

By: Graham Gibbens, Cabinet Member for Adult Social Care and Public Health
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To: Adult Social Care and Health Cabinet Committee

Date: 11 July 2014

Subject: Healthy Living Pharmacy Programme (HLP)

Classification: Unrestricted

Summary

The Healthy Living Pharmacy Programme is a national voluntary programme supported by Public Health England and is aimed at improving the quality and range of services available in community pharmacies; accredited pharmacies will be recognised by a quality 'kitemark'.

In Kent the programme has been adapted and sees pharmacies agree to a range of eligibility conditions, workforce and business developments in order to gain a 'quality kitemark'.

By ensuring a consistent 'quality platform' across pharmacies, the range and quality of services should be assured and a platform created from which to expand the types of services which could be offered in pharmacies in the future. These developments will also increase and improve the access of the public to treatment and lifestyle services and help reduce health inequalities.

A re-launch of the programme and a supporting e-learning package started in June across three Kent venues. Pharmacies can register to become a Healthy Living Pharmacy at any time, and currently 53% of all Kent pharmacies are participating in the scheme.

Recommendations

The Adult Social Care and Health Cabinet Committee is asked to:

Comment on and endorse the Healthy Living Pharmacy Programme in Kent.

1. Introduction

1.1 The Healthy Living Pharmacy programme recognises that pharmacies are important healthcare assets that are based in the heart of their communities. It is a programme that aims to instil a recognised standard in participating venues so that they can support the health of their community beyond the issuance of pharmaceuticals. The standard is aimed at ensuring that each pharmacy:

- Has a skilled team to pro-actively support and promote behaviour change, and subsequently improving health and wellbeing
- Has premises that are fit for purpose
- Engages with the local community, other health professionals (especially GPs), social care and public health professionals and Local Authorities

1.2 Community pharmacies wishing to become HLPs are required to consistently deliver a range of services based on local need, and commit to and promote a healthy living ethos within a dedicated health-promoting environment

2. Background

2.1 The Healthy Living Pharmacy programme has been through a staged development process as outlined below:

2008 White paper states vision for pharmacies to become Healthy Living Centres

2009 NHS Portsmouth and County Council develop the concept with stakeholders

2010 Portsmouth delivers positive results

2011 Pathfinder national programme launched

2013 Evaluation shows results can be replicated, are cost-effective and have high levels of public approval

2.2 Kent participated in the national pathfinder work in 2011, with 47 pharmacies participating.

2.3 The aims of the programme are:

- To recognise the significant role pharmacies have in the community and encourage proactive pharmacy leadership and multi-disciplinary working
- To deliver consistent and high quality health and wellbeing services linked to outcomes
- To reduce health inequalities
- To provide proactive health advice and interventions – ‘make every contact count’
- To create healthy living ‘hubs’ and engage with the local community
- To meet commissioners’ needs

2.4 The intention is that as pharmacies develop their expertise in providing public health interventions they will be able to be commissioned to provide public health services through three levels of increasing complexity and required expertise, with pharmacies aspiring to go from one level to the next.

3. The Programme in Kent

3. The Healthy Living Pharmacy Programme in Kent

- 3.1 The Kent programme was reviewed and revised in the first part of 2014 with new conditions introduced, including the requirement that a pharmacy works towards achieving the Kent Healthy Business Award. The full eligibility conditions can be found in Appendix 1, Section 4.
- 3.2 A grant of £50,000 has been secured from 'Health Education Kent, Surrey, Sussex - Technology Enhanced Learning Fund' to deliver a bespoke Kent e-learning programme to support pharmacies to achieve the development aims of the programme. It will also be made available to opticians and dentists later in the year. This e-learning course will also incorporate learning for brief interventions for alcohol and smoking amongst others.
- 3.3 By May of this year, 146 pharmacies in Kent have registered on the programme, with 100 of those registering in 2014 alone. This represents 53% of all pharmacies in Kent. Pharmacies are able to join the programme at any time.

4 Financial Implications

- 4.1 Funding of £50,000 has been set aside to support this programme. This will cover the training of two 'champions' per pharmacy. It is anticipated that going forward the pharmacies will self-fund any ongoing staff training via arrangements with the Local Pharmacy Committee.
- 4.3 As detailed above, a £50,000 grant was secured to develop an innovative e-learning solution.

5. Conclusion

- 5.1 The Healthy Living Pharmacy programme is a well-recognised, evaluated and successful national programme which continues to evolve.
- 5.2 The programme has the potential to substantially increase the capacity of community based pharmacies, and subsequently allow public health interventions to be increased in local settings that are easily accessible for members of the public.
- 5.3 A further evolution of the programme could extend the reach to include dentistry and optical outlets also.

6. Recommendations

- 6.1 The Adult Social Care and Health Cabinet Committee is asked to:

Comment on and endorse the Healthy Living Pharmacy Programme in Kent.

7. Background Documents

Appendix 1 – Healthy Living Pharmacy Prospectus

Appendix 2 – What Can Pharmacy Do for Your Local Community

8. Contact Details

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