Government Plans for Community Pharmacy

A Word from the Facilitator

Recent Government announcement of plans involve funding cuts, reduction in numbers of community pharmacies and changes to the dispensing model. Your Local Pharmaceutical Committee have attended special meetings with the PSNC to decide on a strategy to help fight these plans to protect community pharmacies. As part of the strategy your LPC will be implementing a media campaign to promote and raise community pharmacy profile. In order to put these plans in place we need your help!

We will be creating a public facing website which will act as portal of information. We need photographs of your pharmacy team conducting pharmacy services and of any health events. If you are planning to hold a health information event why not invite your local newspaper and raise the profile of your event. Please contact me if you would like me to attend your event and take some photos for you.

We would like to hear from any customers or patients where you have made a significant difference to their health. I was invited recently to Trent Health Pharmacy Werrington to have a chat to some of their patients who had received life-saving interventions. The patients were kind enough to allow me to record the conversation which will be used to form a bank of clips which will highlight the importance of community pharmacy.

If you have any patients who are willing to talk to me, please get in touch.
Trent Health Pharmacy held an exciting British Heart Foundation health awareness day on the 5th February. It was a fantastic event and all of the staff looked glamorous enough for any red carpet event. The staff had made a cake using a BHF recipe which used reduced sugar and more fruit. The HLP Facilitator attended and spoke to customers and recorded two conversations with patients whom valued their pharmacy very highly and had received some life-saving advice. These clips will be used as part of a media campaign supporting the campaign #lovemypharmacy and #supportyourlocalpharmacy. They recorded 24 brief interventions on the day giving each person leaflets about relevant health matters. They provided evidence of talking to patients and customers about heart conditions and gave booklets about medicines for the heart. They also interacted with young families giving children BHF fun activity books out for free along with fruit and cake. Incredible effort from all of the staff at Trent Health and a special thank you for organising chats with patients and the Facilitator.

Mr Thorley of Werrington shares how important his local pharmacy (Trent Health) is to him and his family.

"This Pharmacy is a God send to this community, the doctors are next door but there is a lot of old people around here, I am becoming one of them! So my use of this pharmacy is at least twice a month and my children and grandchildren come with their coughs and colds and will be seen to by the staff here. Without this pharmacy this community would suffer."

Mandy, a regular customer at Trent Health Pharmacy shared a really emotive story of how her pharmacy helped her. Mandy’s mother in law had been feeling unwell since having a fall earlier in the day. She had been seen by paramedics and a GP, however her condition worsened and worried, Mandy asked Karen at Trent Health Pharmacy for advice. Karen was able to recognise potentially serious symptoms and advised Mandy to receive immediate medical help. This probably saved her life.
Data Collection

It was decided at the last HLP Steering Group meeting that all campaign data would now be sent to Elissa Pateman, even if you are not an accredited HLP. The Facilitator has only received data from four HLPs for the alcohol campaign. If you have not sent your data in to Elissa yet, then please ensure you do this in a timely manner. It is now more important than ever, in light of the recent government plans, to ensure that we provide evidence of how pharmacies are improving the health of the community. Please see last page of newsletter for details of how to collect and send data in to Elissa.

Continence Service Survey

As part of the continence service evaluation we would like you to complete a short survey on Pharmoutcomes.

This service was funded by Astellas and Pfizer and they would like to know how HLPs have found the continence advice service.

If you have not completed the survey yet, please log into your Pharmoutcomes account and you will find the survey under HLP services.

We would also like those HLPs that originally signed up to provide the service but have not provided any consultations and also HLPs that did not sign up to provide the service originally. This is to establish any barriers to providing the service so that an evaluation can be carried out.

There is an opportunity to provide this service if you are a HLP. There are self-learning slides to access from the LPC website and then just get in touch with Elissa to receive the resources.

HLPs have made 63 entries on Pharmoutcomes, 60.3% of patients had never used a fluid diary before and 70% had not used the urgency perception scale.
February and March HLPs promote Dementia

Lead the way and make your pharmacy a Dementia Friendly Community!

Become a Dementia Friend!

It’s really easy and can be done in five minutes just by simply watching a short clip online.

To watch this video, click HERE or visit the website https://www.dementiafriends.org.uk/register-digital-friend

Once you have watched the clip and registered you will receive a free badge, information pack and a little book of friendship.

For More Resources go to:

- Alzheimer’s Research UK
- Alzheimer’s Society
- How to become a ‘Dementia Friend’
- Dementia UK
- Dementia Carer
- Department of Health Orderline

Butt Lane Pharmacy have created an excellent dementia information display.

N&Js Chemist, Burntwood plan to hold a dementia awareness campaign with the aim of staff members becoming Dementia Friends.

join over 1.3 million people who are helping to build more dementia-friendly communities. It’s really easy to do and only takes five minutes
The state of men’s health is in a crisis. Gender is one of the strongest and most consistent predictors of health and life expectancy. For men, this is not good news. On average, across the world, men die 6 years earlier than women.

The impact of prostate and testicular cancer on lives is substantial, with prostate cancer being the second most common cancer in men worldwide and the number of cases expected to almost double to 1.7 million cases by 2030.

The campaign aims to raise awareness of men’s health issues, specifically that of men’s reluctance to seek medical help.

Men’s reluctance to seek medical intervention is well documented. They are more likely to give priority to work commitments over treatment or rest, to fear the consequences of illness and disease, be embarrassed at having to discuss symptoms and have examinations and have a self-image that encourages them to deny illness - illness equals weakness.

Prostate cancer
The causes of prostate cancer are largely unknown but age is a factor, as is family history. It is more common in men of African or African-Caribbean descent, and less common in men of Asian descent.

The most common symptoms are:
• needing to pee often, especially at night
• difficulty in starting to pee
• straining to pee or taking a long time to finish
• pain when peeing or during sex

And less commonly:
• blood in the urine or semen
• impotence
• pain in back, hips or pelvis

For more information about the signs and symptoms of prostate cancer click HERE

You can order leaflets about prostate cancer from:
http://publications.cancerresearchuk.org

Continence Issues in Men
Many symptoms associated with prostate cancer may actually be a continence issue. Many men may feel embarrassed to discuss this. The continence advice service may act as a way to get the information to the patient. Refer to continence service on the LPC website, you can sign up to provide this service after completing the self-learning.

www.northstaffslpc.co.uk
www.southstaffslpc.co.uk
## Health Campaigns for 2016-2017

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Campaign</th>
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<tbody>
<tr>
<td>April and May 2016</td>
<td>Men’s Health</td>
</tr>
<tr>
<td></td>
<td>Prostate cancer and continence issues</td>
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<tr>
<td>June and July 2016</td>
<td>Sun Awareness</td>
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<td>August and September 2016</td>
<td>Oral Health</td>
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<td>October and November 2016</td>
<td>Age Well</td>
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<td>December and January 2016/17</td>
<td>Alcohol and Cancer Awareness</td>
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<tr>
<td>February and March 2017</td>
<td>Stop Smoking and Substance Misuse</td>
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Please ensure that you send the data you collect promptly after each campaign:

- **Fax to** – 01782 512116
- **Email** – hlp.ssot@gmail.com
- **Post to** – 9 Highland Close, Biddulph Moor, Stoke on Trent, ST8 7LJ.

If you have any queries or would like to contact me, feel free to email or ring me:

Elissa Pateman HLP Facilitator.

- **Email** – Hlp.ssot@gmail.com
- **Telephone** – 07719124786

**Stoptober / Respiratory Conditions Campaign**

Many thanks to those HLPs that have sent data in to the Facilitator!

You are doing a great job! I would encourage those that have not sent any data in lately to do so as this will be monitored nationally on the Public Health England survey.

<table>
<thead>
<tr>
<th>Amount of HLPs that sent in data</th>
<th>23</th>
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<tr>
<td>Total amount of people reached</td>
<td>276</td>
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**Top HLPs for this campaign were:**

1. Miller’s Chemist, Longton
2. Trent Health Pharmacy, Werrington
3. Balance Street Pharmacy, Uttoxeter
4. Millstream, Featherstone

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**Data Collection**

<table>
<thead>
<tr>
<th>Pharmacy Name</th>
<th>Address &amp; Postcode</th>
<th>Pharmacy Telephone</th>
<th>HLP Lead Pharmacist</th>
<th>HLP Name</th>
<th>Campaign Total</th>
<th>Date Month Year</th>
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**LPC Website**

Did you know there is information about Healthy Living Pharmacies on your LPC website?

South Staffs:
http://www.southstaffslpc.co.uk/

North Staffs & Stoke:
http://www.northstaffslpc.co.uk/

Information you will find:

- How to become a HLP
- Resources for Campaigns
- Campaign Information
- Data Collection information
- HLP Facebook Page
- HLP Facilitator
- HLP Newsletters
- HLP Continence Advice Service
- List of accredited HLPs

**HLP Facebook Page**

https://www.facebook.com/HealthyLivingPharmacyStaffordshire

Like the HLP Facebook Page and get involved!