

To: Community Pharmacies- *contracted to provide the Living Well service 2020/21 and 2021/2022*

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Web Site:

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17th May 2021

Dear Colleague,

COMMUNITY PHARMACY SERVICE: LIVING WELL CAMPAIGNS

1. REMINDER

- a. **CAMPAIGN 3 (2020/2021) – How are you feeling?**
- b. **Distance Aware Campaign**

The last campaign of 2020/2021, **How are you feeling?**, is due to finish on 31st May 2021. As per previous correspondence, your pharmacy is required to complete an online evaluation survey for campaign 3. This survey is available and should be completed by 30th June 2021. It is accessed at <https://www.surveymonkey.co.uk/r/FYX97N2>.

You are also required to complete additional questions on the “Distance aware” campaign which ran alongside the Living Well’s “Vaccination” and “How are you feeling?” campaigns.

Appendix 1 shows the questions you will be required to answer. Comments or stories submitted may be used as anonymous anecdotes for campaign evaluation purposes or to support publicity for the Living well service.

It is vital that **all pharmacies contracted to provide “Living Well”** submit their evaluation survey after each campaign as it allows HSCB to collate data to demonstrate the value and impact of the service to other sectors. Data also supports future commissioning and service development.

2. NEW SCHEDULE - CAMPAIGN 1 (2021/2022) – Know your Units

The first campaign, “**Know your Units**” will commence on **1st June 2021**. This campaign will run for two months. “**Know your Units**” is a Northern Ireland campaign that aims to increase awareness of the low risk drinking guidelines and the health risks associated with drinking alcohol in excess of these guidelines.

a. RESOURCES

Pharmacies should expect resources for “**Know your Units**” to be delivered by 4th June 2021. Resources will consist of, unless arranged otherwise:

- “Know your Units” Briefing document
- A1 and A3 Know your Units poster
- A3 Is your drinking putting your health at risk poster
- A5 Alcohol in Focus leaflet (see note below)
- Unit calculator wheels – Know your Units (see note below)
- 2 x Plastic unit measuring cups (see note below) – For display use only (please see briefing document)

In terms of infection control, resources can be displayed to the public as long as they do not compromise cleaning or make cleaning more difficult. If resources are to be displayed within the pharmacy, it is advised not to place large volumes of stock on counter spaces/ leaflet holders at any one time. It is also encouraged to promote hand hygiene alongside leaflet stock. To minimise infection risk, please also promote the online resources available at:

<http://www.hscbusiness.hscni.net/services/3035.htm>. Also refer to the briefing document for ideas on how to display or interact with patients on this campaign.

Please start the campaign launch as soon as the resources arrive. Resources for this campaign are limited.

If you have not received your “Know your Units” resource pack by 8th June 2021 please email reception.pha@hscni.net and ensure your email subject heading is titled “**LIVING WELL PHARMACY CAMPAIGN**”.

We request, as per the service specification, that you display the posters in at least one window unit of the pharmacy.

All printable and additional resources and information will be available online at: <http://www.hscbusiness.hscni.net/services/3035.htm>.

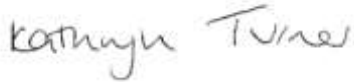
Funding of £500 per pharmacy for each campaign has been agreed with CPNI. This funding will be paid in monthly instalments of £250 and will appear as an adjustment to payment on your BSO schedule.

b. FURTHER SUPPORT

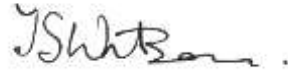
Please visit <http://www.hscbusiness.hscni.net/services/3035.htm> for further resources and information to support this campaign, including **mocktail recipes, a quiz and a word search**. These will be made available in due course.

A variety of **social media assets** will be available online for your pharmacy to use. These can be accessed along with all printable and additional resources at: <http://www.hscbusiness.hscni.net/services/3035.htm> If your pharmacy uses social media channels such as Facebook, Twitter or Instagram to engage with customers, please refer to the briefing document to find out further information to support you in this.

Kind regards,



Kathryn Turner
Pharmacy Lead
HSCB



Stephen Wilson
Director of Operations (Interim)
PHA

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Appendix 1 - Living Well “How are you feeling?” (Campaign 3) Evaluation Questions (additional Distance Aware questions included)

1. How did you publicise the “How are you feeling?” campaign within your Pharmacy?

(tick those that apply)

- a) Poster in place to advertise
- b) Resources left on pharmacy counter for “self-selection”
- c) Placing of resources in prescription bags
- d) Pharmacy staff verbally engaging and informing patients
- e) Information delivered by delivery driver
- f) Visual displays (other than poster) created at windows/ instore to engage patients
- g) TV screens/ digital displays
- h) Make use of the additional online resources such as wordsearch or colouring in page
- i) Engage with other assets of the community, such as churches, shops, etc
- j) Social media/ website
- k) Newsletter
- l) Other (please state)

2. Give an estimate how many patients your pharmacy team directly engaged with on “How are you feeling?” campaign messages, such as conversations, resource explanation, etc?

- a) 0 -50
- b) 51-100
- c) 101-150
- d) 151-200
- e) 201+

3. What age demographic(s) were directly provided with “How are you feeling?” campaign information?

(tick those that apply)

- a) Under 16
- b) 16-30
- c) 31-50
- d) 51-60
- e) 61-70
- f) 71-80
- g) Over 80
- h) All of the above

4. As far as you are aware, were you able to provide “How are you feeling?” campaign information to any of the following groups of patients?

(tick those that apply)

- a) Homeless
- b) Victims of domestic abuse
- c) BAME community
- d) Housebound
- e) Those with drug or alcohol addiction issues
- f) Socially isolated
- g) Young families

- h) Elderly
- i) Those with long term health conditions or their carers
- j) Those living in poverty or deprivation
- k) Those with hearing or visual impairments
- l) Those where English is not their first language
- m) Other (please state)

5. Did your pharmacy team engage with any other organisations to disseminate the information within the “How are you feeling?” campaign, e.g. remotely or on social media

- a) Yes, if so who? (tick those that apply)
 - a. Schools or other educational settings
 - b. community groups
 - c. churches
 - d. local retail shops
 - e. other healthcare professionals
 - f. Other (please state)
- b) No

6. If you provided further information to patients or groups using the “How are you feeling?” campaign resources, did you use videoconferencing e.g. Zoom etc.?

- a) Yes
- b) No
- c) N/A

7. As a result of the “How are you feeling?” campaign, did you receive queries from or have discussions with the public on any of the following areas

(tick those that apply)

- a) General – Mental Health
- b) General - Wellbeing
- c) Step 1 - How to connect with others
- d) Step 2 - Physical Activity
- e) Step 3 - How to take notice of the present
- f) Step 4 - Learning new skills
- g) Step 5 - How to give to others
- h) Setting goals
- i) Social prescribing
- j) Loneliness and social isolation
- k) Anxiety
- l) Depression
- m) Sleep
- n) Stress
- o) Suicide
- p) Medication
- q) COVID-19
- r) COVID-19 vaccine

- s) Family support
- t) Money worries
- u) Carer support
- v) Counselling
- w) Accessing support services for mental health
- x) Other (please state)

8. Are there any other areas not covered within the “How are you feeling?” campaign that you feel your patients needed support with?

- a) Yes, if so please state
- b) No

9. Did the “How are you feeling?” campaign resources help support your pharmacy team to answer COVID-19 related queries or know where to signpost patients?

- a) Yes
- b) No

10. Did you make any referrals to other services as a result of the “How are you feeling?” campaign?

- a) Yes – if so, who (tick those that apply):
 - i. Social Prescribing project
 - a. Please state:
 - ii. Other Pharmacy Service E.g. Stop Smoking Service
 - a. Please state:
 - iii. Other Healthcare Professional
 - a. Please state:
 - iv. Community/Voluntary Service
 - a. Please state:
- b) No

11. Did you or your pharmacy team complete any training that was suggested in the briefing document?

- a) Yes – if so, who (tick those that apply):
 - i. Training on www.mindingyourhead.info/training
 - ii. NICPLD
 - iii. Zero Suicide Alliance
 - iv. Action Trauma
 - v. Choice and Medication
 - vi. Other (please state)
- b) No

12. Do you feel the “How are you feeling?” campaign helped to support your patients’ health and wellbeing?

- a) Yes
- b) No

13. Do you feel the “How are you feeling?” campaign helped to support your pharmacy team’s health and wellbeing?

- a) Yes
- b) No

14. What was the public’s feedback to the “How are you feeling?” campaign?

- a) Very positive
- b) Positive
- c) Neutral
- d) Negative
- e) Very negative

15. If possible, whilst protecting patient confidentiality - please provide any stories of interactions with the public on the “How are you feeling?” campaign where you feel you have made positive impact.

Distance Aware Evaluation Questions

1. How did you publicise the “Distance Aware” campaign within your Pharmacy?

(tick those that apply)

- a) Poster in place to advertise
- b) Resources left on pharmacy counter for “self-selection”
- c) Placing of resources in prescription bags
- d) Pharmacy staff verbally engaging and informing patients
- e) Information delivered by delivery driver
- f) Visual displays (other than poster) created at windows/ instore to engage patients
- g) TV screens/ digital displays
- h) Make use of any additional online resources
- i) Engage with other assets of the community, such as churches, shops, etc
- j) Social media/ website
- k) Newsletter
- l) Other (please state)

2. Give an estimate how many patients your pharmacy team directly engaged with on “Distance Aware” campaign messages, such as conversations, resource explanation, etc?

- a) 0 -50
- b) 51-100
- c) 101-150
- d) 151-200
- e) 201+

3. What age demographic(s) were directly provided with “Distance Aware” campaign information?

(tick those that apply)

- a) Under 16
- b) 16-30
- c) 31-50

- d) 51-60
- e) 61-70
- f) 71-80
- g) Over 80
- h) All of the above

4. As far as you are aware, were you able to provide “Distance Aware” campaign information to any of the following groups of patients?

(tick those that apply)

- a) Homeless
- b) Victims of domestic abuse
- c) BAME community
- d) Housebound
- e) Those with drug or alcohol addiction issues
- f) Socially isolated
- g) Young families
- h) Elderly
- i) Those with long term health conditions or their carers
- j) Those living in poverty or deprivation
- k) Those with hearing or visual impairments
- l) Those where English is not their first language
- m) Other (please state)

5. Did the majority of patients engaged in the “Distance Aware” campaign pick up a flyer or badge?

- a) Yes
- b) No

6. Did the patients engaged in the “Distance Aware” campaign pick up a flyer and/or badge for...?

- a) Themselves
- b) Others
- c) Both of the above

7. Did your pharmacy team engage with any other organisations to disseminate the information within the “Distance Aware” campaign, e.g. remotely or on social media

- a) Yes, if so who? (tick those that apply)
 - a. Schools or other educational settings
 - b. community groups
 - c. churches
 - d. local retail shops
 - e. other healthcare professionals
 - f. Other (please state)
- b) No

8. If you provided further information to patients or groups using the “Distance Aware” campaign resources, did you use videoconferencing e.g. Zoom etc.?

- a) Yes
- b) No
- c) N/A

9. As a result of the “Distance Aware” campaign, did you receive queries from or have discussions with the public on any of the following areas

(tick those that apply)

- a) Importance of social distancing
- b) Tips to try to keep safe if you cannot keep 2 metres apart
- c) COVID-19 Vaccination
- d) COVID-19 immunity status
- e) Anxiety
- f) Stress
- g) Other (please state)

10. Do you feel the “Distance Aware” campaign helped to support your patients’ health and wellbeing?

- a) Yes
- b) No

11. If you answered yes to the above question for Distance aware, which of the resources helped this the most:

- a) Posters
- b) Flyers
- c) Badges
- d) N/A

12. What was the public’s feedback to the “Distance Aware” campaign?

- a) Very positive
- b) Positive
- c) Neutral
- d) Negative
- e) Very negative

13. If possible, whilst protecting patient confidentiality - please provide any stories of interactions with the public on the “Distance Aware” campaign where you feel you have made positive impact.