



Healthy Living Pharmacy

Prospectus

A Healthy Living Pharmacy consistently delivers a broad range of commissioned services to a high quality, whatever the day of the week or the month of the year.

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





HERTFORDSHIRE LOCAL PHARMACEUTICAL COMMITTEE

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Foreword

Dear Colleague,

Welcome to the Healthy Living Pharmacy (HLP) prospectus which continues the journey of HLP development in Hertfordshire which is also supported by the Public Health Department at Hertfordshire County Council.

We are passionate about improving the health and wellbeing of Hertfordshire residents. The development of you, the community pharmacies, as healthy living centres, has the potential to make significant impact on optimising health gains and reducing health inequalities within the County. In fact you have already contributed to these aims through, for example, smoking cessation and sexual health services. Crucial to the future development of HLPs will be the ability to continue to identify success stories which demonstrate this and the ability of you to achieve and demonstrate key clinical and other outcomes.

To be a HLP will require a commitment to and demonstration of proactive engagement with both the community you serve and with other healthcare professionals. It will also require a change in ethos and effective leadership both within and outside the community pharmacy team. Also a commitment to staff training, development and capacity building of the whole team.

I would like to invite you, as a valued member of the healthcare team, to continue to engage in this exciting programme. I believe it will prove to be both personally and professionally rewarding for you and impact positively on the health of the people of Hertfordshire.

A handwritten signature in black ink, appearing to read 'Helen Musson', enclosed within a circular scribble.

Helen Musson
Executive Officer
Hertfordshire Local Pharmaceutical Committee

Introduction

The public health White Paper “Healthy Lives Healthy People” published in 2010 recognised the contribution that Community Pharmacy can make to the delivery of public health services.

A Healthy Living Pharmacy delivers a broad range of services reliably and consistently by teams that are proactive in supporting health and wellbeing in the heart of communities. Healthy Living Pharmacies aim to inspire the provision of high standards of service delivered by dedicated teams working in pharmacies at the heart of each community. The introduction of the Healthy Living Pharmacy programme in Hertfordshire marks the beginning of an exciting journey which will give all local community pharmacies the opportunity to gain the quality mark that indicates they are a Healthy Living Pharmacy.

The aim of all Healthy Living Pharmacy activity will be to benefit patients and the public who will remain at the centre of all that is offered at the pharmacy. Healthy Living Pharmacies in Hertfordshire will deliver health and wellbeing services reliably and consistently based on an interventionist health promotion ethos instilled by the training required to become a HLP. The entire pharmacy team will be informed and aware of all services offered by their pharmacy. When the need arises, teams will be able to offer advice and support patients effectively with accurate signposting and referral to services both inside and outside the pharmacy.

The whole team will work together to deliver important health messages and advice as part of their normal day-to-day activity. Healthy Living Pharmacies will display a quality mark of excellence that gives members of the public the assurance that anyone accessing services in a Healthy Living Pharmacy will enjoy high standards of service and care.

Background

The concept of Healthy Living Pharmacy was successfully developed and piloted by NHS Portsmouth in 2009/10. The Portsmouth model has since been taken up nationally and in August 2011, the Department of Health announced an additional 20 Healthy Living Pharmacy (HLP) Pathfinder sites. The HLP initiative is now recognised as best practice and HLP pathfinder sites are rolling out across England.

Why Healthy Living Pharmacy?

The public will recognise 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 a way of optimising income already available, generating customer loyalty and accessing new patients through a change in ethos in which a proactive approach is a cornerstone. We are working on all of these to support you.

Benefits of becoming a HLP

- Improve public perception of community pharmacy
- Better engagement with other healthcare professionals. A Hertfordshire HLP will provide more than a set of services; it is a place where the public feel they can receive high quality advice, consistent services and access a highly qualified healthcare professional when they need to
- Professional satisfaction
- Access to leadership development
- Support to up-skill team members and access to Health Champion development
- Prepare for the evolving role of pharmacy; lead the way locally
- Personal development
- Customer loyalty
- Attract new customers and patients
- New business development
- Optimise revenue from advanced and enhanced services
- Becoming a HLP will display to commissioners and patients a pharmacy's commitment to delivering cost effective and high quality services
- Ability to demonstrate to future commissioners what community pharmacy can deliver; may lead to continued commissioning of services or more services being commissioned.

Health in Hertfordshire

Hertfordshire's priorities

Below are some of the key priorities for health and wellbeing in Hertfordshire. The strategy is based around the core principle of reducing health inequalities by addressing the determinants of health across the life course and through early interventions. It identifies nine priority key areas for individuals, communities and organisations to focus on.

Healthy Living	Independent Lives	Flourishing Communities
<ul style="list-style-type: none">• Reducing the harm caused by alcohol• Reducing the harm from tobacco• Increasing physical activity and promoting a healthy weight	<ul style="list-style-type: none">• Fulfilling lives for people with learning disabilities• Living well with dementia• Enhancing quality of life for people with long term conditions	<ul style="list-style-type: none">• Supporting carers to care• Helping all families to thrive• Improving mental health and emotional wellbeing

The choices people make in the way they live their lives will have a significant long term impact on their health and their life expectancy. The biggest influencing factors are the degree to which people smoke, drink alcohol and maintain a healthy weight, a healthy diet and healthy level of physical activity. These factors have a key influence over the incidence of heart disease and stroke, respiratory diseases, cancers and dementia and Alzheimer's disease.

There are significant variations in levels of health and wellbeing between different local areas in Hertfordshire. The areas of greatest multiple deprivation are where the greatest inequalities in physical and mental ill health arises. The huge burden of ill health could be drastically reduced if the right interventions were made at the right time. Community pharmacies have an important role to play in engaging with the public to provide some of these interventions.

A detailed assessment of the health, wellbeing and social care needs for Hertfordshire are set out in the Joint Strategic Needs Assessment, which is available online:

<http://atlas.hertsliis.org/IAS/Custom/Resources/JSNASummaryPDF.pdf>

Healthy Living Pharmacies in Hertfordshire

Hertfordshire LPC is committed to the concept of developing as many Healthy Living Pharmacies within its locality. We currently have 18 pharmacies that have been accredited as Health Living Pharmacies. Some other pharmacies in Hertfordshire are also well on their way to becoming Healthy Living Pharmacies.

Pharmacies are awarded the Healthy Living Pharmacy quality mark following a robust accreditation process which includes a quality criteria assessment for each pharmacy practice. Pharmacy managers/leaders will be expected to complete leadership training covering change management, coaching and leading and optimising the skill mix of the pharmacy team. In order to be accredited as a Healthy Living Pharmacy, the pharmacy must provide stop smoking service and two other public health services ie. EHC, chlamydia screening, supervised consumption or needle exchange according to the local need of the population. The accreditation will only be rewarded upon active involvement in the core public health services. In order to ensure the pharmacy team remain committed to the concept of healthy living we will be evaluating the accreditation status of healthy living pharmacies at regular intervals. Once awarded HLP status, pharmacies will be shown how to record the added value and differences they make to their local community, for example, recording the types of brief advice offered, health promotion resources given out and patients actively signposted to other services. HLP status should be maintained; and like all awards for achievement, the kite mark can be taken away if standards fall below the expected level.

The concept of revaluation is an innovative step of Hertfordshire LPC in order to demonstrate to future commissioner's what community pharmacies can consistently deliver and in the long term secure funding for more services being commissioned. For 2015, the LPC will be primarily focusing its time in supporting more pharmacies in achieving Level 1 status of the national healthy living framework (figure one) and embedding the process for the next level up.

Figure One

LOCAL HEALTH NEED				
HEALTHY LIVING PHARMACY FRAMEWORK				
PUBLIC HEALTH MODEL				
NEED	CORE	LEVEL 1 <i>Promotion</i>	LEVEL 2 <i>Prevention</i>	LEVEL 3 <i>Protection</i>
Smoking	Health promotion, self care, signposting, OTC supply	Pro-active health promotion. Brief advice, assess willingness, signpost to services	NHS stop smoking service, cancer awareness, Health Check	COPD and cancer risk assessment with referral. Prescriber for stop smoking service.
Obesity	Health promotion, self care, signposting, OTC supply	Pro-active health promotion. Brief advice, assess willingness, signpost to services	NHS weight management service, cancer awareness, Health Check	Prescriber e.g. obesity, CVD, diabetes. Cancer risk assessment
Alcohol	Health promotion, self care, signposting	Pro-active health promotion. Brief advice, assess willingness, signpost to services	NHS alcohol intervention service, cancer awareness, Health Check	Structured care planned alcohol service. Cancer risk assessment
Physical Activity	Health promotion, self care, signposting	Pro-active health promotion. Brief advice, assess willingness, signpost to services	NHS Health Checks, healthy lifestyle consultation service	Structured physical activity plans, activity prescriptions
Sexual Health	Health promotion, self care, signposting, OTC supply	Pro-active health promotion. Brief advice, signpost to services	NHS EHC & chlamydia screen and treat PGD service	Assessment, support, contraception & vaccination
Men's Health	Health promotion, self care, signposting	Pro-active health promotion. Brief advice, signpost to services	NHS Health Check. PGD Treatment. Cancer awareness.	PwSI/Prescriber in men's health
Substance Misuse	Health promotion, self care, signposting	Supervised consumption, needle & syringe exchange	Harm reduction Hep B & C screening	Client assessment, support and prescribing. Hep B vaccination
Other	Health promotion, self care, signposting	Oral health, travel health, sun & mental health awareness	Cancer early detection and treatment adherence support, vaccination	Prescriber for travel health and immunisation and vaccination
Minor Ailments	Health promotion, self care, OTC supply, signposting	NHS service (advice and treatment with P & GSL medicines)	NHS service (PGD treatment)	NHS service (prescribed POMs)
Long-term Conditions	Health promotion, self care, signposting, dispensing supply, risk management	Medicines optimisation (New Medicine Service and Medicine Use Reviews)	Parameter monitoring, clinical review and management	Prescriber/PwSI for LTCs
ENABLERS - QUALITY CRITERIA				
Workforce Development	Core capabilities	Health Champion Leadership skills	Behavioural change skills Leadership skills	PwSI/Prescriber Leadership skills
Environment	GPhC standards	Advanced IT and premises	Enhanced IT and premises	Enhanced IT and premises
Engagement	Operational	Primary Care	Community	Public Health & Clinical leadership
PHARMACY CAPABILITY				

Current services commissioned locally in Hertfordshire

You can find information about the services commissioned from community pharmacy by Hertfordshire County Council (HCC) on the [LPC website](#) (as outlined below):

- Emergency Hormonal Contraception (EHC)
- Chlamydia Screening and Treatment
- Smoking Cessation
- Alcohol IBA

CRI Spectrum is commissioned to provide drugs and alcohol services within Hertfordshire by HCC and they subcontract supervised consumption and needle exchange services from some community pharmacies.

Healthy Living Accreditation

In order to be awarded Healthy Living Pharmacy status, pharmacies will have to demonstrate that they are delivering services to an agreed quality standard. The requirements are set out in the HLP self-accreditation document (Appendix one).

Becoming a Healthy Living Pharmacy is about adopting a philosophy within your community where the public's health and wellbeing is at the centre of what you do. The accreditation is designed to move the focus away from the pharmacist and encourage a whole team approach. The pharmacy team will be expected to pro-actively provide good quality advice on healthy lifestyles as a core activity. This is different to a community pharmacy choosing to deliver just one or more enhanced services.

Where can I find out more?

There are a number of resources that CPPE has to support HLP; the search tool on the CPPE website is very useful and will bring up all topics relating to a search criteria. To support pharmacists with their training for HLP, CPPE have open learning on public health topics eg. stop smoking, leadership training and there are lots of learning modules on soft skills eg. delegation, working in a team and managing time.

CPPE has a short e-learning module on HLP:

Health Living Pharmacy: making a difference, e-learning (2 hours study time)

This podcast highlights how pharmacists and their teams are making a difference to people's lives and patient outcomes by what they do. The aim of this podcast is to provide the listener with information about Healthy Living Pharmacies (HLPs), update them on the pathfinder evaluation and inspire pharmacists to aspire to HLP status. Duration 27:36 minutes.

The National Pharmacy Association has produced resources for Healthy Living Pharmacies available online at www.npa.co.uk.

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 a 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 a HLP, the whole team work together and recognise that every interaction is a potential opportunity for a health intervention. There are different levels to a 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 a 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 a 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.

Hertfordshire LPC is working with Public Health Hertfordshire in supporting the development of Healthy Living Pharmacies and the teams that work within them. We would like you to be part of this exciting development.

For more information regarding this document or if you have any questions that remained unanswered, please contact Helen Musson helen.musson@hertsipc.org.uk.