

Isle of Wight Healthy Living Pharmacies

Foundation Support, Service Requirements and Quality Criteria

What Training will be provided to support this transition?

This foundations document details the full support that will be put in place by the PCT working collaboratively with the LPC to enable pharmacies to achieve recognition as *Healthy Living Pharmacies*. This document also lists the evidence required that the pharmacy must produce to demonstrate compliance with the framework requirements, and the benefits that can be realised by those pharmacies that engage with this development.

Having a competent workforce with the appropriate skill-mix and capacity to deliver commissioned services with consistently high outcomes is one of many critical success factors for a *Healthy Living Pharmacy*. In summary and in addition to core competencies, a Level 1 *Healthy Living Pharmacy* must have in place:

- A Healthy Living Champion who has undertaken health improvement training and obtained The Royal Society for the Promotion of Health (RSPH) Understanding Health Improvement award
- A manager and/or pharmacist who has undertaken the Leadership training provided by the LPC or PCT.
- Attend training to deliver other directed services as detailed in the Services table overleaf.



Foundation Support

Foundation A – Developing the Workforce			
Pharmacy Activity	PCT Activity	Evidence	Benefits
Pharmacy to have trained Healthy Living Champion (Level 2 NVQ)	Two separate courses will be run over 2 half day sessions. The aim of this course will be to develop skills as pharmacy health champion.	The Healthy Living Champion will: keep a written health promotion & training log. be responsible for PCT directed campaigns. be responsible for maintaining supply of health promotion literature. maintain the PCT provided signposting folder, with any additional information as it becomes available have successfully completed the RSPH Multi Choice Exam	A member of staff can access free training plus backfill for Level 2 NVQ Health Trainer Champion award - valued at £450 per staff member. The Healthy Living Champion will support the important health and well-being role of the <i>Healthy Living Pharmacy</i>
Pharmacy to provide stop smoke service under new LES agreement	Two separate training courses to be provided each of one day May and June 2011 (see attached)	Course Completion and achievement of required number of quitters – 10 four week quits	Increased revenue for pharmacy £54 per quitter, improved service portfolio
Demonstrate Team Leadership	To provide training for pharmacists and/or pharmacy manager to support and make the best use of their team.	To maintain a record of evidence within the pharmacy e.g. in diary or in dedicated notebook or computer based log on how the pharmacy team is supporting health promotion and how staff training in this area is supported. Typical entries should include; - Healthy Living Champion, cascade training to staff and skill mix development.	LPC and/or PCT will fund training for key staff. Valued at approximately £400 per staff member. Development of workforce and skill mix will build the foundations to effectively implement and deliver existing and potential new services within the <i>HLP</i> framework

Foundation B – Premises			
Pharmacy Activity	PCT Activity	Evidence	Benefits
Has consultation area that: seats a minimum of 3 people. professional in its appearance and facilities. has good access to written literature to support key health promotion messages has IT access to PMR and internet	At Level 1 no support required as standards will be expected to match highest levels of professional requirement for Advanced services and be fit for purpose for commissioned services.	Self-accreditation and visual inspection during official PCT visit e.g. contract monitoring	The provision of more clinical services moving forward will require a well-set up consultation area. Pharmacies can engage with more Advanced services that in turn will generate further revenue for the pharmacy

Foundation C – Engagement

Pharmacy Activity	PCT Activity	Evidence	Benefits
To attend engagement events linked to leadership and targeted MUR services.	In 2011 the LPC working with the PCT has organised a Leadership & Development training session MUR training provision	Attendance of key members of pharmacy team at LPC/PCT provided events	LPC and/or PCT will fund training for key staff. This year valued at £600 per staff member
To demonstrate participation in a minimum of one other primary care engagement event that will develop your relationship with other health practitioners.	To support through facilitated arrangements	Examples: Attendance at GP practice meeting(s), shadowing GP, or other practice staff member for half day, GP and/or other practice staff shadowing in pharmacy, attend specialist clinics After attending you will write up a CPD record and make available a copy of that record to the PCT. This record should indicate the benefits to self, your organisation, the public and the NHS and how this experience will affect the way you work in the future	Development of multidisciplinary links will improve collaborative working, improve patient care and facilitate better service outcomes.

Service Delivery Requirements

Having a competent workforce with the appropriate skill-mix and capacity to deliver commissioned services with consistently high outcomes is one of many critical success factors for an *HLP*. In addition to other core competencies, a Level 1 *HLP* must have in place support training to deliver other services as detailed in the Services tables below.

One of the most important aspects of being awarded the HLP Quality Mark will be that the pharmacy team develops a healthy living ethos in the way they work. When a pharmacy has satisfied all set criteria, assessment of this approach to service delivery will be made by public health co-ordinated *mystery shoppers* who will visit pharmacies to ensure the team has applied this healthy living ethos to the way they work and in the services they provide.

Services A – Optimises Medicines Interventions

Pharmacy Activity	PCT Activity	Evidence	Benefits
Routinely carry out PCT priority targeted MURs within Advanced Service with additional healthy lifestyle advice A participating pharmacy will need to send a pharmacist to attend training for Asthma /COPD MUR+ service.	PCT will prioritise therapeutic areas of maximum benefit to target MUR's PCT will provide expert training at a multidisciplinary event to meet with GPs and practice nurses. PCT will provide some free 2 tone devices and placebos to support inhaler technique check within MUR+. PCT will permit follow up MUR on same respiratory patient within six month period	A <i>Health Living Pharmacy</i> should carry out at least 200 MURs in any year to demonstrate the consistency of access for their patients to this important concordance service Attendance at the training event. Simple audit to capture outcomes of respiratory MUR to be carried out ESMAQ. The pharmacy will have to provide evidence of at least 30 respiratory MURs	Pharmacy will receive the fees associated with MURs and benefit from signposting to other services. PCT will allow Pharmacies to carry out 2 respiratory reviews on each patient PCT will provide additional support tools and allow two MURs per respiratory patient within 12 month period. Multi-disciplinary collaboration, integration of MURs into care pathway and evidence of their benefit

Services B – Promotes Well-being and Self-care			
Pharmacy Activity	PCT Activity	Evidence	Benefits
Take an active part in all core PCT directed health promotion campaigns in a year.	To provide support material, top tips for staff training & evaluation forms	Pharmacies to return appropriate records including an additional written confirmation of: Staff training Evaluation of Campaign Description of any extra activities the pharmacy participated in Suggestion on how the campaign can be improved	A member of pharmacy staff can access free training for Level 2 RSPH Health Trainer Champion award- valued at approx £450 per staff member.
The pharmacy must have a health awareness zone. This will be a Permanent display of health promotion material (both local & national) targeted initially at: healthy eating stop smoking alcohol awareness physical activity sexual health	The PCT will supply materials and a current list of freely available leaflets offered by organisations. For company pharmacies they may display equivalent 'company material' Where possible we will provide local signposting materials e.g. to C&SH services and substance misuse services	Self-declaration and PCT monitoring visits	Active health promotion will improve the professional standing of the pharmacy within their community
The pharmacy must actively engage with Chlamydia screening in the target group, aiming for 9 returns to the screening office per quarter.	Provision of Chlamydia test kits and relevant support material such as posters etc.	Completion of ESMAQ audit	Increased revenue due to service provision
The pharmacy must actively engage with the alcohol awareness scratch card service and deliver the relevant healthcare advice. This means the pharmacy recording 100 interventions. The pharmacy will be paid £100 for each 100 interventions	Provision of support and alcohol scratch cards and awareness materials		

Services C – Provides Treatment			
Pharmacy Activity	PCT Activity	Evidence	Benefits
Stop Smoking Service	PCT to support training and competency to provide service.	Successfully support a minimum of 10 clients to achieve a 4-week quit during this financial year	Income stream associated with this service. £54 per quitter
EHC Patient Group Direction with tailored lifestyle advice provided on a minimum of 5 days out of 6 each week	PCT to support training and competency to provide service.	Monthly monitoring of activity/outcome data	Income stream associated with this service. Plus top up payments for reliability

Quality Criteria

This self-assessment is designed to help you and the accrediting body understand whether you have met the *Healthy Living Pharmacy* quality criteria for the environment you have created. This, together with other service specific criteria will help commissioners decide whether your pharmacy can be accredited as a *Healthy Living Pharmacy*. The evidence you put together will help towards you receiving your *Healthy Living Pharmacy* Quality Mark.

These quality criteria cover the environment, staff attitudes and training, information provision and engagement with others through joined up working. These are not listed in any priority order; all are equally important.

The General Pharmaceutical Council sets standards for the safe and effective practice of pharmacy from pharmacy premises. These are the core standards that all community pharmacies must meet. These quality criteria support a pharmacy in meeting their professional requirements when delivering healthy living services.

The *Healthy Living Pharmacy* quality criteria will, in time, incorporate additional criteria where it is relevant for *Healthy Living Pharmacy* levels 2 and 3. The assessments are for an individual pharmacy, it is not appropriate to complete a single form for a number of pharmacies within a group, as the status may be very different in each location.

The following table covers each quality criteria and states what standards your team must demonstrate to either be working towards *Healthy Living Pharmacy* status or actually achieving this quality mark

Quality A – Developing the Workforce		
<i>The aim is to ensure that, irrespective of premises, the staff demonstrate that they embrace the healthy living ethos. This means that they understand the basic principles of health and wellbeing and the health needs of their area. Staff must also understand the importance of confidentiality and consent, working in a friendly and welcoming way. Team members must recognise the need for equality, diversity and privacy for some individuals and communicate effectively with members of the public when delivering health messages, understanding that every interaction provides an opportunity for a health intervention. There must be a clear leader within the team who is responsible for creating an ethos of proactive health and wellbeing within the pharmacy.</i>		
	Getting There	Meets HLP
Public Health needs	<p>The team leader has an awareness of the local public health needs outlined in the Joint Strategic Needs Assessment and there are plans to make other members of the team aware.</p> <p>There are plans to provide all members of the team with training on the basic principles of health and wellbeing</p>	All staff have an awareness of the local public health needs outlined in the Joint Strategic Needs Assessment. They have been trained in the basic principles of health and wellbeing and are able to advise the public proactively
Privacy	Staff, including Medicine Counter Assistants (MCAs) are trained in confidentiality and are sensitive to the needs of members of the public being offered a health and wellbeing service e.g. weight management, sexual health, stop smoking; but these are not always acted upon	Staff, including MCAs are trained in confidentiality and are sensitive to the needs of members of the public being offered a health and wellbeing service e.g. weight management, sexual health, stop smoking, alcohol advice
Fraser Guidelines	Fraser guidelines are understood by some staff and assessment is sometimes part of routine practice	Fraser guidelines are understood by all appropriate staff and assessment of the individual is a routine part of practice
Service awareness	The staff explain which services are available but this is reactive rather than proactive and not always explained as NHS and/or private services	The staff are proactive in explaining the NHS and/or private services that are available from the pharmacy

Staff role	Staff sometimes explain who they are, the services on offer and provide advice on health and wellbeing when asked. The public are sometimes directed to another member of the team when appropriate. There is some evidence of continuing professional development but this is not clearly on view to the public	Staff routinely explain who they are and the services on offer. They are proactive in offering advice on health and wellbeing, making the most of every interaction. The public are directed to the most appropriate member of the team. Individuals wear name badges. The public are confident that they can trust the service and advice received.
Raising difficult issues	Staff understand that they should approach members of the public sensitively to discuss public health issues but have not yet completed training	Staff receive training on how to approach member of the public to discuss difficult public health issues, provide advice and recruit into health and wellbeing services e.g. sexual health services, weight management, stop smoking
Behavioural change	Staff are able to make some brief interventions but do not yet understand the need to support behavioural change	Staff are able to make brief health interventions and have an awareness that the member of the public may need additional support for behavioural change. In this instance they are able to either provide this support or signpost appropriately
Pharmacist availability	The pharmacist proactively engages with the public on prescription interventions. The pharmacist tends to be more reactive than proactive with respect to public health advice	The pharmacist is highly visible to the public and readily engages in proactive public health advice. The operational processes allow for this and layout may be considered to facilitate more open access
Leadership	The business has identified a leader who has yet to complete or implement any leadership development.	There is a 'can do' attitude within the pharmacy team and this is driven through effective leadership. A member of the team proactively demonstrates leadership capabilities and is likely to have undertaken some leadership development. The leader provides a vision for the pharmacy, has jointly developed an action plan and is a positive role model

Quality B – Engagement

The aim is to demonstrate joined up working to ensure that the pharmacy team are active in their local community; engaging with the public, healthcare professionals and commissioners. This means that the pharmacy is an active member of the local community and understands how to respond to their local needs, working alongside other healthcare professional colleagues as part of an integrated team. The pharmacy team understands the importance of and the need to deliver services to a consistently high standard.

Getting There

Meets HLP

Understand local needs	The patient survey has been developed to include questions linked to public health and wellbeing services but is only used annually and the results do not influence the services offered locally	The patient survey has been developed to include questions linked to public health and wellbeing services so that the pharmacy responds to local needs. The survey is proactively marketed and used to engage the public in developing services to meet their needs
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Engagement with GP practice	The pharmacy team has good operational engagement with the practice so that repeat prescriptions are managed effectively and issues are resolved quickly	<p>The pharmacy team clinically engages with the local GP practices and appropriate members of the team to ensure that there are formalised referral protocols and follow up protocols. Where the GP practice is reluctant to engage, the pharmacy is able to demonstrate what they have done to approach their local practice.</p> <p>There may be involvement in the development of local patient care pathways and the role of the pharmacy is defined within these</p>
Signposting	The pharmacy team have developed signposting resources beyond those provided by local commissioners. Relevant referral happens as appropriate	Members of the pharmacy team proactively signpost and/or directly refer patients into appropriate services, notifying the GP when necessary and in accordance with local agreements
Other providers	The pharmacy team link into other service providers and groups on an ad hoc basis	The pharmacy team are aware of and link into other appropriate groups depending on the services commissioned and level of <i>Healthy Living Pharmacy</i> e.g. DAAT team, alcohol groups, specialist clinics, Health Trainer service, local authorities and social services, local patient support groups, LINK, etc.
Commissioner's needs	The pharmacy team knows who is commissioning the service and sometimes but not always delivers against service expectations; reporting back may be beyond timelines agreed	The pharmacy team has a good understanding of their commissioners' priorities and knows who to contact, consistently delivers against service expectations and reports back within timelines specified. The pharmacy establishes links with their local public health team and understands the role the Local Pharmaceutical Committee have to represent their interests locally when services are commissioned

Quality C – Environment

The aim is to provide an environment that embraces the ethos of a Healthy Living Pharmacy, including an atmosphere created by premises as well as staff attitudes and actions. The environment can also contribute to ensuring confidentiality for service users. The pharmacy must operate within a professional environment that reflects the impression and ethos of a Healthy Living Pharmacy to the public; this includes the appearance and dress of the staff and premises. It must be clear to the public that free, confidential advice on public health and wellbeing can be accessed.

Getting There

Meets HLP

Appearance	The pharmacy and consultation area are clean and uncluttered; although the merchandise does not necessarily reflect a healthcare environment	The pharmacy and consultation area are clean, uncluttered and the merchandise and environment reflect a professional healthcare and healthy living environment e.g. products for sale, health promotion materials, etc
Equipment and paperwork	There is an attempt to ensure that all equipment and paperwork necessary for service delivery is available but this is not consistent	The equipment and paperwork necessary for service delivery is always available within the consultation room together with health and wellbeing material relevant for the service
Awareness of private consultation area	The consultation room is clearly indicated to the public but has simple signage that does not highlight the presence of a private and confidential area; the doors may be transparent	The consultation area is prominent and it is clear to the public that they can access this area to have private conversations with a healthcare professional. The windows and doors allow for privacy e.g. blinds/opaque glass

Quality D - Information Environment

The pharmacy gives the public a clear impression that health and wellbeing advice and services are readily available, displaying appropriate materials that is readily available to members of the public. This must be refreshed and checked regularly to ensure it is current and relevant. Such material must appeal to a wide range of public of all ages, abilities and ethnic origin. The pharmacy must maintain a clearly marked and accessible health promotion zone.

Getting There

Meets HLP

Promoting a healthy living Environment	Some attempts have been made to promote a healthy living environment e.g. posters and leaflets	The pharmacy environment is clean, welcoming and gives the impression that health and wellbeing services and advice can be accessed readily. Once accredited, the HLP logo is displayed in prominent places and the HLP services that are available to support health and wellbeing are clearly identified. The staff only areas within an HLP are supportive of healthy living
Health promotion zone	Some materials available in an area but this is not clearly identified for the public	There is a dedicated health promotion zone clearly marked and accessible to the public. This may include a touch-screen, plasma screen, books, DVDs, leaflets, promotional displays etc. The information available is likely to be issued by recognised bodies and not promotional
Resources available	Appropriate reading materials are available although these may not be up to date or relevant to local needs and priorities	There is a good display of health and wellbeing resource and this appeals to a wide range of the local public including the groups above and ethnicity is accommodated where appropriate. Resources are checked every month. This may include access to touch-screen displays by the public. Some of the resources are relevant to locally available services and there may be a local health and wellbeing notice board
IT connectivity	There is a computer in the consultation room but this is not networked to the PMR	IT system in the consultation room with access to the internet and networked into PMR system

