

**REPORT TO:** Health and Wellbeing Board  
**DATE:** 8<sup>th</sup> July 2015  
**REPORTING OFFICER:** Director of Public Health  
**PORTFOLIO:** Health and Wellbeing  
**SUBJECT:** Healthy Living Pharmacies  
**WARDS:** Borough-wide

## **1.0 PURPOSE OF THE REPORT**

- 1.1 To provide members of the Board with a briefing on the Healthy Living Pharmacies (HLP) proposal including health benefits for the local population and opportunities for joint working between pharmacies and other health and wellbeing organisations.

## **2.0 RECOMMENDATION: That**

- 1. Healthy Living Pharmacies are introduced throughout the Borough via a phased roll out.**
- 2. The introduction of Healthy Living Pharmacies will be a partnership approach led by Halton Council and NHS Halton Clinical Commissioning Group (CCG), supported and facilitated by the Local Pharmaceutical Committee (LPC).**
- 3. The accountability for Healthy Living Pharmacies will be through Halton Council's Senior Public Health Team and NHS Halton CCG Medicines Management Working Group which will report jointly by exception to the Health and Wellbeing Board.**

## **3.0 SUPPORTING INFORMATION**

### **3.1 Background to Healthy Living Pharmacies**

The Healthy Living Pharmacy is a nationally agreed accreditation or 'kite mark' for community pharmacies which deliver proactive health and wellbeing advice as part of their day to day role. It is a tiered commissioning framework aimed at achieving consistent delivery of a broad range of high quality services through community pharmacies to meet local need, improving the health and wellbeing of the local population and helping to reduce health inequalities.

The Healthy Living Pharmacy concept was developed by NHS Portsmouth. It recognised the significant role community pharmacies could play in helping

reduce health inequalities by delivering consistent and high quality health and wellbeing services, promoting health and providing proactive health advice and interventions.

In 2011/2012 The Healthy Living Pharmacy (HLP) programme was rolled out across a number of other areas as part of an HLP pathfinder programme supported by the Department of Health.

Key findings from the evaluation of the HLP pathfinder sites in April 2013<sup>1,2,3</sup>:

- Results from Portsmouth can be replicated in other areas of the country as the benefits are not dependent on levels of local health need and deprivation;
- increased service delivery and improved quality measures and outcomes;
- 60% of people surveyed would have otherwise gone to a GP;
- Public feedback was positive with 99% comfortable to receive the service in the pharmacy;
- More people successfully quit smoking in HLPs than non-HLPs.
- More sexual health advice given than in non-HLPs;
- Potential for contribution to alcohol harm reduction service;
- HLPs were effective at delivering increased support for people taking medicines for long term conditions, through both Medicines Use Reviews and the New Medicine Service.
- Pharmacies were also positive about the scheme; with 70% of the contractors surveyed saying it had been worthwhile for their business.
- Health promotion zones within pharmacies play a vital part in supporting the public health role of the pharmacy

### **3.2 What is a Healthy Living Pharmacy<sup>4</sup>**

A Healthy Living Pharmacy should:

- consistently delivers a range of health and wellbeing services to a high quality:
- Has achieved defined quality criteria requirements and meets productivity targets linked to local health needs e.g. number of stop smoking quits at 4 weeks; number of targeted Medicines Use Reviews (MURs) completed
- Has a team ethos that proactively promotes health and wellbeing and proactively offers brief advice on a range of health issues such as smoking, activity, sexual health, healthy eating and alcohol
- Has at least one Healthy Living Champion trained to level 2 qualification in 'Understanding Health Improvement' accredited by the Royal Society of Public Health.
- Should be recognisable by the public and other healthcare professionals
- The services provided as part of HLP are tailored to local health needs with the aim of reducing health inequalities by improving health and wellbeing outcomes in their communities
- An HLP builds on all existing core pharmacy services (Essential and Advanced) with a series of locally commissioned services.

The delivery of services is supported by three enablers:

1. workforce development, a skilled team to pro-actively support and promote behaviour change,
2. the pharmacy environment
3. pro-active engagement with the local community, other health professionals (especially GPs), social care and public health professionals.
4. provision of robust, up to date health information

### 3.3 What is a Healthy Living Champion (HLC)?

Within a Health Living Pharmacy, HLCs are members of the pharmacy team who are trained and accredited to provide customers with health and wellbeing advice. The key role of a HLC is to provide customers with information about improving their health and signpost them to other community services that will help them to adopt healthier lifestyles and access the support they need to do so. A HLC would be responsible for ensuring that health promotion materials are displayed in an appropriate way, overseeing training of staff and developing and maintaining a 'health zone' within the pharmacy. The HLC will also be responsible for developing the service in line with local need and providing regular feedback to the commissioner.

### 3.4 Pharmacy services

All pharmacies must deliver **Essential services** as detailed in the current contractual framework: Dispensing, Repeat Dispensing, Supply of Appliances, Waste Management, Support of Public Health (including 6 health promotion campaigns dictated by NHS England but based on local need each year), Signposting to additional health support and advice, Support for self-care, Clinical Governance.

**Advanced services** are part of the national community pharmacy contract and are delivered in most pharmacies by pharmacists who are appropriately accredited.

Medicines Use Reviews (MURs) can help identify medication not taken as prescribed, preventing unmet treatment goals, unplanned and unnecessary hospital admissions and wasted resources. Pharmacies on the Isle of Wight demonstrated the benefits to patients of effectively targeted and delivered MURs to respiratory patients, giving improved treatment outcomes and reduced hospital admissions.

New medicines Service provides support for people with certain long-term conditions newly prescribed a medicine during the first month of taking the medicine;

- Aims to improve patient adherence which will generally lead to better health outcomes
- Aims to increase patient engagement with their condition and medicines, supporting them in making decisions about their treatment and self-

- management
- Reduces the risk of hospital admissions due to adverse events from medicines
- Reduces medicines waste

Pharmacies also provide **enhanced services** commissioned by NHS England, and other services commissioned locally by Clinical Commissioning Groups (CCGs) and local authority Public Health teams.

Healthy Living Pharmacies will not just deliver all these services, but will use each and every opportunity to offer other relevant services and to deliver public health awareness messages, making every contact count in improving health and wellbeing of the people using their services.

Increased training and staff development will enable the pharmacy team to qualify and deliver, more health and wellbeing services such as level 2 smoking cessation, alcohol brief intervention and to support self-care e.g. inhaler technique checks and support for people with long term conditions.

### **3.5 The Healthy Living Pharmacy Quality Mark**

Healthy living pharmacies will have a healthy living pharmacy logo that is easily identified by members of the public, healthcare professionals and commissioners. This will require marketing and publicity to ensure that people recognise what this means. A national logo exists but a local variant could be agreed if this is thought more locally acceptable. See appendix 1 for national logo.

### **3.6 Community Pharmacies**

Nationally 99% of the population can get to a pharmacy within 20 minutes by car; 96% by walking or using public transport. 84% of adults visit a pharmacy at least once a year, 78% for health-related reasons, and the majority (>75%) use the same pharmacy all the time.

Pharmacies are located in the community, are a non-clinical environment, offer anonymity and privacy and are accessible without appointment, not just during the day but often at evenings and weekends as well. A qualified pharmacist is on duty and available virtually all of the opening hours.

People with regular health needs, especially long term conditions know their pharmacies and pharmacy staff well, as they often need regular medication and value the support and advice that is also provided.

Community pharmacies offer convenient and equitable access to healthcare. The vast majority of households in England, and especially those in the most deprived areas, have access to a community pharmacy within 20 min walk: a positive pharmacy care law<sup>5</sup>. Halton has good access to community pharmacy compared many parts of the country.

There are 31 community pharmacies within Halton eligible to become healthy living pharmacies, some are open late at night, early morning and at weekends, giving good access to services.

Many community pharmacies within Halton provide additional services commissioned by NHS Halton CCG or by Halton Local Authority Public Health:

Services commissioned by NHS Halton CCG:

Care at the Chemist Minor Ailments Service (CATC) This service improves access to advice for minor ailments within primary care, it aims to also reduce the need for GP and walk in centre appointments, and to avoid unnecessary A and E attendances.

On Demand Access to Palliative Care Drugs – a few pharmacies are commissioned to keep a dedicated list of palliative care drugs to ensure access to this vital medication is available when it is needed.. This reduces undue distress for family members and ensures they can spend as much time as possible with their loved ones.

Services commissioned by Local Authority Public Health team:

Smoking Cessation – Some pharmacies dispense vouchers issued by stop smoking services and counsel the quitter on their use and also offer a level 2 stop smoking service where the pharmacy provides the motivational support as well as issuing and dispensing nicotine replacement vouchers. From 1<sup>st</sup> April 2015 some pharmacies will also be able to issue Varenicline (chamfix) under PGD to support quit attempts.

Substance Misuse – Some pharmacies supervise methadone consumption and provide needle exchange, these services support the work of the commissioned drug and alcohol service.

Sexual health – accredited pharmacists supply emergency hormonal contraception (EHC) under patient group direction (PGD), at the same time providing advice on sexually transmitted diseases, signposting to testing if appropriate, future contraception, and issuing condoms if needed.

### **3.7 Benefits of HLP in Halton**

#### **Clients**

'Healthy' people are also regular users of pharmacies, and there will be opportunities to support them to improve their health.

Halton residents are already used to seeking advice from their community pharmacies this scheme will increase the opportunity for a brief intervention relevant to the minor ailment or an opportunity for the client to access health promotion information.

Pharmacies can support families and carers through what can be a difficult time when dealing with long term or life threatening conditions and signpost to

additional support services for family members as well as patients

### **Primary Care**

HLPs will divert some of the wellbeing consultations currently being held within GP appointment time and as such will improve access within primary care. It will support the self-care agenda and promote healthy living enabling people to lead healthier lives and so reduce the risks of developing long term health conditions.

It will help patients with existing long term health conditions to manage their condition more effectively and so avoiding complications, this will again improve access to primary care and free up GP appointments.

### **Commissioners**

The introduction of healthy pharmacies will maximise the benefits of existing commissioning, and future commissioning of population based health services from pharmacies.

HLPs will support improved access within primary agenda and will reduce the number of people developing chronic health conditions and the associated pressures within the health economy as a result of this.

HLPs support the national drive to optimise the skill base within community pharmacy to improve health and wellbeing.

### **Community Pharmacies**

Becoming a HLP will mean the pharmacy is awarded a quality kite mark that can be displayed, this will identify the pharmacy as taking part in the scheme and will demonstrate a commitment to delivering high quality services and to health improvement. Participation in the scheme is likely to have a positive impact on their business as was demonstrated by the pathfinder evaluation, 70% of the contractors surveyed said it had been worthwhile for their business.

### **Overarching benefits for all stakeholders**

There are a number of organisations working to improve the health and wellbeing in Halton. HLPs will develop close working relationships with the local Health Improvement Team and Wellbeing Service, supporting and complementing their work as well as developing their own initiatives.

Reduced duplication within the system to maximise access to health and wellbeing service.

## **3.8 Opportunities for future commissioning**

These could include

- Chlamydia screening
- Blood pressure checks
- Dementia screening

- Healthy weight advice.
- Alcohol harm reduction advice.
- Support for people with long term conditions.
- Support for clients with respiratory conditions.
- Minor ailment clinics

### 3.9 Commissioning arrangements

Commissioning of HLPs would utilise existing arrangements for current CCG and Public Health pharmacy contracts.

In Halton we would be looking at initially developing accreditation criteria for level 0-1 of the healthy living pharmacy framework which support the priorities of the Health and Wellbeing Board, the Council, and the Clinical Commissioning Group. It will involve a phased approach with pharmacies required to demonstrate that they are achieving a basic minimum standard in the delivery of all essential and advanced services and that they do this to a consistently high quality. This ensures the accreditation is appropriate and creates the gateway by which the pharmacies achieve additional levels of accreditation. See table 1.

Table 1: Quality Criteria needed to demonstrate that a pharmacy is either working towards Healthy Living Pharmacy status or actually achieving this quality mark. Once progressed to the next level the pharmacy must ensure that the standards of the previous level are maintained

	<b>HLP Level 0 (Pre- accreditation)</b>	<b>HLP Level 1 (Accreditation)</b>	<b>HLP Level 2 (Advanced)</b>
<b>Pharmacy environment</b>			
Staff and Leadership	All staffs are immediately identifiable with name badges.  Pharmacy has identified at least 2 members of staff to be Healthy Living Champions (HLC).	The pharmacy team is led by an effective leader to achieve the agreed vision and ethos of a Healthy Living Pharmacy. There is a 'can do' attitude within the pharmacy team and this is driven through effective leadership.  Named HLC/s have completed accredited training within the last 2 years. Certificate to be	TBC

		recorded in Portfolio.	
Appearance	The pharmacy premises and merchandise / merchandising reflect a professional healthcare and healthy living environment.	The pharmacy premises and merchandise / merchandising reflect a professional healthcare and healthy living environment.  Health Living logo displayed prominently	TBC
Pharmacist availability	The pharmacist is visible and accessible to the public for health advice.		
Consultation Room	The pharmacy has available consultation room/s that are fit for purpose and reflect a professional environment. Rooms need to allow for privacy		
<b>Proactive engagement</b>			
Engagement with GP practice	The pharmacy team identify ways to engage with local GP practice(s)  Records are made of interventions and queries	The pharmacy team engages with the local GP practices to ensure there are formalised referral pathways for health improvement and wellbeing services.  Where the local GP practice is reluctant to engage, the pharmacy can demonstrate the processes and the proposals put forward to the practice. Discussions should also take place with the CCG medicines management team regarding how the CCG can encourage engagement.	The pharmacy team regularly meets with their local GP practice(s) and/or attends practice meetings periodically to discuss potential collaboration to deliver enhanced patient care  Where there are multiple pharmacies in one geographical area the pharmacy team will demonstrate a collaborative approach with other local pharmacies to improve GP engagement



Other providers	The pharmacy team links into other services and groups on an ad hoc basis	The pharmacy team is aware of and actively links into other groups to promote health & wellbeing activity e.g. Health Trainers, Healthwatch, Wellbeing Service, Community/ Village agents, local support groups.	The pharmacy team regularly meets with other groups to plan health promotion and wellbeing activities
Public Health priorities	The team leader has an awareness of the local public health needs outlined in the Joint Strategic Needs Assessment (JSNA) and Pharmaceutical Needs Assessment (PNA)	<p>All staff have an awareness of the local public health needs outlined in the JSNA, the Director of Public Health Annual Report and PNA.</p> <p>All staff are trained to proactively advise the public on basic health and wellbeing.</p> <p>Public health interventions are regularly being recorded - Any supporting evidence or case study examples are kept in Portfolio.</p>	A minimum of 20 public health related interventions have been recorded - Supporting evidence and case studies are kept in the Portfolio.
<b>Information Provision</b>			
Healthy Living Zone	Health promotion materials, e.g., books, DVDs, leaflets, promotional displays, etc., are available in an area but this	There is a dedicated health promotion zone clearly marked and accessible to the public, which displays current Health Topic and is linked to	Development of Information Technology to deliver health promotion messages e.g. use of apps.

	is not clearly identified for the public.	<p>campaigns &amp; priorities. This area may include a local health and wellbeing notice board, plasma screen and access to touchscreen displays by the public.</p> <p>There is a good display of up to date and relevant health and wellbeing resources appealing to the majority of local public and ethnicity. It is accommodated where appropriate. Resources are checked every month</p>	
Information Environment	Pharmacy has internet access (use of NHS Mail is desirable) with a working, professional email address.	Procedures are in place for informing and accessing emails regularly. Relevant staff can access emails at agreed frequency and reply as required. Internet access is allowed for information retrieval on locally and nationally recognised websites.	Procedures are in place for informing and accessing emails regularly. Relevant staff can access emails at agreed frequency and reply as required. Internet access is allowed for information retrieval on locally and nationally recognised websites.
<b>Service Delivery</b>			
Enhanced Services Delivery	Pharmacy is committed to delivering all locally	Pharmacy can demonstrate a committed and consistent	n/a

	<p>commissioned enhanced services that they are given the opportunity to. They will fulfil all requirements of the SLA and will ensure availability of the service in line with that stipulated in the service specification</p>	<p>provision of services - there is a rolling programme of training and service activity that has increased from last year (where relevant)</p> <p>The pharmacy will provide evidence of high quality interventions and service delivery in line with that stipulated in the service specification</p>	
Medicines Use Review (MURs)	<p>Pharmacy is actively engaged in MURs, and provides clear evidence to NHS England Area Team that 70% of MURs have been completed on patients in nationally agreed target groups during previous year.</p>		To be developed
New Medicines Service	<p>The pharmacy has declared to NHS England Area Team that it offers NMS from the branch and that pharmacists have self-declared that they are competent to do so.</p>	<p>The pharmacy has set up a system for actively recruiting patients for the NMS. The pharmacy actively delivers high quality NMS to patients.</p>	To be developed
Repeat Dispensing	<p>Pharmacy dispenses repeat dispensing prescriptions according to national requirements of the essential service</p>	<p>Pharmacy dispenses repeat dispensing prescriptions according to national requirements of the essential service</p> <p>There is a system for</p>	To be developed

		proactively identifying and informing patients who may benefit from this service	
<b>Example criteria for areas for future Development</b>			
Targeted MURs	The pharmacy delivers MURs on respiratory patients and feeds back any actions to the patient's GP according to national requirements for the advanced service	The pharmacy delivers MURs on respiratory patients and feeds back any actions to the patient's GP according to national requirements for the advanced service. Staff have been trained to understand how to coach patients to use their inhalers effectively.	An Advanced Inhaler Technique trained pharmacist/technician is available to test inhaler technique and measure symptom control (ACT or CAT score) for respiratory targeted/recruited MUR patients..

#### **4.0 POLICY IMPLICATIONS**

Halton Health and Wellbeing Strategy 2012 – 2015 will be used as the principle focus for developing HLP within Halton. Additional factors that will be included will be drawn from existing evidence that suggests that HLPs can make a difference. Sources that will provide evidence of need include NHS Halton CCG and Halton public health strategies; JSNA, PNA, NHS Halton CCG commissioning plan and the Primary care strategy.

#### **5.0 FINANCIAL IMPLICATIONS**

The full cost for setting up the scheme is £12,000. An annual running fee of £2,000 to £3,000 covers renewal of marketing materials.

#### **6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

##### **6.1 Children and Young People in Halton**

Improving the Health of Children and Young People is a key priority in Halton and this will be reflected in healthy living pharmacies with service provision that is appropriate to this age group, including information appropriate to their needs and prominently displayed reassurance that

all consultations will be in confidence. Young people often feel more comfortable using community pharmacies and children visit pharmacies regularly, when growing up, as part of a family group and get to know and trust the pharmacy staff.

## 6.2 **Employment, Learning and Skills in Halton**

Staff working in Halton Community Pharmacies, often live within the Borough and as a result of this initiative will receive additional training and gain new qualifications. Experience in other areas has shown this training and new responsibilities has increased the job satisfaction of community pharmacy staff.

## 6.3 **A Healthy Halton**

All issues outlined in this report focus directly on a Healthy Halton. With regard to the Health and Wellbeing Boards priorities relevant pharmacy services are listed under each priority.

### **Prevention and early detection of cancer**

- Safe sun advice and health promotion materials
- Support and information to encourage residents to take up all screening opportunities.
- Stop smoking services.

### **Improved Child development**

- Health promotion information and posters designed to appeal to children and young people.
- Good health promotion information for families on healthy eating, 'fit for life', childhood immunisation
- Sexual Health promotion and sexual health services in pharmacies such as Emergency Hormonal contraception and chlamydia testing will help reduce teenage pregnancies and improve the sexual health of young people

### **Reduction in the number of falls in adults**

- Pharmacies may often be the first port of call when someone has a fall, often for first aid provisions. This places pharmacies in an ideal place to help identify the reason for the fall and with permission refer on to other services.
- A pilot enhanced service in Wigan pharmacies enabled pharmacies to undertake a medication review on all patients taking 4 or more medicines to look for the possibility that either one medicine or a number of medicines might increase their risk of falls. (Four or more medicines report<sup>6</sup>).
- It would also be an opportunity for a brief intervention and advice if the fall was the result of overenthusiastic alcohol consumption.
- Local training events for pharmacists will be needed to support this

### **Reduction in harm from alcohol**

- Brief intervention service could be commissioned from pharmacies

- Support for local and national health promotion campaigns on alcohol
- Health promotion materials and posters

### **Prevention and early detection of mental health conditions**

- Dementia identification
- Depression identification
- Health promotion materials and posters, with information on where to go for support
- Advice and proactive signposting into services
- Staff trained as dementia champions
- Some local pharmacies will sign up with Halton Dementia Action Alliance and develop their own action plan.

### **Respiratory Disease**

- NMS for patients newly prescribed a medicine for respiratory disease
- Targeted MURs could improve patients ability to use their inhalers properly
- Support and advice to get maximum benefit from medicines adherence which would all improve management of their condition and reduce hospital admissions and improve their health.

### **Hypertension**

- BP checks
- Advice on understanding BP measurements such as 'Know your numbers'
- Signposting to primary care and lifestyle services
- Raising awareness of importance of BP checks
- Medication advice including MURs and NMS

### **6.4 A Safer Halton**

Any improvement made to the drugs and alcohol services achieved as a result of healthy living pharmacies could impact on the number of crimes perpetrated as a result of drugs and alcohol misuse.

### **6.5 Halton's Urban Renewal**

Pharmacies are an integral part of local communities and provide a vital primary health care service to residents across the borough. They know and are known by the communities they serve, they already offer open access to trained health professionals and are aware of the health needs of both the individuals and the community as a whole

### **6.6 Corporate effectiveness and business efficiency**

Evidence shows that Healthy Living Pharmacy is an effective service

## **7.0 RISK ANALYSIS**

Failure to introduce Healthy Living Pharmacies in Halton will miss an opportunity to supplement the excellent work already being done to improve the health and wellbeing of Halton residents.

## 8.0 EQUALITY AND DIVERSITY ISSUES

Healthy Living Pharmacies will improve access to services for a range of vulnerable groups and will offer services and information relevant to all groups of the population they serve.

## 9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

Document	Place of Inspection	Contact Officer
		Dr Ifeoma Onyia

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