

Hampshire & Isle of Wight LPC

| SUPPORTING LOCAL COMMUNITY PHARMACY |

Healthy Living Pharmacy Guide

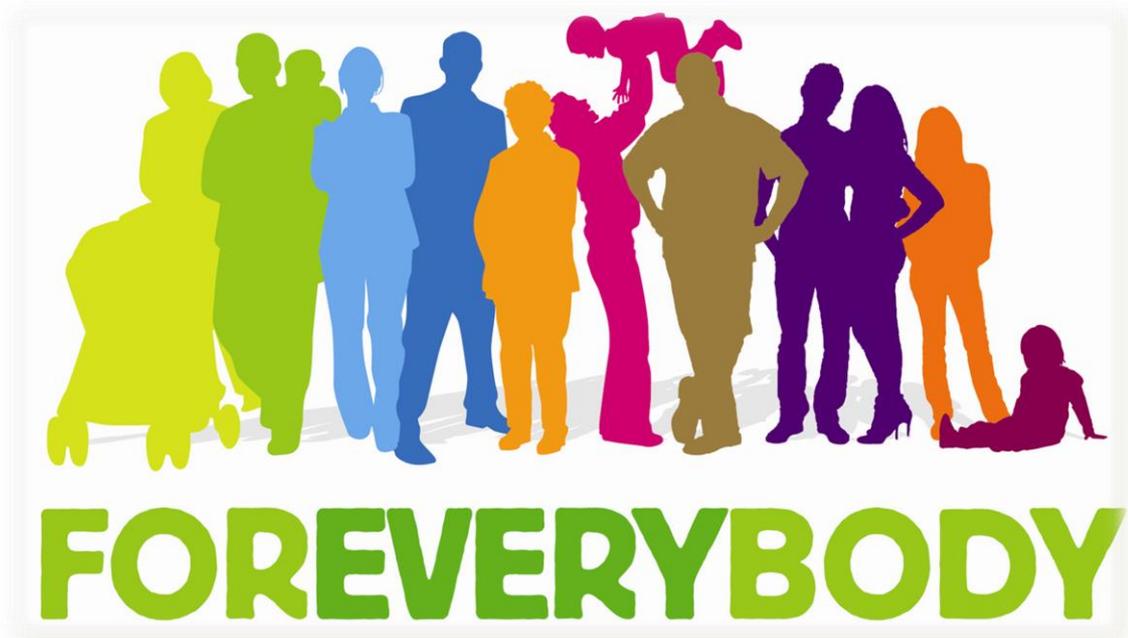


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Preface by Simon Bryant, Associate Director of Public Health (Interim)

Dear Community Pharmacy Team,

Following the publication of Public Health England's (PHE) new 'Healthy Living Pharmacy Level 1 Quality Criteria' and 'Assessment of Compliance', Hampshire and Isle of White LPC and Hampshire County Council are pleased to launch this Healthy Living Pharmacy (HLP) Guide, marking a real drive toward increasing and developing HLPs across Hampshire.

HLPs are now widely established in many areas of the country, improving the quality and effectiveness of community pharmacy services and contributing to better and more convenient access to health and wellbeing services. In order to realise this, HLPs will have a team that is proactive in supporting health and wellbeing, be convenient and accessible for all, and identifiable for both the public and other healthcare professionals.

Community pharmacies, are deeply rooted within the communities they serve, offering convenient access to expertise, products and advice. The local pharmacy therefore is often more appropriate, inviting and readily accessible than a hospital or GP surgery. Accordingly, this presents a significant, but currently under-utilised, opportunity for healthcare.

A number of Hampshire-based pharmacies currently provide many services already relevant to the HLP programme, such as NHS health checks and sexual health services. However, previously the process of acquiring an HLP quality mark was identified as convoluted and lengthy. Due to this, the future development of HLPs, based on PHE's new process, aims to make it easier for such pharmacies to self-assess

that their services correspond with the criteria for an HLP.

An HLP requires commitment to, and demonstration of, proactive engagement with both the community they serve and other healthcare professionals. It will also require teams to embrace the *Healthy Living Pharmacy* ethos and develop effective leadership. However, being a HLP not only benefits the community you serve but also the business you run as experience shows that being a HLP increases activity, being both personally and professionally rewarding.

The following information in this Guide will provide you with all the detail you need to understand the changes in HLP criteria and process, and the development of HLPs in Hampshire.



I would like to strongly encourage you to undertake this journey to become a Level 1 Accredited HLP in the knowledge that you will be making a real difference to the everyday lives of the people of Hampshire.

Simon Bryant

Associate Director of Public Health
(Interim)

Introduction

2012 marked the beginning of the HLP programme in Hampshire, delivering high quality standards of service by dedicated teams at the heart of the community. With the results from the 2009 pilot in Portsmouth, and the pathfinder programme evaluation, Hampshire County Council and the Hampshire & IOW LPC have provided resources to lead implementation of HLPs throughout Hampshire.

HLPs in Hampshire will deliver health and wellbeing services reliably and consistently based on a proactive Health Promotion ethos instilled by the training required to become a HLP. The pharmacy team will be informed and aware of all services offered by their pharmacy. Teams will be able to offer advice and support patients effectively with accurate signposting and referral when the need arises. The whole team will work together to deliver important health messages and advice as part of their normal day-to-day activity.

The focus of the messages will be the benefits for patients and the public, who will remain at the centre of all that is offered at the pharmacy.

HLPs will display a quality mark of excellence that gives members of the public the assurance that anyone accessing services in a HLP will enjoy high standards of service and care.

The new process for obtaining this quality mark complies with PHE's assessment of compliance, in which non-HLP will show an Expression of Interest (EOI) in becoming a HLP, followed by a period of self-

assessment in which evidence must be compiled to demonstrate the compliance to the standards of a HLP. A Declaration of compliance is then made, followed up by a Quality Assurance (QA) visit (if your pharmacy is chosen) at random.

This new process aims to make it easier to become a HLP, with help from H&IOW LPC when training and support is needed.

Background - The 'new' NHS

Following the introduction of the Health and Social Care Act, several organisations are responsible for planning, buying and monitoring health and wellbeing services locally:

- Clinical Commissioning Groups (CCGs) are made up of local GPs, nurses and other professionals who work together to commission hospital and most community health services.
- Local Authorities are responsible for tackling many public health issues, including lifestyle issues such as obesity and smoking but also services such as pharmacy based drug treatment services and sexual health services.
- NHS England commissions primary healthcare services provided locally and some specialist national services, such as cancer care.

Locally, this system is coordinated by Health and Wellbeing Boards that bring together the agencies above to plan services that meet both the health, and social care, needs of the local community.

All commissioning partners have aims and objectives and it is envisaged the HLPs will contribute to fulfilling these objectives.

What are the health needs for our local populations?

A detailed assessment of the health, wellbeing and social care needs for Hampshire are set out in the Hampshire Joint Strategic Needs Assessment 2015 (JSNA), which is available online:

Hampshire JSNA

<http://www3.hants.gov.uk/factsandfigures/jsna.htm>

The main causes of premature death in Hampshire are cancer, heart disease and respiratory disease. These diseases and others (that are the cause of significant ill-health, medicine prescribing and hospital admissions) are caused by, or associated with, lifestyle factors such as smoking, obesity, drug and alcohol misuse, dangerous sexual behaviour, poor diet and low levels of physical activity.

A significant amount of the burden of ill health could therefore be avoided if the right interventions were made at the right time. Community pharmacies have an important role to play in engaging with the public of the county to provide some of these interventions.

Local Strategic Priorities

The priorities for the CCGs in Hampshire are similar, and include addressing the health needs of children and young people, improving mental health and wellbeing, preventing and managing long term conditions (particularly cardio vascular and respiratory disease), and improving the care of frail and elderly people.

Commissioners aim to ensure that services are of high quality and are good value for money.

Public Health Hampshire aims to commission (and support the commissioning of) high quality, preventative, health and social care services to improve health and reduce health inequalities in the local populations.

'In the current financial environment, the focus for health and social care services is on those in poor health or greatest need; if the decrease in healthy life expectancy continues more people will be projected to require health and social care over the next 5-10 years'. Key values for Hampshire are therefore to 'promote healthy ageing; to keep people active and eating healthily to reduce future risk of disease (and) to support active management of health conditions to improve outcomes and help people retain independence for longer'.¹

How Healthy Living Pharmacies Can Contribute to Improving The Health of The Population

A Hampshire HLP will provide more than a range of health and wellbeing services. It will be a place where the public will feel they are guaranteed high quality advice, consistent service delivery, and have access to a highly qualified healthcare professional when they need it.

The public will recognise that the team working in a HLP will provide good, reliable advice about leading a healthier lifestyle coupled with a commitment to improving general health and wellbeing.

Those pharmacies awarded the HLP Quality Mark will display a window logo that will be well recognised by the public.

¹ JSNA (2015)

<http://www3.hants.gov.uk/factsandfigures/jsna.htm>

What is Special about a Healthy Living Pharmacy?

A Healthy Living Pharmacy:

- Is identifiable to the public and other healthcare professionals
- Is accessible and approachable
- Is valued and trusted
- Proactively promotes healthy living and wellbeing as a core activity
- Seeks to reach out to the local community and to work in partnership to improve health in the local area
- Has a lead who manages the pharmacy team with enhanced skills in leadership and the management of change
- Has Health Champions
- Supports people with long-term conditions
- Consistently delivers a range of contracted services of high quality
- Maintains premises to a high professional standard with private consultation facilities and with appropriate IT availability and accessibility
- Works closely with other healthcare providers, proactively and reactively

What are the Benefits of Becoming a Healthy Living Pharmacy?

- Community pharmacy becomes an access point of choice for patients seeking solutions to their health and wellbeing needs
- Increased public awareness of community pharmacy in the breadth of health and wellbeing services that can be delivered
- An engaged and motivated pharmacy team able to deliver proactive health and wellbeing interventions and improved performance
- A recognisable branding for HLP that represents excellent quality to the public and health professionals
- Ability to demonstrate to both present and future commissioners what community pharmacy can deliver to improve health and wellbeing
- Enhanced engagement and collaboration with other health professionals
- Improvements in outcomes, quality and productivity
- Improved involvement and engagement of the pharmacy team including trained Health Champions and further opportunities for job progression
- Raised awareness of the role of community pharmacy in support of health and wellbeing to local populations
- A commissioning framework and evidenced health outcomes that highlight the community pharmacy's role in public health intervention
- Potential for spread of good practice across the wider community pharmacy network

Where Do My Current Pharmacy Service Fit?

There are many services provided by community pharmacies across Hampshire. Some are provided as part of the Community Pharmacy Contractual Framework and others are commissioned locally to meet identified needs - the Locally Commissioned Services.

Community Pharmacy Contractual Framework Agreement (2015/16)

Some changes have been made to the services community pharmacies are commissioned to provide and must be adopted before becoming a HLP.

- Seasonal Influenza Vaccination service (provision or referral to provider)
- Electronic Prescription service
- Prevention of fraud
- Audit
- Publication of earnings

For a detailed summary of the current framework please be directed to the NHS Employers website²

Essential Services must also be delivered by all pharmacies:

- Dispensing medicines
- Repeat Dispensing
- Dispensing Appliances
- Disposal of unwanted medicines
- Public Health
- Signposting
- Support for self-care
- Clinical Governance

² Community Pharmacy Contractual Framework (2015/16)
<http://www.nhsemployers.org/your-workforce/primary-care-contacts/community-pharmacy/community-pharmacy-contractual-framework-changes>

The provision of these services sits as a core requirement of the HLP framework.

Pharmacists who are appropriately accredited deliver **Advanced Services**, such as Medicines Use Reviews (MUR), New Medicine Service (NMS) and Seasonal Influenza Vaccinations.

HLPs will embrace the opportunities to maximise the benefit of MURs. MURs can help meet treatment goals by supporting patients in gaining the intended benefit from their medicines. Effectively delivered and targeted MURs have demonstrated improved adherence to treatment.

The New Medicine Service provides support for people with certain long-term conditions newly prescribed a medicine, to help improve medicines adherence. HLPs will typically embrace this service to ensure their community gets the most from their new medicines.

Locally Commissioned Services-

A range of services are commissioned locally both by Local Authorities (through public health) and by CCGs. We are also now seeing the development of co-commissioned services between NHSE and CCGs, such as the Pharmacy Urgent Repeat Medicines service (PURM).

We want to increase the number of people making community pharmacies their provider of choice for the management of certain ailments and the promotion of self-care.

Pharmacies are also well placed to offer service provision opportunistically and at a time and place of choosing that is right for the public.

Health and wellbeing services-

For those HLPs that have not been commissioned locally to provide a service, it

is expected that they will demonstrate their commitment to proactively providing health and wellbeing services in other ways. For example, they could provide health information such as blood pressure measuring, cholesterol testing and health advice. They could provide a range of private services linked to the health needs of the population such as immunisations, weight management services and smoking cessation.

It is important to remember that HLPs will use the opportunities that provision of every service presents as a platform from which to offer other relevant services and to deliver public health awareness messages.

The Importance of a Trained and Informed Team

The implementation of the HLP framework seeks to encourage education of the whole pharmacy team and improve awareness around service delivery.

The most important person in a pharmacy team is the person who is the first point of contact. HLPs will have highly skilled, informed teams that can speak with knowledge and understanding of the services they offer at their pharmacy, provide appropriate advice, and signpost effectively. The team will be able to deal considerately with requests of a personal nature and services will be offered according to service specifications in a non-judgmental manner.

HLP teams will be aware where services can be accessed and signposted accordingly.

It is important to remember that continuity of service is essential to the public and commissioners. Therefore, pharmacy managers and contractors are expected to take responsibility for ensuring that new

pharmacists and staff are appropriately trained to continue the leadership and health promotion activities when there are changes in personnel.

Leadership in the Pharmacy

To lead the team and ensure the adoption and development of the ethos of the HLP, the pharmacy manager will undertake appropriate leadership training to increase their skills in workforce development. The Hampshire & IOW LPC, in agreement with Public Health Hampshire will facilitate HLP leadership training from providers such as The College of Postgraduate Pharmacy Education (CPPE), however other providers of courses which map to the required domains for leadership training will also be recognised.

Health Champions

Every pharmacy should have at least one (full time equivalent) member of staff who will actively promote healthy living both to the public and other members of staff. The pharmacy leader will work with the Health Champion(s) to identify the activities that will best match the needs of their community with services offered by the pharmacy.

Why do you need Health Champions?

Having a trained Health Champion (HC) will mean that staff members have a nationally recognised qualification enabling them to deliver brief interventions (where appropriate), healthy living advice and refer or signpost to specialist services as appropriate.

Pharmacy leaders may decide, and are encouraged, to train more than one Health Champion to ensure continuity of the provision of health promotion, particularly where part-time staff are employed.

Health Champions also provide an excellent opportunity not just to engage with customers, but to reach out to the communities and community organisations in the areas they serve.

Training of a Health Champion

The recognised qualification is the Royal Society for Public Health Level 2 Award in 'Understanding Health Improvement'. There are many providers of this training and contractors may choose any of those accredited.

Motivated staff who are Registrants of the GPhC may wish to complete further modules to complement this core-training requirement, e.g. certificate of completion of the Introduction to Public Health CPPE module.

Whichever route is chosen, Hampshire & IOW LPC will seek to provide face-to-face training and networking opportunities to help trained and aspirant Health Champions develop their skills and confidence.

The Role of the Health Champion

Leaders within a pharmacy should consider what activities they should ask their HC to undertake to best meet the needs of their community and support services offered by the pharmacy. To help with this, it is expected that a HC would be engaged in some or all of the following:

- Working with the whole pharmacy team to develop ideas on how the pharmacy can be more proactive with health and wellbeing, making the most of every interaction as an opportunity for an intervention.
- Taking an active part in delivering the health and wellbeing services provided by the pharmacy.
- Advising customers and patients

- about health and wellbeing.
- Signposting customers and patients to health and wellbeing services within the pharmacy or to other providers.
- Developing different health and wellbeing campaigns in line with local health priorities and developing a health promotion zone in the pharmacy.
- Developing window displays, where possible, to attract the public into the pharmacy to use the health and wellbeing services.
- Considering whether the pharmacy is a healthy workplace and propose ideas to make it healthier for the staff.
- Taking responsibility for keeping health promotion materials up to date and sourcing new leaflets and posters from organisations relevant to public health.
- Completing an audit of the difference they are making.

How To Become a Healthy Living Pharmacy?

Previously, to gain the HLP accredited quality mark, a pharmacy would have to meet certain quality and service criteria outlined in the last prospectus. However due to the process change the framework has been amended to exclude service criteria and include three sections of quality criteria, Workforce development, Engagement and Environment.

The Royal Pharmaceutical Society Professional Standards for Public Health Practice for Pharmacy have been embedded within the quality criteria and must also be met.

Relevant evidence (in a portfolio format) must be included to support the behaviour, activities and physical environment of the pharmacy that is declaring to reach the requirements for HLP Level 1.

The suggestions for evidence are simply an example of what could be offered and should not be taken as an exhaustive list. However, when claiming completion of training, certificate(s) or official documentation proving such completion is a requirement for the evidence portfolio.

Quality Criteria Requirements

Please note this is **NOT** the full detailed framework for Public Health England’s HLP Level 1 Quality Criteria. Listed below is a brief explanation of the broad requirements needed to fulfil HLP Level 1. Please see Public Health England’s full document³ for all information needed regarding HLP Level 1.

Workforce Development

	HLP Level 1 Requirements	Suggested Evidence
Public Health Needs	<ul style="list-style-type: none"> Awareness of local health/pharmaceutical needs outlined in the Joint Strategic Needs Assessment (JSNA), Pharmaceutical Needs Assessment (PNA) and Health Profiles for Hampshire. Awareness of wider factors influencing the health needs of their community. Awareness of those most at risk in the community and actively taking steps to aid them. Awareness of key national/local policies influencing health care. Pharmacy initiatives support national/local/global policy. 	<ul style="list-style-type: none"> Certificate of completion of Introduction to Public Health CPPE module. Evidence of understanding relevant JSNA, PNA and Health Profiles for Hampshire. Evidence of attendance at seminars/meetings on Health Profiles, PNA and JSNA for Hampshire. Lists of pharmacy events in the local area that aid relevant health campaigns.

³ Public Health England’s HLP Level 1 Quality Criteria and Assessment of Compliance <https://www.gov.uk/government/publications/healthy-living-pharmacy-level-1-quality-criteria>

Health and Wellbeing Ethos	<ul style="list-style-type: none"> • Understanding of the basic principles of health and wellbeing and that every interaction is an opportunity to promote health intervention. • At least one member of the pharmacy team (1 full time equivalent) has completed the Royal Society for Public Health (RSPH) Level 2 in Understanding Health Improvement and is therefore a Health Champion (HC). • Clear understanding about healthy lifestyle advice and the local health message. • Advice is evidence-based when possible. • Advice supports self-care and responsibility for one's own health. 	<ul style="list-style-type: none"> • Certificate(s) for the RSPH level 2 awards in Understanding Health Improvements. • Certificate(s) of any other Health and Wellbeing training. • Minutes from pharmacy team meetings showing clear and shared understanding of HC(s).
Team Leadership	<ul style="list-style-type: none"> • A member of the pharmacy team has undergone leadership training that can be arranged by the H&IOW LPC. • Clear and effective leader within the team that supports and mentors other team members. • The leader, with the team, develops an action plan for achieving HLP Level 1. 	<ul style="list-style-type: none"> • Certificate(s) for any leadership training completed. • The HLP action plan. • Feedback given by the public or other health care professionals on team leadership.
Communication	<ul style="list-style-type: none"> • Staff can use NHS choices, public health and pharmaceutical needs information when providing health advice. • Staff are friendly, welcoming and sensitive. • Staff routinely explain who they are and offer information about all services offered. • All staff are equally capable of providing brief health and wellbeing advice. • Health advice and information is signposted clearly in a non-judgmental and consistent way. 	<ul style="list-style-type: none"> • Photographs of signposting in the pharmacy. • Feedback from the public regarding staff communication.

Engagement

	HLP Level 1 Requirements	Suggested Evidence
Community Engagement	<ul style="list-style-type: none"> Staff actively engage with the public, offering support, advice and services. The pharmacy engages with other community organisations (e.g. schools, care homes). The pharmacy is aware of other community offered health services (e.g. support groups, exercise groups). The pharmacy encourages local charities to engage in offering a key health message. The pharmacy engages with local GP practices. 	<ul style="list-style-type: none"> Photographs of community engagement. List of local health and wellbeing resources available with the pharmacy. Access to local authority website readily available.
Commissioner Engagement	<ul style="list-style-type: none"> Awareness of the local commissioners for public health services. 	<ul style="list-style-type: none"> List of local commissioners for public health services. Examples of correspondence with local commissioners for public health services.

Environment

	HLP Level 1 Requirements	Suggested Evidence
Health Promoting Environment	<ul style="list-style-type: none"> Services are clearly advertised/readily available and free confidential advice is offered. The pharmacy is a dedicated Health Promotion Zone: <ul style="list-style-type: none"> - Clearly marked - Professional appearance - Up-to-date information Health and wellbeing information provided appeals to a wide range of the public. 	<ul style="list-style-type: none"> Photographs of the consultation area. Leaflets or promotional material. Annual Community Pharmacy Patient Questionnaire (CPPQ) results.
Data Collection	<ul style="list-style-type: none"> Procedures are in place to make sure everything is up-to-date. Email is checked regularly and appropriately secure. 	<ul style="list-style-type: none"> Self-declaration of accessibility to the internet. Information relevant to

	<ul style="list-style-type: none"> • Internet access enabled with accessibility to local and nationally recognised websites. • All staff have access to computers, software and internet to carry out data collection effectively. 	the type of data collected.
Sustainability	<ul style="list-style-type: none"> • The pharmacy contributes to a sustainable environment, contributing to the promoting of a healthy lifestyle and healthy environment (e.g. use of recyclable material) 	<ul style="list-style-type: none"> • Photographs providing evidence of recycling bins, paper disposable system and promotion of sustainability.

The Process of Obtaining HLP Level 1 Status

1. The pharmacy should already be accomplishing the Essential, Advanced, Local and Health and Well Being services stated previously. It is expected that the pharmacists and their team practise within the GPhC Standards of Conduct, Ethics and Performance, observe the GPhC Standards for Registered Premises and comply with the terms of the NHS Community Pharmacy Contractual Framework.
2. The pharmacy must show an expression of interest (EOI) in becoming a HLP. This can be made to H&IOW LPC, to set the process in motion and trigger provision of LPC support and advice.
3. At this point the pharmacy will be directed towards Public Health England's HLP Level 1 Quality Criteria and Assessment of Compliance documentation, with which they should become familiar. The pharmacy team should familiarise themselves with the process as they will all be contributing to the process of becoming a HLP.
4. H&IOW LPC will then arrange the relevant leadership training for the pharmacy leader. A Health Champion (HC) should also be identified at this point and H&IOW LPC can arrange HC training, including Royal Society for Public Health (RSPH) Level 2 Award in Understanding Health Improvement.
5. Now the documentation is thoroughly understood, the pharmacy team should develop a comprehensive action plan on how to tackle the Assessment of Compliance process. At this point the pharmacy team should identify any shortfalls the pharmacy may face, in light of the quality criteria, and implement strategies to overcome such shortfalls before proceeding.

6. The self- assessment process should now be undertaken based on the action plan developed, in which the pharmacy team will work together to create an evidence portfolio that meets HLP Level 1 Quality Criteria. The H&IOW LPC can provide support during this process when needed.

7. The pharmacy leader, on behalf of the pharmacy, should now complete the four-part process of the Assessment of Compliance documentation. Part 1 identifies several key requirements that must be met before the pharmacy can be considered for HLP Level 1. The pharmacy leader must indicate whether they comply with each statement by confirming “Yes” or “No”. All Statements have

been mentioned throughout this guide as part of the HLP framework. Part 2 involves identifying that the evidence gathered demonstrates compliance with the specific requirements in the three sections of the quality criteria. Once the requirements are stated as being met, part 3 calls for a Declaration of Compliance (DoC) to be made. The pharmacy must reassess themselves every 2 years and make a fresh declaration. Lastly, part 4 calls for contact to be made with a Quality Assurance (QA) provider.

Every five years, as part of the QA process, a number of HLPs will be chosen at random to have their compliance and self-assessment documentation checked.

Illustrative process to achieve HLP Step 1

