Version: 30 January 2014

This list of suggested actions has been created following discussions between LPCs at the PSNC organised workshops on the CTA; your LPC may already be making progress on many of these actions, but this list hopefully provides you with additional ideas on how to maximise the positive impact of your local response to the CTA. At the request of some of the LPCs attending the workshops, the list includes suggested target dates for completion of the actions.

There is a lot of work that could be undertaken by all LPCs, but there may not be capacity in the LPC to do everything suggested below; don’t be put off by the long list and get as much done as possible – every little helps…

| **Action** | | **Further information and resources** | **Suggested target**  **date** | **Action to be undertaken by:** | **Complete** |
| --- | --- | --- | --- | --- | --- |
| 1 | Discuss the approach to working with the AT with the other LPCs in the AT area. | Complete where necessary in your area. | 1st Jan 2014 |  | Date: |
| 2 | Organise an LPC meeting to discuss the CTA. | Many LPCs said that they were organising an extra meeting of the LPC, perhaps in an evening, so that dedicated time could be spent considering how to respond to the CTA.  The LPC workshops organised by PSNC included small group discussions on how to respond to the four questions posed in the CTA document; you may want to replicate this approach in an LPC meeting.  [PowerPoint presentation from the LPC workshops which could be used at an LPC meeting](http://psnc.org.uk/wp-content/uploads/2013/12/CP-CTA-PSNC-workshops-Jan-2014.pptx)  [NHS England’s CTA questions and prompts for discussion (Microsoft Word)](http://psnc.org.uk/wp-content/uploads/2013/12/CP-CTA-questions-for-discussion.docx)  [LPC Response Planner](http://psnc.org.uk/wp-content/uploads/2013/12/CTA-LPC-response-planner.docx)  Take time to plan how all LPC members can play their part in engaging pharmacy contractors, their teams and other stakeholders in the CTA. | 31st Jan 2014 |  | Date: |
| 3 | Discuss the CTA with your AT primary care team and Chair of the pharmacy LPN. | Seek to agree how the LPC can support the AT in getting a wide range of stakeholder involvement in the CTA. | 1st Jan 2014 |  | Date: |
| 4 | Highlight the CTA and the importance of engaging with it to your contractors. | Use your website, newsletter and email network to contact contractors and their teams to raise awareness of the CTA and to encourage them to respond.  [Template article on the CTA for LPC newsletters/email bulletins/website (Microsoft Word)](http://psnc.org.uk/wp-content/uploads/2013/12/CTA-text-1-for-LPC-use.docx)  [Second template article on the CTA for LPC newsletters/email bulletins/website incorporating an invitation to an LPC meeting on the CTA (Microsoft Word)](http://psnc.org.uk/wp-content/uploads/2013/12/CTA-LPC-Comms-2-Jan.docx)  Keep repeating the key messages to contractors in your communications during February and early March. PSNC and the other pharmacy bodies will continue to push out messages to contractors and pharmacy teams about the importance of the CTA; look out for those messages and consider reiterating them in your local communications to contractors.  Some LPCs said they were going to use their local ‘buddy networks’ to ensure all contractors received a phone call about the CTA from an LPC member. | 1st Jan 2014 and repeat comms in early February and early March |  | Date: |
| 5 | Consider organising a meeting for contractors on the CTA; this could be organised in partnership with neighbouring LPCs. | If you organise a meeting for contractors, you could have small group discussions on the key issues to be included in responses to the CTA. You could also use the event to collect details of exemplar services or service related vignettes to include in your response.  [Template PowerPoint Presentation for use at LPC meetings for pharmacy teams](http://psnc.org.uk/wp-content/uploads/2013/12/CP-CTA-meeting-presentation-Dec-2013.pptx)  [NHS England’s CTA questions and prompts for discussion (Microsoft Word)](http://psnc.org.uk/wp-content/uploads/2013/12/CP-CTA-questions-for-discussion.docx)  [LPC Response Planner](http://psnc.org.uk/wp-content/uploads/2013/12/CTA-LPC-response-planner.docx)  Could your contractors help collect stakeholder comments in their pharmacies, e.g. the views of local GPs, nurses, care home managers etc.?  [Stakeholder feedback form](http://psnc.org.uk/wp-content/uploads/2013/12/Stakeholder-feedback-form.docx)  You may want to invite representatives from a local CCG or the local authority to speak at the event as part of your stakeholder engagement work. | 14th Feb 2014 |  | Date: |
| 6 | Approach local patient groups, councillors, local Healthwatch, CCGs and other non-pharmacy stakeholders to highlight the call to action and encourage them to participate. | This action is incredibly important, as the more external stakeholder support you can garner for developing community pharmacy services, the more credible your proposals will be. At the LPC workshops a small group discussion session considered the stakeholders that could be involved at a local level; a list of these stakeholders can be downloaded from the PSNC website.  [LPC Local Stakeholder Map and Action Plan](http://psnc.org.uk/wp-content/uploads/2013/12/CTA-LPC-local-stakeholder-map.docx)  [Local stakeholder list](http://psnc.org.uk/wp-content/uploads/2013/12/CTA-local-stakeholder-list.pdf)  For many of these groups it would be best to make a personal approach to encourage them to respond to the CTA. You may want to divide up your local stakeholder list between the members of the LPC. Local contractors may also be able to help where they have an existing link with one of the stakeholders. If a personal approach cannot be made an email or letter from the LPC may help to encourage the stakeholder to make a response; template text for an email or letter is available on the PSNC website.  [Template letter/email to local stakeholders](http://psnc.org.uk/wp-content/uploads/2013/12/Template-CTA-letter-to-Stakeholders.docx)  A flyer on the CTA is also available to use with non-pharmacy stakeholders:  [Flyer on the CTA for LPC use with non-pharmacy stakeholders](http://psnc.org.uk/wp-content/uploads/2013/12/PSNC-flyer-on-NHS-England-CTA-Dec-2013.pdf)  Some external stakeholders may be willing to submit a response to the AT, but others may only have time to complete the national online questionnaire. If they don’t have time to do either, you may want to get them to write a few words on what services they would like community pharmacies to provide; a template form to capture these comments is available on the PSNC website. These comments could be collated by the LPC for inclusion in your response to the CTA.  [Stakeholder feedback form](http://psnc.org.uk/wp-content/uploads/2013/12/Stakeholder-feedback-form.docx)  You may want to target local councillors with an interest in health to respond to the CTA, or to feed into the local authority response. You could invite local councillors (and possibly local MPs) to visit a community pharmacy in their area in order to learn more about the services that the sector offers.  [Template letter/email to a Councillor or MP](http://psnc.org.uk/wp-content/uploads/2013/12/Template-CTA-letter-to-a-local-Councillor-or-MP.docx)  [PSNC flyer on its Vision](http://psnc.org.uk/wp-content/uploads/2013/07/Vision-narrative-flyer-Sept-2013.pdf)  The [LGA booklet - Community Pharmacy – Local Government’s new public health role](http://www.local.gov.uk/publications/-/journal_content/56/10180/5597846/PUBLICATION) may be a useful resource to send with an email/letter to a councillor. | 17th Feb 2014 |  | Date: |
| 7 | Approach the local media to seek coverage of the CTA in order to encourage local people to respond. | A press release template is available on the PSNC website to help you gain media interest in the CTA and assist in raising awareness of any events the LPC or AT is arranging to seek the views of patients on the CTA. If you are organising a pharmacy visit for local councillors or an MP you could engage the media with this as well.  [Press release template](http://psnc.org.uk/wp-content/uploads/2013/12/Template-Call-to-Action-press-release.docx) | 17th Feb 2014 |  | Date: |
| 8 | Identify good examples of pharmacy services that demonstrate how the sector can help the NHS provide better, more accessible patient care. | If you identify good examples of successful community pharmacy services that you believe would support PSNC’s submission to the CTA, please email them to [Alastair Buxton](mailto:alastair.buxton@psnc.org.uk?subject=CTA%20example). | 3rd March 2014 |  | Date: |
| 9 | Complete the online questionnaire by 18th March 2014 and/or submit a more substantive response to your AT. | PSNC’s top tips on making your response to the CTA and suggested key points for inclusion are available on the PSNC website.  [PSNC guidance on responding to the CTA](http://psnc.org.uk/wp-content/uploads/2013/12/PSNC-guidance-on-responding-to-the-CTA.pdf)  Please can you forward a copy of your response to [cta@psnc.org.uk](mailto:cta@psnc.org.uk); PSNC would like to see local responses, so we can ensure any national summation of views from ATs reflects what has actually been said at a local level. | 11th March 2014 |  | Date: |

PSNC’s main Call to Action webpage: [psnc.org.uk/cta](http://psnc.org.uk/cta)

Resources for LPCs: [psnc.org.uk/the-healthcare-landscape/community-pharmacy-call-to-action/lpcs-and-nhs-englands-call-to-action/](http://psnc.org.uk/the-healthcare-landscape/community-pharmacy-call-to-action/lpcs-and-nhs-englands-call-to-action/)