

## **Report of the Community Pharmacy Delivery of the Public Health Campaigns 2018 – Physical Activity**

### **1. Purpose**

The purpose of this paper is to provide a report of the public health campaigns for community pharmacy for 2018. It relates to the delivery of the Physical Activity Campaign through community pharmacies as part of the GM Moving programme for the summer months of July, August and September 2018. This report provides further background to the work of the GM Pharmacy Local Professional Network in relation to supporting physical activity in community pharmacy more widely.

### **2. Introduction/context**

Community pharmacy contractors are required, as part of the Pharmaceutical Services to deliver up to six health campaigns per year. The Pharmacy team based within the Health and Social Care Partnership engage with a number of stakeholders to agree the campaigns each year prior to their delivery. A campaign calendar for 2018 was developed and distributed to all community pharmacies in late November 2017 in preparation for commencing the campaigns in January 2018.

Members of the pharmacy team, together with Public Health, Public Health England and the Local Representative Committees for community pharmacy agreed the campaigns to be delivered in 2018. Physical Activity was to be one of the campaigns. The choice of this campaign is to support the GM Moving programme and the population health plan more widely.

### **3. Background**

In spring 2018, members of the pharmacy team met with colleagues from GM Moving and Public Health England together with, the Pharmacy Local Professional Network (PLPN) including the Local Pharmaceutical Committees to scope the support materials for community pharmacy and decide on the most appropriate format to deliver training. After some discussion it was agreed that this should be a webinar with resources to be delivered to community pharmacies and a web based recording audit to capture the interventions was also developed.

### **4. Training and Development**

- The objectives of the webinar session were to:
  - provide details of the campaign including signposting and recording the discussions, together with health promotion and how to have health conversations with patients/members of the public.

- the local picture & priorities for Greater Manchester including the importance of physical activity
- the opportunity to ask questions.
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The webinar was delivered by the Strategic Manager for GM Moving, who provided input around the local picture and priorities for Greater Manchester; Dr William Bird MBE from Intelligent Health, who explained the importance of physical activity on a person's overall health; local health champions who provided practical 'how to deliver a campaign' and members of GM LPC who provided clinical input. We are indebted to the support provided by all of the contributors to the webinar and also to the business support officer at the pharmacy team of Gm HSCP for developing bespoke health promotion materials and guidance provided to community pharmacy teams. .

The community pharmacy teams were also provided with a recording template to capture the outcomes of very brief intervention with patients presenting in the pharmacy. The template was also made available electronically via the web based platform – PharmOutcomes. The results presented here have been drawn from the electronic recording and will be an underestimate of the number of interventions delivered during the campaign months.

The community pharmacy teams were also provided with resources and a briefing to support delivery of the campaign (Appendix 1).

## 5. Results

<b>No. of community pharmacies in GM as of July</b>	<b>698</b>
<b>No. of pharmacies who recorded information on PharmOutcomes</b>	136
<b>No. of Provisions/Personal Interactions from HLP pharmacies</b>	1544
<b>The range of interactions per pharmacy</b>	207-1
<b>Average per pharmacy</b>	11

Breakdown of the staff members interacting with patients:

<b>Staff member</b>	<b>Number of patient interventions</b>
Health Champion	517
Pharmacist	465
Counter Assistant	288
Dispensing Assistant	198
Accuracy Checking Technician	6
Pre-Reg Pharmacy Student	64
Other	6
<b>TOTAL</b>	<b>1544</b>

Results of the audit from questions posed by the pharmacy teams:

<b>Analysis of 'does the customer exercise for 30 minutes or more'</b>	
<b>Active for 0 days</b>	361

Active for 1 day	164
Active for 2 days	282
Active for 3 days	218
Active for 4 days	169
Active for 5 days	132
Active for 6 days	42
Active for 7 days	176
Total	1544

The top pharmacies who recorded information on Pharmoutcomes:

Pharmacy Contact details	Number of Interactions
Nash Pharmacy Ltd	207
Wilkinson's / Deane Pharmacy	122
Wilkinson Pharmacy (321 Moston Lane, Moston)	95
Strand Pharmacy	82
Whitworth Chemists Ltd (57 Manchester Road)	71
Boots UK Ltd (Branch: 1116 - High St West, Glossop)	59
Sykes Chemists Ltd (St Helens Road)	55
Sykes Chemists Ltd / Maxwell	53
Wilkinson Pharmacy (203 Lightbowne Rd, Moston)	48
Asda Pharmacy (Branch: 4565 - Barton Dock Road, Trafford Park)	36
Freshphase Ltd / Manor Pharmacy (28-30 Egerton Street, Farnworth)	36
Hollowood Chemists Limited (11 Mesnes Street Wigan)	34
Croft Shifa Pharmacy (40 Belfield Road Rochdale OL16 2UY)	31
Wilbraham Pharmacy (521a Wilbraham Rd)	31
Bradshaw Street Pharmacy	26
Well (Branch: 224429 - Chadderton - Block Lane)	20
Wise Pharmacies Ltd (11 Anson Rd)	20

A sample of how the pharmacies promoted the campaign is outlined below:

Advertised the Train like a Jedi toolkit to target children to keep active during the summer holidays and gave out 100 packs. Promoted the active 10 App to customers and offered further support about local schemes and services to help get everyone active. We had training in store from local active living coaches to help promote the importance of keeping active and signpost to appropriate local sites for further support. We displayed posters, leaflets, used the TV healthpoint and social media to capture as many patients as possible.

As a healthy living pharmacy, we are promoting public activities and by doing this we have generated some leaflet, which are situated on the counter area and posters and pictures are been presented. However there is a list provided to patients/ customers to be sign posted if further needed.

Contacted NHS choices for further information. Went on to the Link page for Train Like a Jedi, made star wars pictures and spaceships to display set up a table with leaflets and put fruit on the table for customer to talk. This is a fantastic conversation starter

Display was put up in healthy living area, tape measure provided from campaign material for people to measure their waist and see if there is 'room for improvement' or 'time to make a change.' Patients were told how small changes in lifestyle choices can improve your health and double chances of staying healthy as you get older. One main point is it is never too late to start making changes! Star wars sticker books were given out to the children as well as being displayed so they could take themselves. During MURs the pharmacist would check how many times patients exercise even if it is only walking. Outcome is that a lot of patients think of exercise as going to the gym or running. This was explained to them that they can exercise by walking 10 minutes a day and fit it in to suit them.

I have created a promotional stand with leaflets and posters for adults and children. All staff have been given prompt questions to ask patients when they come in and pharmacists to target asking about physical activity when doing other services such as NMS and MUR.

Put posters up on wall and on counter. Asked a random selection of customers about their physical activity in the last 7 days and gave out leaflets where appropriate

Set up a display including the 'How are you' and 'Active 10' Posters and leaflets. Also the 'Train a Jedi' and 'Change for life' leaflets and posters. Also included a BMI chart so customers could check there BMI and some fact sheets including physical activity for 5-18 year olds and 19-75 year olds.

updated the HLP board with physical activity info and posters, provided advice on the benefits of physical activity during MURs.

Use promotional resources for "take steps to move more" by PHE which include leaflets and sign posting to local walking groups.

We had a coffee morning at the pharmacy to promote physical activity by having posters and leaflets set out for people to read. We also had members of the Whalley range cricket club that came on spoke to people to on the importance of physical activity, they also provided demonstrations.

We made a big display. We also gave out leaflets with information about health foods and different activities. to motivate children we gave out activity booklets with stickers to motivate them. They looked very happy and keen to try out the activities.

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## 6. Discussion

The physical activity campaign is a new innovation for the pharmacy teams. It is a longer campaign, 3 months in total. It is also a topic area that community pharmacy teams have not previously delivered. However from the results 1544 conversations around the level of physical activity undertaken per week were recorded by the community pharmacies. From this e data just over 23% of respondents stated that they did not undertake any exercise that made them warm ( for longer than 30 minutes) on any day of the week. However 77% of respondents stated that they completed at least 1 or more days per week of activity that lasted for 30minutes and made them warm.

This is the fourth campaign where we have requested community pharmacies to record the outcome of a health campaign in an electronic format. There is no contractual requirement to

do so; in addition a number of pharmacies will have kept a paper record within their pharmacy. It is therefore very encouraging 136 community pharmacies recorded information on PharmOutcomes with very brief intervention conversations being captured, there will have been considerably more activity recorded on paper. We are currently working with community pharmacies to encourage electronic recording.

The range of the very brief interventions from the pharmacies, varied considerably from 1-207. The average number of interventions per pharmacy is eleven; if this result is extrapolated to include all community pharmacies (N=698) this would equate to 7678 very brief interventions during the campaign months. However one pharmacy delivered an impressive 207 interventions during the campaign months, so this estimate should be viewed with caution.

The staff who undertook the most interventions were the health champion and the pharmacist. This is unsurprising as the health champion has undertaken additional training for engaging with the public and the pharmacist also has a role in supporting the health champion. The remaining very brief interventions were undertaken by a range of staff within the pharmacy which demonstrates the involvement of the whole team when interacting with patients/customers. It is particularly encouraging that a significant number of counter assistants were also involved in delivering the campaign.

## **7. Future Opportunities**

We will continue to work with the community pharmacy teams to promote physical activity as follows:

- The webinar is available on the GM LPC website as an on-going resource.
- The information packs provided to the community pharmacies also contained signposting information.

## **8. Next steps**

In terms of next steps:

- We will continue to work with the GM Moving programme to promote community pharmacy as a resource available in local communities through which to promote the importance of physical activity.

Kate Kinsey  
13 December 2018

## **Appendix 1**

The community pharmacy teams resources and a briefing to support delivery of the campaign.

### **How can you actively promote better oral health in your area?**

- Posters displayed in your branch window/waiting/healthy living area

- Leaflets in pharmacy
- Bag Stuffing- Drivers to hand to patients
- Information Displays
- Prompting people if they are aware of signs/symptoms of oral cancer
- Mention when doing MUR's
- Posters/ EPOS till display/ Newsletter/ Badges/ Stickers
- Talk to people when they receive their medication
- Health TV loop
- Healthy Living Display
- Use the pharmacy Facebook and Twitter social media
- Using the Train like a Jedi Game
- Presenting the Train like a Jedi exercise video on the screens
- Signposting to local activities/gyms/sports centres
- Encourage to walk at least 10 minutes a day

### **Where can you get further resources from?**

**The Primary Care Optometry and Pharmacy team sourced and created individual packs for all community pharmacies (except the Distance Selling Pharmacies who were provided with e-resources). The resources were delivered in the weeks prior to the campaign.**

### **Further resources**

#### [Train like a Jedi Campaign](#)

### **Signposting to what is available in your area:**

- Greater Sport website: <https://www.greatersport.co.uk/get-active>
- List of GM Leisure Centres <https://www.greatersport.co.uk/get-active/local-leisure-centres>
- GM Adventures and outdoor activities <https://www.visitmanchester.com/things-to-see-and-do/activities/adventure-and-outdoor>
- Linking good mental health with good physical health <https://www.gmmh.nhs.uk/physical-health>
- Free swimming for under 17s during school holidays and over 60s all year round <https://www.better.org.uk/manchesterfreeswimming>
- NHS Choices <https://www.nhs.uk/service-search/Fitness-activities-and-classes/LocationSearch/671>
- Local council websites [http://www.manchester.gov.uk/info/100004/the\\_council\\_and\\_democracy/66/councils\\_in\\_greater\\_manchester/1](http://www.manchester.gov.uk/info/100004/the_council_and_democracy/66/councils_in_greater_manchester/1)
- **For promotion via screens** <https://www.nhs.uk/change4life/activities/train-like-a-jedi>