This is a fantastic achievement in a very short period of time.

The acceleration of uptake of the Healthy Living Pharmacy concept is reinforcing the potential for pharmacy to have a key role in addressing health inequalities and improving the health of the nation.

There is huge potential for action to improve health through your everyday interactions – whether selling over the counter medicines, dispensing prescriptions, providing Medicines Use Reviews or the New Medicine Service. It is up to you now to demonstrate that you, as pharmacy teams, can do this, and demonstrate the impact.

It is key to draw on the knowledge and skills of your qualified health champions to support the whole team to routinely make health promoting interventions and provide healthy lifestyle advice e.g. on stopping smoking, reducing alcohol intake, increasing physical activity etc.

As always, please keep us informed about any innovative delivery models, as well as any challenges you may be experiencing on the frontline.

You can email us at

[hlpnewsletter@phe.gov.uk](mailto:hlpnewsletter@phe.gov.uk)



**Gul Root**

PHE lead public health pharmacist

[Gul.root@phe.gov.uk](mailto:Gul.root@phe.gov.uk)

[@gulroot11](https://twitter.com/gulroot11)

## Pharmacy: A Way Forward for Public Health

Public Health England published [Pharmacy - A Way Forward for Public Health](#) in September 2017.

It sets out a wide range of opportunities for commissioner and provider led action at a local level, to recognise community pharmacy's key role in enabling a healthier nation. It provides a menu of interventions to realise the potential of one of the most frequented healthcare settings in England, through their daily interactions with patients and the public to make an even bigger sustainable impact on the lives of people, communities and the nation.

It is recognised that not all pharmacies will deliver all of these interventions. Commissioners will commission services that are appropriate for local need and will specify the quality of services as well as the skill set required to deliver specified services.

It is really important that public health interventions delivered by pharmacy teams are of a high quality, in premises that are professional looking, which facilitate the delivery of health promoting interventions, with appropriate skill mix, for example health champions, who are skilled to deliver health promoting interventions.

We know that community pharmacies are often embedded in some of the most deprived and challenging communities, providing daily contact for individuals seeking ad hoc and unplanned health advice alongside picking up prescribed medicines or purchasing over the counter health related products. With 1.2 million visits to a pharmacy every day for health related reasons, this presents a huge opportunity to support behaviour change through making every one of those contacts count.

Making healthy choices such as stopping smoking, improving diet and nutrition, increasing physical activity, losing weight and reducing alcohol consumption through pharmacy teams, especially the qualified health champions in HLPs, could make a great contribution to reducing the risk of disease, improving health outcomes for those with long term conditions, reducing premature death and improving mental well-being.

Please do read this publication and reflect on how your own individual HLP is demonstrating your contribution through both your routine day to day practice and through any current health improvement interventions. Working with the Local Authority Public Health teams, Councillors and other commissioners is key to finding opportunities where pharmacy teams can make the most important contribution to improving people's health in the most cost-effective and community embedded way to reach individuals and communities, to reduce the burden of health and social care in local areas and fundamentally improve people's lives.



## Cardiovascular Disease Action Plan 2017-18

To mark World Heart Day, on 29<sup>th</sup> of September, PHE published its [Action plan for cardiovascular disease prevention, 2017 to 2018](#). The document follows on from last year's [Action on cardiovascular disease: getting serious about prevention](#).

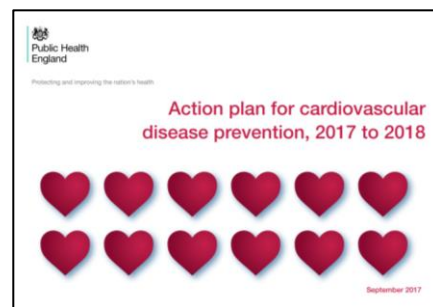
The new action plan provides an overview of some of PHE's key initiatives on cardiovascular disease (CVD) prevention in 2017 to 2018, as well as highlights some of the agency's work in the previous year.

The action plan recognises CVD's significant impact, noting that:

- CVD affects around 7 million people in the UK and causes 26% of all deaths
- Healthcare costs in the UK associated with CVD amount to £8.96 billion a year
- CVD accounts for one in four premature deaths, although in most cases these could be prevented.

Pharmacy has a critical role to play in CVD prevention, detection and management, including addressing risk factors such as high blood pressure, as noted in the Pharmacy Voice report, [Tackling high blood pressure through community pharmacy](#).

Pharmacy is an important partner, stakeholder and service provider of CVD initiatives that also form part of PHE's work.



Picture: A pharmacy display promoting the 'Know Your Numbers' blood pressure campaign

The 11 key PHE initiatives highlighted for 2017 to 2018 are outlined as follows:

1. Scope the development of an ROI tool across critical CVD risk factors
2. Collect and examine findings from a national data extraction on the NHS Health Check programme
3. Review of international evidence on CVD prevention
4. Publishing datasets and statistics
5. Review of evidence related to CVD, includes estimating effect of long-term exposure to air pollution on cardiovascular morbidity
6. Support the implementation of the NHS Diabetes Prevention Programme
7. Engage over 1 million adults on their heart health by promoting access to the Heart Age Test
8. Primary prevention projects: health campaigns, tools and enablers (e.g. One You, Change4Life, Active 10)
9. Work with NHS England and partners to implement improvements in detection and management of high risk conditions for CVD
10. Population level interventions which will prevent CVD; for instance, reducing salt and sugar in foods
11. Reducing risky behaviour, including addressing smoking and above low risk drinking.

If you would like to know more, please contact Slade Carter, Deputy National Lead, Cardiovascular Disease Prevention Team, PHE: [slade.carter@phe.gov.uk](mailto:slade.carter@phe.gov.uk)

## The Moving Healthcare Professionals Programme

PHE is offering **FREE** locally tailored training sessions on the importance of physical activity for interested health care professionals in primary and secondary care.

### Why consider physical activity?

The UK has amongst the lowest levels of physical activity, with almost 1 in 4 people defined as 'inactive'. In the UK, low levels of physical activity are responsible for:

- 1 in 6 deaths (equal to smoking)
- Up to 40% of many long-term conditions (e.g. diabetes)
- £7.4bn annual costs, including £0.9bn to the NHS

### Why does this matter to you?

Very brief advice on physical activity from healthcare professionals has been shown to improve clinical outcomes. This training focuses on practical tips to easily integrate this into every day clinical practice. 1 in 4 patients would be more active if advised by a GP or nurse, but as many as 72% of GPs do not speak about the benefits of physical activity to patients. There are a lot of resources out there to help. This training covers many of these, including the new Chief Medical Officers' infographic resource for health professionals.

The training will be available across England until **31 March 2018**.

To book your free sessions email the PHE Team at: [physicalactivity@phe.gov.uk](mailto:physicalactivity@phe.gov.uk)

### Case study from Mike Maguire (Marton Pharmacy in Middlesbrough)

*"We had a 69 year old patient who was really losing hope. He was taking blood pressure medication and his GP had told him that he'd take him as far as he could go with painkillers. Even though he was taking MST 90mg twice daily, he was struggling to walk and his back and hips and knees were causing him to have great pain. So we sat down in the private consultation room and I asked him what aspects of his life were still under his control. He told me that he smoked; he knew he was overweight, and because of the pain he was in, he couldn't exercise any more.*

*So we looked at what he could change now, and he decided to give smoking cessation a try. He went right through the twelve week programme, and with a lot of support and regular meetings in the pharmacy, he successfully made it through. Once he'd achieved that, I asked him what he fancied trying next. So he looked at his diet, and he started some gentle swimming on a regular basis. He ended up losing three stones in weight, and because that took the pressure off his back, hips and knees, he reduced his painkillers and started attending a local gym twice a week. He has now, with the approval of his GP, stopped all his painkillers and blood pressure tablets; he swims every day, and genuinely looks around ten years younger. It's amazing the difference that he has made, and it all started with a conversation in a Community Pharmacy."*



## Focus on: Physical Activity Clinical Champion

“As a pharmacist in the North West, I had the fantastic opportunity to apply for the PHE Physical Activity Clinical Champion role for Pharmacy. This is a role where I am able to provide ‘Peer to Peer’ support and education to colleagues to promote this important topic.

In the initial stages of the role I have been meeting teams locally through Local Pharmaceutical Committee (LPC) contacts, Centre for Pharmacy Postgraduate Education (CPPE) and other CPD events. The sessions are FREE and locally tailored. They can be part of a ‘learning @ lunch’ or a broader session including motivational interviewing techniques. The sessions are aimed at the whole pharmacy team, including pharmacists, pharmacy technicians, pharmacy assistants, and especially health champions.



Bev completing the ‘Bubble Run’ earlier this year

Pharmacies are one of the most embedded community health settings and as trusted professionals we can be powerful advocates for change – with opportunities for services from brief interventions through to NHS health checks.

As an experienced pharmacist, I have worked in a variety of arenas. I am aware of the benefits of physical activity first hand. A new mother, enjoying keeping fit by taking long family walks with a pushchair or backpack carrier; ‘It’s good to walk’ and you can download the [Active 10 App](#) and read more about the [ONE YOU](#) campaign through the links.



If you think this could benefit your team and your patients then please contact us to arrange your free training session at: [physicalactivity@phe.gov.uk](mailto:physicalactivity@phe.gov.uk).”

*Bev Hall, Pharmacist & Physical Activity Clinical Champion*

## Pharmacy Menu of Ageing Well Interventions

PHE is collaborating with the Pharmacy and Public Health Forum (PPHF) to design and publish a ‘Pharmacy Menu of Ageing Well Interventions’ that will provide information regarding some opportunities and ideas that community pharmacies could use to encourage healthy and productive ageing, depending on what would work for their local practices and within current resources.

The Menu will include:

- Falls prevention,
- Increasing levels of physical activity
- Reducing the risk of social isolation and loneliness
- Supporting people who have dementia, delaying the progression of dementia and reducing the need for medicine/s
- Lifestyle advice to reduce the risks of dementia

Pharmacy teams, including pharmacists, pharmacy technicians, pharmacy assistants and health champions have a great opportunity to support people to be active every day. Pharmacies are embedded in some of our most deprived communities with 1.2 million health related visits every day. Working at the heart of local communities, they can be powerful advocates for change; for example, by recruiting and training physical activity champions to encourage members of the public to increase physical activity.

In 2016, a Quality Payment (QP) scheme was introduced that required at least 80% of pharmacy staff in patient facing roles to be Dementia Friends. As a result, there are now 70,000 pharmacy staff trained in this role to better support and encourage a dementia-friendly community and environment. Furthermore, the Centre for Pharmacy Postgraduate Education (CPPE) website provides a range of e-learning courses on [Dementia](#) and [Older People](#) for pharmacy staff interested in supporting this initiative.



Older women gathering at a pharmacy before going for a walk

For further information please contact Nuzhat Ali, Older Adults & MSK Lead, PHE: [Nuzhat.ali@phe.gov.uk](mailto:Nuzhat.ali@phe.gov.uk)

## Sexual Health

Over the coming months, PHE will be supporting and launching the following key sexual health campaigns and resources including:



- The launch of [Sexwise website](#) which offers honest advice about contraception, pregnancy and sexually transmitted infections (STIs) for both professional and public audiences. The site is part of the sexual health charity, Family Planning Association's (FPA) national health promotion programme for sexual and reproductive health information, funded by PHE. It gives both 16-50 year-olds and professionals the information they need to enjoy safer sex, and takes an inclusive, sex positive approach to providing accurate, evidence-based information in an open and honest way.

- This year National HIV Testing Week (NHTW) starts on Saturday 18 November. NHTW promotes HIV testing by raising awareness of the importance of HIV testing, as well as increasing opportunities to test – be it in clinical settings, in primary care, through community-based rapid testing or via postal testing. The ultimate goal is to increase regular HIV testing in the most affected groups – men who have sex with men (MSM), and black African men and women. The campaign is co-ordinated by HIV Prevention England (HPE) and funded by PHE, with support and participation from organisations in the public, statutory and private sectors, and promotes the benefits of regular testing and treatment for both the individual and community. *Materials and resources can be ordered [here](#).*



- Finally, we are delighted to announce the development of a new sexual health campaign by PHE. Following extensive research and the development of key insights about the target audience, we are in the process of creating this new campaign. It will be targeted at 16-24 year-olds with the twin objectives of reducing STIs among young people and normalising safer sex through condom use. The first phase of the campaign is planned for mid-December 2017 and will be promoted through the channels that the target audience use – social media and digital advertising. This will be followed by a second phase of activity in 2018.

## Antimicrobial Resistance: How Can Pharmacy Teams Help?

Antimicrobial resistance (AMR) is one of the biggest threats to modern medicine with a global review warning that by 2050 AMR could lead to 10million deaths a year and cost £66trillion to the economy. Pharmacy teams and members of the public can play a vital role in protecting antibiotics.

A recent [national report](#) was published in October exploring the current state of antimicrobial resistance within England. The report highlighted that while the number of antibiotic prescriptions dispensed in General Practice has decreased in recent years, it is still estimated that at least 5000 deaths are caused every year because antibodies no longer work for some infections. With 1 in 3 people taking at least one course of antibiotics each year pharmacy teams have a key role in antimicrobial stewardship.

Research conducted by PHE's Primary Care Unit revealed that community pharmacists see their role in antimicrobial stewardship as providing self-care advice to patients who present with common infections and improving patients taking their antibiotics as prescribed. To help pharmacy teams look at how roles and services already provided by community pharmacy can contribute to antimicrobial stewardship, the Royal Pharmaceutical Society has developed a [guide](#). This guide also considers what else can be done by pharmacy teams to protect antibiotics for the future and provides useful links to further resources.

PHE has recently launched a new campaign called '[Keep Antibiotics Working](#)' to highlight the risks of taking antibiotics when they are not needed and urging the public to always follow the healthcare professionals advice. The aim of the campaign is to help inform the public of the issue of AMR and increase recognition of personal risk from inappropriate usage. Pharmacy teams play an important role in helping the public understand when antibiotics won't work in colds, flu and most sore throats but also when they are appropriate in other conditions such as urinary tract and sexually transmitted infections where a referral to the GP is required.



Finally, community pharmacy teams and engaged members of the public are invited to choose a pledge on the [Antibiotic Guardian website](#) to show how they can help contribute to tackling AMR. Pharmacy teams are currently the largest group of health professionals that have become antibiotic guardians but every person involved or accessing healthcare has a part to play in keeping antibiotics working.



*If you would like to know more, please contact:*

*Graeme Hood, Chief Pharmaceutical Officer's Clinical Fellow, AMR Programme, PHE:*

***Graeme.Hood@phe.gov.uk***

*Dr Diane Ashiru-Oredope, Lead Pharmacist, AMR Programme, PHE:*

***Diane.Ashiru-Oredope@phe.gov.uk***

## National Survey Highlights the Need for Pharmacies to Be Trans-Inclusive

PHE has just closed a ground-breaking survey asking trans people about their views on their own reproductive health as well as their experiences of related healthcare services, including pharmacies. Reproductive health includes things like contraception, physical symptoms (like heavy periods, erectile dysfunction), pregnancy (childbirth, abortion and problems getting pregnant), fertility, screening (like cervical smears), menopause, use of hormones, sex, sexual enjoyment and relationships.

The survey was co-designed by a number of trans organisations and has been well received by the trans community with over 700 responses. Preliminary results highlight the need for pharmacies to ensure that they are providing a trans-inclusive experience, given that trans people have poorer mental and physical health outcomes and face more barriers in accessing healthcare services, compared to the general population.

Of the 67% of respondents who had used a pharmacy over the last 12 months, 26% indicated that they had a trans-inclusive experience, 11% had a transphobic experience, 55% had a neutral experience and 8% were unsure. Sexual and reproductive health services, GPs, gynaecology clinics and cervical smears all received higher percentages of respondents experiencing transphobia. Pharmacies received the highest number of individual transphobic responses across a full range of healthcare services, which highlighted it as the service with the most negative experiences reported.

The box below gives 8 ways to improve the experience of your transgender patients.

In other areas of the survey, 11% of respondents said they would go to a pharmacy for information about their own reproductive health and pharmacies were their first preference as a source of obtaining contraception and emergency contraception.



### Eight Ways to Improve the Experience of Your Transgender Patients

1. Treat transgender people as you would all other customers whilst considering the additional sensitivities they may face.
2. Try not to assume someone's gender simply by their appearance.
3. Consider whether you need to ask someone's gender.
4. Assume everyone selects the facilities appropriate to their gender.
5. Accept a range of ID other than a birth certificate. You do not usually need to see a Gender Recognition Certificate (GRC) to amend personal details.
6. Ask those who transition whilst using your services how you can support them.
7. Update documentation and records efficiently and sensitively.
8. Publicise your good practice and inclusivity to diverse groups.

Source and extra detail: [Providing services for transgender customers: a guide](#)

There are a number of **free** resources that are available to support pharmacies, including:

- Two useful articles on trans-inclusivity for pharmacies:
  - [How to feel more confident dealing with transgender patients](#)
  - [5 Ways Pharmacists Can Help Transgender Patients](#)
- A new NHS and PHE [leaflet](#) to improve accessibility to screening for transgender people
- A Royal College of GPs [online learning module](#) which includes an introduction to healthcare for trans people:
- National Government [guidance](#) on the recruitment and retention of transgender staff
- Age UK [factsheet](#) on trans issues and later life
- [Guidance](#) on Contraceptive Choices and Sexual Health for Transgender and Non-Binary People
- A [toolkit](#) for preventing suicide among trans young people

## Health Champion Corner – Karen Hills



Health champion, Karen Hills, from Rowlands Pharmacy, Pallion Park, Sunderland loves performing the role of health champion, especially organising the monthly health promotions, making them as impactful as possible.

When it came to the 2017 national public health campaign “Stoptober” she decided to tie it in with Halloween, adding bats and spiders to the display. This attracted many children to the display resulting in some very interesting conversations between them and their parents.

Child A: *“Mum you could die of this cause you smoke”*

Child B: *“Mummy why does it say breast cancer?”*

Parent B: *“If you smoke this is what can happen to you – you could die early”*

This impactful health campaign was effective in two ways; children asked their parents to stop smoking and parents warned their children about the risks of smoking. The display also led to enquiries about the pharmacy stop smoking service resulting in a couple of people signing up to the service that month.

Karen also loves getting out into the community and in the last couple of years has completed a number of external health promotion events.



- In August 2017 she agreed to spend some time at the local library offering blood pressure checks and weight management advice, as well as promoting pharmacy services. The event was advertised on local radio resulting in lots of interest. On the day, 19 blood pressure readings were taken resulting in 3 referrals to the GP, 5 people were given weight management advice and the pharmacy's services were promoted, in particular the stop smoking service. Karen has been asked to return.
- In June 2017 Karen popped along to the local Job Centre where she also offered blood pressure checks, weight management advice and promoted the stop smoking service. Two people were referred to their GP.
- She has also forged links with other local organisations including Slimming World, Age UK and the local mental health charity, which she visited in 2016 jointly with another Rowlands Pharmacy in Sunderland. At the event, 7 clients took up the offer of a blood pressure check for which they were very grateful.

## Opportunity: Your Chance to Shape & Contribute to the Newsletter

It has been a while since our last newsletter, but we are glad to be back and hope to resume publishing this newsletter regularly. Thanks to the support of Theresa Nguyen, a trained pharmacist and our newly appointed Senior Pharmacy Programme Officer.

If you have any suggestions or would like to be involved in an upcoming HLP newsletter or event, please contact Theresa Nguyen, HLP & Pharmacy Support Officer at [hlpnewsletter@phe.gov.uk](mailto:hlpnewsletter@phe.gov.uk).