



Healthy Living Pharmacy (HLP) Prospectus

HLP Level 1

Wave 3

FOREWORD

Public health challenges across West Yorkshire are wide-ranging and are having a profound effect on the areas health and wellbeing. The inequalities between different parts of West Yorkshire mean that some people live ten years less than their more affluent neighbours. Many of these inequalities are caused by avoidable risks such as smoking, obesity or alcohol.

West Yorkshire has seen great progress in tackling some of these issues but there is still a long way to go and community pharmacy has an increasingly important role to play in improving the health and wellbeing of our communities.

Recognising the impact great quality community pharmacy services can have on the communities they serve led Community Pharmacy West Yorkshire (CPWY) to start working on Healthy Living Pharmacies.

The CPWY and Primary Care Trusts recognise the fantastic work that is already delivered through many community pharmacies to support improved health and wellbeing. We know that community pharmacy is already on the way to becoming more effective in the way it supports patients but that further support would be required if community pharmacy is to truly deliver to its full potential.

This Healthy Living Pharmacy (HLP) accreditation process is one part of the journey to help community pharmacy build on its strengths and this prospectus signals the start of this phase.

The Healthy Living Pharmacy status will demonstrate a pharmacy that has a true commitment to promoting health and wellbeing and is something that all community pharmacies should aspire to. Many community pharmacies will already be providing the core requirements and the HLP status will be a celebration of the work that they have already been carrying out. For others who are not yet at that level the HLP process will give them a framework to support them to get there.

We are ambitious in our commitment to developing HLPs and plan to have 100 by January 2013. That is a challenging target for all involved but I believe that the strengths we have across our area means this is achievable.

I understand the wide and varied pressures on community pharmacy teams and that attaining HLP status may be seen to be adding to this. I sincerely believe that if you and your team embrace the challenge to become truly involved in improving the health and wellbeing of your local communities you will see the benefits. I hope you see the improvements in you, in your team, in your patients and in your communities. And once you start to see these others will too and your community pharmacy will be seen as a true partner for commissioners of services to work with in the future.

Robbie Turner
Chief Executive Officer
Community Pharmacy West Yorkshire
Formed by the merger of Leeds, Bradford, Calderdale and Kirklees LPCs

HEALTHY LIVING PHARMACY PROJECT IN LEEDS, BRADFORD & AIREDALE AND CALDERDALE & KIRKLEES

Welcome to the Healthy Living Pharmacy prospectus. This prospectus will outline what a Healthy Living Pharmacy (HLP) is and the benefits of gaining HLP status. It will also detail the requirements to gain Healthy Living Pharmacy status. The development of Healthy Living Pharmacies represents an exciting opportunity to develop community pharmacy and to demonstrate how pharmacies can support people locally to change their lifestyles, improve their health and wellbeing and improve health outcomes. Healthy Living Pharmacies will also help to build the evidence base for pharmacy's contribution to public health.

In January 2012 the first 30 Healthy Living Pharmacies were selected across the Community Pharmacy West Yorkshire area. In April 2012 the process of selecting the second wave of Healthy Living Pharmacies commenced. The process of "expressions of interest" in joining the wave 3 in Leeds, Bradford & Airedale and Calderdale & Kirklees has now commenced.

All wave three applications must be returned by the Friday 19th October 2012. The project board will then assess the applications against the project criteria. Successful applicants will be informed by the Thursday 25th October 2012.

What is special about a Healthy Living Pharmacy?

- Consistently delivers a broad range of commissioned NHS services to high quality
- Promotes healthy living and wellbeing as a core activity
- Has a team proactive in supporting health and wellbeing, with the community's health at centre of all it does
- The main pharmacist or person who manages the pharmacy team has enhanced skills in the management of change; which was shown to be a critical element in the successful role out of HLP
- Has at least two Healthy Living Champions
- Will be identifiable to the public and other healthcare professionals
- 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, proactively and reactively

There are a number of benefits to implementing HLP including:

- Improvements in outcomes, quality and productivity
- Ability to demonstrate to both present and future commissioners what community pharmacy can deliver to improve the health and wellbeing of the local population. This may result in continued commissioning of services or more services being commissioned.
- Increased public awareness of community pharmacy and the breadth of health and wellbeing services that can be delivered

- Demonstrates raised awareness of the role of community pharmacy in support of healthy living to the local populations so that increasingly community pharmacy becomes an access point of choice for patients seeking solutions to their health and wellbeing needs
- A recognisable branding for HLP that represents enhanced quality to the public and health professionals
- An engaged and motivated pharmacy team able to deliver proactive health and wellbeing interventions and improved performance
- Improved involvement and engagement of pharmacy team including trained Healthy Living Champions
- Enhanced engagement and collaboration with other health professionals
- A commissioning framework and evidenced health outcomes that highlights the community pharmacies role in public health intervention for new commissioners

HEALTHY LIVING PHARMACY REQUIREMENTS 2011/12

Getting to Level 1 Healthy Living Pharmacy Status

There are a number of requirements to be awarded the HLP kitemark. These are listed below. Once you have satisfied the CPWY/PCT that you have all the attributes of an HLP you will be awarded your HLP certificate, be allowed to display the HLP logo and your pharmacy will be promoted via the local media and health websites. Being a HLP and displaying the HLP kitemark demonstrates consistent delivery of services and a health and wellbeing ethos. Provided there is a local need, it is anticipated that HLPs are more likely to be commissioned for future pharmacy services by current and subsequent commissioning organisations.

Summary of Healthy Living Pharmacy Requirements 2011/12 - Level 1

The pharmacy must fulfil all essential and advanced service requirements plus:

- The main pharmacist or an individual in a management role to have completed the CPWY arranged Healthy Living Pharmacy leadership event. The cost to the contractor is £34 including VAT. This fee has been subsidised by the CPWY.
- Have at least two members of staff accredited as Healthy Living Champions (80% of the pharmacy's opening hours need to be regularly covered by a Healthy Living Champion). The cost to the contractor is £51 including VAT per Healthy Living Champion. The cost for two Healthy Living Champions has been subsidised by the CPWY. Further Healthy Living Champions (if required to meet the 80% requirement) will be fully funded by the contractor. The cost of this is £102 including VAT per Healthy Living Champion.
- Pro-active engagement in the public health elements of essential and advanced services
- To be delivering MURs and the New Medicine Service
- Provision of two enhanced services currently commissioned in your PCT area, for example :
 - Stop Smoking Service
 - Sexual Health
 - Substance Misuse/Supervised Consumption
- Demonstrate evidence of all aspects of Quality Criteria (*see Appendix 1 - Self Assessment at Level HLP Level 1*)

- Premises - Maintains premises to a high professional standard with private consultation facilities

Detailed Healthy Living Requirements Level 1

1. Pharmacy Management and Leadership Events

For the main pharmacist or person who manages the pharmacy team

Why and what is covered:

Supporting the management of change is a critical element when enabling the role out of the Healthy Living Pharmacy (HLP) initiative.

Structure

- Each one-day workshop is designed to maintain focus and energy
- Simple pre-work will be sent out for completion before attending each workshop; for example reading a short book on leadership, time audit of activities, behavioral styles questionnaire
- Follow-up reflection is encouraged to consolidate learning

Learning Outcomes - How to delegate and motivate for results through change

At the end of this module, which will include some pre-work activity, delegates will:

- Be able to describe the qualities seen in great leaders
- Know how to develop and improve leadership capabilities
- Understand the pace of change and the impact on self and others
- Have techniques and tips to support self and others through change
- Know how to review and develop the team skill to plan for service implementation
- Use the situational leadership model when developing, delegating and directing
- Share ways of delegating more effectively
- Have some hints and tips on time management within the pharmacy

Details of the training dates and venues are included in the cover letter.

2. Healthy Living Champions

Successful completion of this training will lead towards a Royal Society of Public Health (Level 2) qualification. As part of the Healthy Living Pharmacy programme Healthy Living Champions (HLC) are important members of the pharmacy team supporting health and wellbeing within the communities they serve. Commissioners recognise the importance of providing customers 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. Signposting by HLCs could be to existing pharmacy services such as stop smoking or chlamydia screening as well as to services elsewhere in the NHS or linking into other healthy living initiatives.

Delegates will need to attend a 1 day training course that includes a short multiple choice question examination. The tutor will use the training day to prepare delegates for the examination.

Delegates will be able to attend any one of the training days listed below and not just the day in their NHS area.

Details of the training dates and venues are included in the cover letter.

3. Community Pharmacy Health Promotion Campaigns 2012/2013

Pro-active participation in the contractual community pharmacy health promotion campaigns:

- A dedicated area, such as a “Healthy Living Zone” to promote and display campaign; this is expected to be impactful to the public and raise interest
- Display of leaflets and posters provided for promotion
- Designated period of active promotion
- Open “health conversations” by identifying those who may benefit from support around the public health campaign topic and refer into NHS services where appropriate, i.e. stop smoking service
- Feedback to PCT: completed evaluation form for campaign, details of staff training, any extra activities carried out and suggestions of how the campaign could be improved

To be a requirement only if pharmacy health promotion campaigns supported by the PCT.

4. Advanced Services

Provide Medicine Use Reviews and the New Medicine Service on a regular basis

5. TWO Enhanced services offered by your PCT

You should be commissioned to provide at least two enhanced services. The application form has a full list of services.

APPENDIX 1 - HEALTHY LIVING PHARMACY: QUALITY CRITERIA

Introduction

This self-assessment is designed to help you and Community Pharmacy West Yorkshire / PCT understand whether you have met the Healthy Living Pharmacy (HLP) quality criteria for the environment you have created. This, together with other service specific criteria will help the commissioners decide whether your pharmacy can be accredited as a Healthy Living Pharmacy. The evidence you put together will help inform your PCT who are likely to review this as part of a monitoring visit.

These quality criteria cover the environment, staff attitudes and training, information provision and engagement with others through joined up working. These are not listed in any priority order; all are equally important.

There are some regulatory requirements issued by the General Pharmaceutical Council which require you to ensure that arrangements are in place to ensure that pharmacy staff and premises are fit for purpose. These quality criteria support a pharmacy in meeting their professional and legal requirements when delivering healthy living services.

The HLP quality criteria will, in time, incorporate additional criteria where it is relevant for HLP levels 2 and 3.

How to assess yourself

This assessment is for an individual pharmacy. It is not appropriate to complete a single form for a number of pharmacies within a group, as the status may be very different in each location.

- Read the quality criteria and, together with members of your team, decide which level you are achieving.
- Record evidence in each of the categories.
- Where you do not meet the requirements for HLP Level 1, think about what you need to do to achieve the criteria.

Criteria: Getting there / Meets HLP:

The following describes the different levels of service delivery that form the self-assessment

Getting there: Some arrangements are in place and the pharmacy is moving towards achieving the criteria. If arrangements are not in place, there is a robust action plan to achieve the criteria.

Meets HLP: Arrangements are in place that meets all criteria and overall the service is working at that level of provision.

Workforce Development

The aim is ensure that, irrespective of premises, the staff demonstrate that they embrace the healthy living ethos.

Staff attitude, skills, values and training

- All staff understand the basic principles of health and wellbeing
- All staff have an understanding of public health needs in their area
- Members of staff receive training on issues of confidentiality and consent issues relevant to the member of the public receiving the service
- The team is friendly, welcoming and sensitive to the need for privacy for different individuals seeking advice and health services
- Members of the pharmacy team are able to communicate effectively and sensitively when recruiting members of the public to health and wellbeing services or providing them with advice
- The team recognises the need for equality and diversity; providing a patient-centred approach
- The team understands that each interaction is an opportunity for a health intervention
- There is a clear leader within the team who is responsible for creating an ethos of proactive health and wellbeing within the pharmacy

	Getting there	Achieved	Meets HLP	Achieved
Public Health needs	The team leader has an awareness of the local public health needs outlined in the Joint Strategic Needs Assessment and there are plans to make other members of the team aware. There are plans to provide all members of the team with training on the basic principles of health and wellbeing		All staff have an awareness of the local public health needs outlined in the Joint Strategic Needs Assessment. They have been trained in the basic principles of health and wellbeing and are able to advise the public proactively	
Privacy	Staff, including Medicine Counter Assistants (MCAs) are trained in confidentiality and are sensitive to the needs of members of the public being offered a health and wellbeing service e.g. weight management, sexual health, stop smoking; but these are not always acted upon		Staff, including MCAs are trained in confidentiality and are sensitive to the needs of members of the public being offered a health and wellbeing service e.g. weight management, sexual health, stop smoking, alcohol advice	

	Getting there	Achieved	Meets HLP	Achieved
Fraser competence	Fraser competence is understood by some staff and assessment is sometimes part of routine practice		Fraser competence is understood by all appropriate staff and assessment of the individual is a routine part of practice	
Service awareness	The staff explain which services are available but this is reactive rather than proactive and not always explained as NHS and/or private services		The staff are proactive in explaining the NHS and/or private services that are available from the pharmacy	
Staff role	Staff sometimes explain who they are, the services on offer and provide advice on health and wellbeing when asked. The public are sometimes directed to another member of the team when appropriate. There is some evidence of continuing professional development but this is not clearly on view to the public		Staff routinely explain who they are and the services on offer. They are proactive in offering advice on health and wellbeing, making the most of every interaction. The public are directed to the most appropriate member of the team. Individuals wear name badges. The public are made aware that continuing professional development takes place	
Raising difficult issues	Staff understand that they should approach members of the public sensitively to discuss public health issues but have not yet completed training		Staff receive training on how to approach member of the public to discuss difficult public health issues, provide advice and recruit into health and wellbeing services e.g. sexual health services, stop smoking	
Behavioural change	Staff are able to make some brief interventions but do not yet understand the need to support behavioural change		Staff are able to make brief health interventions and have an awareness that the member of the public may need additional support for behavioural change. In this instance they are able to either provide this support or signpost appropriately	

	Getting there	Achieved	Meets HLP	Achieved
Pharmacist availability	The pharmacist proactively engages with the public on prescription interventions. The pharmacist tends to be more reactive than proactive with respect to public health advice		The pharmacist is highly visible to the public and readily engages in proactive public health advice. The operational processes allow for this and layout may be considered to facilitate more open access	
Leadership	The business has identified a leader who has yet to complete or implement any leadership development.		There is a 'can do' attitude within the pharmacy team and this is driven through effective leadership. A member of the team proactively demonstrates leadership capabilities and is likely to have undertaken some leadership development. The leader provides a vision for the pharmacy, has jointly developed an action plan and is a positive role model	

Engagement

The aim is to demonstrate that the pharmacy team are active in their local community; engaging with the public, healthcare professionals and commissioners.

- Joined up working
- The pharmacy is an active member of the local community and understands how to respond to their local needs
- The pharmacy team is an integral part of local healthcare delivery and engage with other healthcare professionals
- The pharmacy team understands the need to deliver consistent services as part of their commitment to commissioners and leads on integrated health and wellbeing initiatives

	Getting there	Achieved	Meets HLP	Achieved
Understand local needs	The patient survey has been developed to include questions linked to public health and wellbeing services but is only used annually and the results do not influence the services offered locally		The patient survey has been developed to include questions linked to public health and wellbeing services so that the pharmacy responds to local needs. The survey is proactively marketed and used to engage the public in developing services to meet their needs	
Engagement with GP practice	The pharmacy team has good operational engagement with the practice so that repeat prescriptions are managed effectively and issues are resolved quickly		The pharmacy team clinically engages with the local GP practices and appropriate members of the team to ensure that there are formalised referral protocols and follow up protocols. Where the GP practice is reluctant to engage, the pharmacy is able to demonstrate what they have done to approach their local practice. There may be involvement in the development of local patient care pathways and the role of the pharmacy is defined within these	

	Getting there	Achieved	Meets HLP	Achieved
Signposting	The pharmacy team have developed signposting resources beyond those provided by local commissioners. Relevant referral happens as appropriate		Members of the pharmacy team proactively signpost and/or directly refer patients into appropriate services, notifying the GP when necessary and in accordance with local agreements	
Other providers	The pharmacy team link into other service providers and groups on an ad hoc basis		The pharmacy team are aware of and link into other appropriate groups depending on the services commissioned and level of HLP e.g. DAAT team, alcohol groups, specialist clinics, Health Trainer service, local authorities and social services, local patient support groups, LINK, etc.	
Commissioner's needs	The pharmacy team knows who is commissioning the service and sometimes but not always delivers against service expectations; reporting back may be beyond timelines agreed		The pharmacy team has a good understanding of their commissioners' priorities and knows who to contact, consistently delivers against service expectations and reports back within timelines specified. The pharmacy establishes links with their local public health team and understands the role the Local Pharmaceutical Committee have to represent their interests locally when services are commissioned	

Environment

The aim is to provide an environment that embraces the ethos of a Healthy Living Pharmacy, including an atmosphere created by premises as well as staff attitudes and actions. The environment can also contribute to ensuring confidentiality for service users.

Professional environment

- The 'professional' environment reflects the impression and ethos of a Healthy Living Pharmacy to the public e.g. the appearance and dress of the staff and premises
- A Healthy Living Pharmacy takes its responsibility to contribute to a sustainable environment seriously and this is reflected in the way they operate their business
- It is clear to the public that free, confidential advice on public health and wellbeing can be accessed

	Getting there	Achieved	Meets HLP	Achieved
Appearance	The pharmacy and consultation area are clean and uncluttered; although the merchandise does not necessarily reflect a healthcare environment		The pharmacy and consultation area are clean, uncluttered and the merchandise and environment reflect a professional healthcare and healthy living environment e.g. products for sale, health promotion materials, etc	
Equipment and paperwork	There is an attempt to ensure that all equipment and paperwork necessary for service delivery is available but this is not consistent		The equipment and paperwork necessary for service delivery is always available within the consultation room together with health and wellbeing material relevant for the service	
Awareness of private consultation area	The consultation room is clearly indicated to the public but has simple signage that does not highlight the presence of a private and confidential area; the doors may be transparent		The consultation area is prominent and it is clear to the public that they can access this area to have private conversations with a healthcare professional. The windows and doors allow for privacy e.g. blinds/opaque glass	

Information environment

- The pharmacy gives the public a clear impression that health and wellbeing advice and services are readily available
- There are appropriate materials readily available for members of the public on health and wellbeing. This information is refreshed and checked regularly to ensure that it is current and relevant
- The information available appeals to a wide range of the public including men and women, young people, smokers, people with long term conditions, learning difficulties and older people. Where the community includes a significant ethnic minority group, then their needs must be accommodated.
- There is a clearly marked and accessible health promotion zone

	Getting there	Achieved	Meets HLP	Achieved
Promoting a healthy living environment	Some attempts have been made to promote a healthy living environment e.g. posters and leaflets		The pharmacy environment is clean, welcoming and gives the impression that health and well being services and advice can be accessed readily. Once accredited, the HLP logo is displayed in prominent places and the HLP services that are available to support health and wellbeing are clearly identified. The staff only areas within an HLP supportive of healthy living	
Health promotion zone	Some materials available in an area but this is not clearly identified for the public		There is a dedicated health promotion zone clearly marked and accessible to the public. This may include a touch-screen, plasma screen, books, DVDs, leaflets, promotional displays etc. The information available is likely to be issued by recognised bodies and not promotional	

	Getting there	Achieved	Meets HLP	Achieved
Materials available	Appropriate reading materials are available although these may not be up to date or relevant to local needs and priorities		There is a good display of health and wellbeing material and this appeals to a wide range of the local public including the groups above and ethnicity is accommodated where appropriate. Material is checked every month. This may include access to touch screen displays by the public. Some of the materials are relevant to locally available services and there may be a local health and wellbeing notice board	
IT connectivity	There is a computer in the consultation room but this is not networked to the PMR		IT system in the consultation room with access to the internet and/or networked into PMR system	