



Healthy Living Pharmacy Guide

January 2012

A Healthy Living Pharmacy consistently delivers a broad range of commissioned services to a high quality.

A Healthy Living Pharmacy promotes healthy living and wellbeing as a core activity.

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Foreword

I am pleased to be able to launch this exciting new programme for Sheffield which represents a continuation of the partnership work between public health and community pharmacy.

Pharmacies already play a vital role in promoting public health in Sheffield and have done so for a long time. The Healthy Living Pharmacy programme is therefore a natural extension of this work and in particular represents the collaborative approach between NHS Sheffield and Sheffield Local Pharmaceutical Committee.

The Healthy Living Pharmacy approach reinforces the public health priorities within NHS Sheffield's Achieving Balanced Health strategy and our Joint Health Inequalities Action Plan – "Fairer Sheffield, Healthy Lives". Specifically, this relates to the behaviour change agenda on healthy lifestyles such as smoking, alcohol, weight management and sexual health. Being awarded Pathfinder status for this recognises Sheffield's innovative practice in this regard.

I look forward to seeing early results from the programme, particularly in terms of improving health in areas where need is greatest.

Subject to evaluation, I would hope to build on the programme so that this enhanced role of community pharmacy is fully integrated into Sheffield's public health delivery offer.

A handwritten signature in black ink that reads 'Jeremy Wight.' with a horizontal line underneath the name.

Dr Jeremy Wight
Director of Public Health
NHS Sheffield and Sheffield City Council

What is special about a Healthy Living Pharmacy?

A Healthy Living Pharmacy:

- Consistently delivers a broad range of commissioned services to a high quality, whatever the day of the week or month of the year.
- Has a team that are proactive in supporting health and wellbeing, with the community's health at the centre of what it does.
- Promotes healthy living and wellbeing 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.
- Will be identifiable to the public and other healthcare professionals.



Background

The White Paper, *Pharmacy in England: Building on strengths, delivering the future*, published in April 2008 described the role community pharmacy could play in supporting public health. Pharmacies will become healthy living centres: promoting and supporting healthy living and health literacy; offering patients and the public healthy lifestyle and advice, support on self care and a range of pressing public health concerns; treating minor ailments and; supporting patients with long-term conditions.

Health in Sheffield

The health of the people of Sheffield, when measured by simple life expectancy, is better than it ever has been. Death rates from the major diseases continue to fall steadily. Life expectancy for men continues to improve, although for women, improvements have slowed. This may well be the consequence of women increasingly adopting lifestyles more traditionally associated with men, such as smoking and drinking alcohol to excess.

Despite these improvements there are still significant public health problems in Sheffield. Psychiatric diseases and mental ill health are prime examples, but there are many chronic physical diseases that also cause much ill health and disability.

In particular, inequalities in ill health persist across the City.

Lifestyle factors contribute significantly to this picture:

- Smoking – There are around 900 smoking related preventable deaths in Sheffield each year, with a disproportionate number occurring in the City's poorest communities.
- Drugs – Although the level of problem drug misuse within Sheffield is broadly in line with that experienced in other major UK cities, stark inequalities persist. Moreover, both actual and perceived problem drug misuse have a significant impact on the overall sense of health and well-being within communities.
- Obesity – Approximately 22% of the Sheffield adult population is estimated to be obese. A further 34% are estimated as being overweight.
- Excess alcohol – Although generally Sheffield compares well to similar cities it is higher than average for the number of alcohol specific hospital admissions, especially for men.

As a result, these are all key public health priorities in our efforts to improve health and reduce health inequalities.

Healthy Living Pharmacies in Sheffield

The Healthy Living Pharmacy (HLP) concept was launched at a city-wide community pharmacy event, "Pharmacy: The Future" in June 2011. Over 70 pharmacists and pharmacy team members attended the presentation by Deborah Evans, Healthy Living Pharmacy Pathfinder Project Manager.

The HLP concept was tested and challenged by an informed and expert audience. This led to a consensus being formed that Sheffield had enough interested pharmacies to test out the HLP model.

Following the event, Sheffield LPC and NHS Sheffield worked together to prepare and submit a bid to become a HLP pathfinder site. The bid was judged to be impressive and Sheffield was appointed one of the successful 20 Pathfinder sites in England, applications were invited from Sheffield pharmacies to be involved.

The selection process was a rigorous one involving representatives from the LPC and NHS Sheffield including Public Health colleagues. The 11 successful pharmacies represent a wide cross section of Sheffield's population, integration with the Healthy Community Programme Areas, a mixture of multiples and independents and a range of staffing and premises capacity.

Sheffield Pathfinder Pharmacies

Basegreen Pharmacy

Boots Pharmacy – High Street

Co-operative Pharmacy – Grenoside

Gleadless Valley Pharmacy Limited

Lloyds Pharmacy – Crystal Peaks

Lloyds Pharmacy – Stocksbridge

Rowlands Pharmacy – Chapeltown

Vantage Pharmacy – Manor Top

Weldricks Pharmacy – Crookes

Whitworth Chemists – Beighton

Wicker Pharmacy

Many pharmacies in Sheffield are well on their way to becoming Healthy Living Pharmacies with some already displaying all the characteristics of an HLP without formal recognition of HLP accredited status.

A Sheffield HLP will provide more than a set of services; it is a place where the public recognise they can receive high quality advice, consistent services and access a highly qualified healthcare professional when they need to.

The public will increasingly come to see the pharmacy as a place that provides general advice on leading a healthier lifestyle and take a holistic approach in improving general health and wellbeing

The HLP framework overlays existing (and future) pharmacy services; it is not a new contract but represents an opportunity to further utilise the pharmacist's clinical skills, generate customer loyalty, optimise income already available, and access new patients through a change in ethos in which a proactive approach is cornerstone.

There are a number of enablers which will help pharmacies become an HLP including training, workforce development, local support networks, HLP Pathfinder resources, funded NHS Enhanced and Advanced services.

There are many potential benefits to becoming an HLP:

- Improve and expand public perception of community pharmacy
- Better engagement with other healthcare professionals
- Professional satisfaction
- Access to leadership development
- Support to up-skill team members and access to Healthy Living Champion development
- Prepare for the evolving role of pharmacy; lead the way locally and nationally
- Personal development
- Customer loyalty
- Attract new customers and patients
- New business development
- Optimise revenue from Advanced and Enhanced services

Current Provision

Minor Ailments

Every pharmacy has an important role to support the public in appropriate self care. As qualified experts, pharmacists give confidential, relevant advice and supply treatment for a wide variety of conditions.

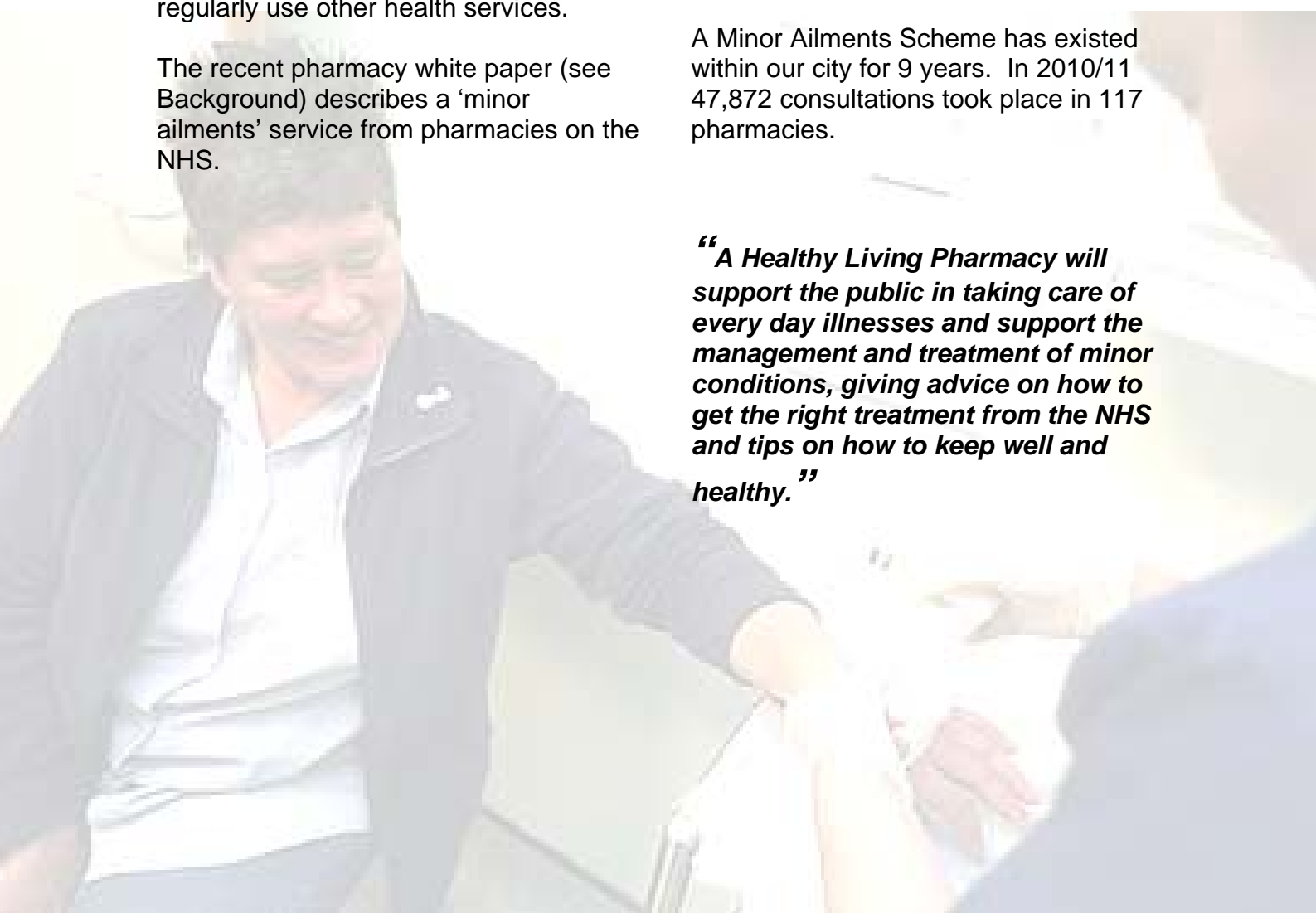
The presence of pharmacies in more deprived areas offers enormous potential to expand access for those who do not regularly use other health services.

The recent pharmacy white paper (see Background) describes a 'minor ailments' service from pharmacies on the NHS.

Such a scheme can include treatment for a wide range of common conditions and allow people to visit their local pharmacy and obtain medicines on the NHS.

It is estimated that some 57 million GP consultations per year involve minor ailments and take up an equivalent of one hour of a GP's time a day.¹

A Minor Ailments Scheme has existed within our city for 9 years. In 2010/11 47,872 consultations took place in 117 pharmacies.



“A Healthy Living Pharmacy will support the public in taking care of every day illnesses and support the management and treatment of minor conditions, giving advice on how to get the right treatment from the NHS and tips on how to keep well and healthy.”

¹ Joint paper submitted to the Department of Health by the PSNC and the Proprietary Association of Great Britain, December 2007

Stop Smoking

Smoking is the single largest avoidable cause of ill health, health inequalities and death in Sheffield and it is estimated that approximately 900 (preventable) deaths per year are attributable to smoking. Smoking is a risk factor for cardiovascular disease, cancer and respiratory disease.

The pharmacy stop smoking service was launched in 2004. Since then the scheme has been expanded to 46 pharmacies and has become a major component of the city's stop smoking strategy.

In 2010/11 community pharmacy helped 971 people to achieve a '4-week' quit (a success rate of 64%).

“A Healthy Living Pharmacy will proactively seek out smokers and offer support and advice when it's required.”



Substance Misuse

Sheffield has an estimated 4,600 problem drug users (PDU) – opiate and/or crack use.

The provision of substance misuse services through local pharmacies began in 1998. Pharmacies currently provide a high quality service in line with National Treatment Agency and NICE guidelines commissioned through the Drug and Alcohol Action Team (DAAT).

Services could include supporting users in accessing needle exchange services; providing smoking cessation advice and brief interventions for alcohol; identifying primary health care needs such as dental, nutritional, contraception care and signpost these clients appropriately and helping them to self treat minor conditions through the Minor Ailments Scheme.

HLPs recognise the use and abuse of OTC drugs and other prescribed medicines and engage with other service providers and commissioners with an aim to reduce the harm to users of substances of misuse.

“A Healthy Living Pharmacy will provide a more holistic service for these clients to reduce harm and support health.”

Emergency Contraception and Sexual Health

The rate of teenage pregnancy in Sheffield has been steadily declining since 2002 but too slowly to achieve the national target of 50% reduction by 2010 compared to a 1998 baseline.

NHS Sheffield is actively working to reduce the rate of teenage pregnancy and improve sexual health.

A service to provide Emergency Hormonal Contraception (EHC) to teenagers (girls aged 14-17 years) was set up in 2002.

As well as providing EHC to teenagers and adults a Healthy Living Pharmacy will have a range of resources to help identify the most appropriate method of contraception to suit lifestyle and choice.

“Equipped with a private consultation room the Healthy Living Pharmacy will be able to provide a discrete service to members of the public.”



Weight Management and Healthy Eating

The rising trend in both adult and childhood obesity and relatively high levels of poor diet and inactivity pose a major risk to health. Obesity, poor diet and inactivity are associated with higher risk of hypertension, heart disease, diabetes and certain cancers. Obesity is known to reduce life expectancy by on average nine years.

“The Healthy Living Pharmacy will also be able to supply the appropriate product to meet the patient’s needs such as low calorie foods, meal replacements and medicines intended to facilitate weight loss. A Healthy Living Pharmacy will have a range of resources to help all members of the public improve their knowledge about healthy eating and where they can access exercise support locally.”



Alcohol

Alcohol is a major contributing factor to levels of ill health and early death, including cardiovascular disease, gastrointestinal disease and cancer as well as acute conditions resulting from accidents, self harm and violent assault. Alcohol-related hospital admissions have increased but levels vary across the City, with the highest rates associated with the more deprived neighbourhoods. Health inequalities created by alcohol consumption can be the most enduring.

Alcohol has become an integral part of UK culture and so commonly accepted that people don't often associate it with serious risks, such as illness and premature death. In fact, many people feel that alcohol is an essential part of their lifestyle and can be reluctant to engage in a discussion that might question their drinking habits.

NHS Sheffield aims to reduce ill health and health inequalities due to alcohol by preventing its abuse and improving the treatment and care of people with alcohol dependency and other illness due to alcohol so as to reduce the risk of further ill health and death.

“A Healthy Living Pharmacy will have a range of resources including access to a healthcare professional to help members of the public improve their understanding, and find the right support.”



LOCAL HEALTH NEED

SHEFFIELD HEALTHY LIVING PHARMACY FRAMEWORK
PUBLIC HEALTH MODEL

NEED	BASELINE <i>Health promotion</i>	LEVEL 1 <i>Service delivery</i>	LEVEL 2 (Examples) <i>Service delivery extra</i>
Smoking	Pro-active health promotion Brief advice, assess willingness, signpost to services	NHS stop smoking service	<i>Smoking risk assessment (health implications for smoker and secondary beneficiaries)</i>
Sexual Health	Pro-active health promotion Brief advice, assess willingness, signpost to services	NHS EHC (14-17 year olds) under PGD service and Chlamydia screen	<i>Chlamydia screen and treat PGD service</i>
Substance Misuse	Pro-active health promotion Brief advice, assess willingness, signpost to services	Supervised consumption	<i>Harm reduction, Hepatitis B & C screening</i>
Minor Ailments	Health promotion, self care, OTC supply, signposting	NHS service (advice and treatment with P and GSL medicines)	<i>Health checks Preventative measures</i>
Weight Management	Health promotion, self care, OTC supply, signposting	Pro-active health promotion Brief advice, assess willingness, signpost to services	<i>Pharmacy weight management service</i>
Alcohol	Health promotion, self care, signposting	Pro-active health promotion Brief advice, assess willingness, signpost to services	<i>Pharmacy alcohol intervention service</i>
ENABLERS – QUALITY CRITERIA			
Workforce Development	Core capabilities	Healthy Living Champion (HLC) Leadership skills	<i>Behavioural change skills Leadership skills</i>
Environment	GPhC standards	Advanced IT and premises	<i>Enhanced IT and premises</i>
Engagement & Accessibility	Operational	‘Every contact counts’ approach ‘You’re welcome’	<i>Focus on particular communities of interest in locality</i>

PHARMACY CAPABILITY

The Way Forward

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 an HLP is about adopting a philosophy within the pharmacy's community where the public's health and wellbeing is at the centre of what the pharmacy does. In an HLP, the whole team work together and recognise that every interaction is a potential opportunity for a health intervention.

There are different levels to an HLP which build on the core service provided by community pharmacies (Essential and Advanced services within the pharmacy contract). Local Enhanced services will be commissioned at different levels of an HLP. This will depend on the commissioners, the health need within the local area and the capability and reliability of the pharmacy to deliver.

Becoming an HLP requires more than having the services commissioned. It requires demonstration of consistent, high quality service delivery, appropriate premises, trained and skilled staff and engagement with other healthcare professions and the public.

NHS Sheffield and Sheffield LPC Commitment

NHS Sheffield and Sheffield LPC are committed to supporting the development of Healthy Living Pharmacies and the teams that work within them:

We are committed to engaging the public and other healthcare professionals so that they understand the services available from healthy living pharmacies.

- Develop members of the pharmacy team to become Healthy Living Champions
- Leadership training for pharmacy managers and pharmacists on developing the workforce and primary care engagement
- Stop smoking and EHC training
- Bespoke training on weight management, alcohol awareness and other health issues
- Support to develop local community links and signposting resources
- Support to deliver dedicated public health campaigns
- Facilitated network between HLPs and with local Health Trainers
- Supply of HLP resources and branding materials
- Support to record evaluation data
- Commitment to provide evidence of HLP health impact and successes
- Recognition of Healthy Living Pharmacies; awards, case studies and certificates

Next Steps

A huge congratulations to our 11 pharmacy members who have recently all been successful in achieving the Royal Society for Public Health Level 2 Award in Understanding Health Improvement. Pharmacies working towards HLP status will greatly benefit from the expertise of these 11 qualified Healthy Living Champions.

Leadership training for pathfinder HLP pharmacists will take place in the New Year.

In January 2012, a dedicated Sheffield-wide public health campaign around weight management will be the first focus for pathfinder HLPs to test out new ways of engaging patients. They will have the opportunity to trial their individual pharmacy ideas to suit the needs of their local community. This will be supported by specialist training around weight management.

Learning from this campaign will be shared to inform approaches to further public health initiatives in pathfinder HLPs over coming months.

Pathfinder HLPs will be required to contribute to gathering evidence around outputs and patient outcomes to support the national Pathfinder programme and local initiatives.

Pathfinder HLPs will participate in a formal accreditation process during March 2012. On successfully completing this, Sheffield will have its first nationally recognised Healthy Living Pharmacies.

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