

19th July 2021

Dear Colleague,

COMMUNITY PHARMACY SERVICE: LIVING WELL CAMPAIGNS

1. REMINDER CAMPAIGN 1 (2021/2022) – Know Your Units?

The first campaign of 2021/2022, **Know Your Units**, is due to finish on 31st July 2021. As per previous correspondence, your pharmacy is required to complete an online evaluation survey for campaign 1. This survey is available from 1st August 2021 and should be completed by 31st August 2021. It is accessed at <https://www.surveymonkey.co.uk/r/75GDW2W>

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.

The HSCB will be monitoring compliance with the service requirements, in particular evaluation submission. Where the HSCB identifies failure to comply, such as failure to submit evaluation data, the HSCB reserves the right to recover all, or part of, this funding via an adjustment to the pharmacy’s BSO payment account

2. NEW SCHEDULE - CAMPAIGN 2 (2021/2022) – Be Cancer Aware

The second campaign, **“Be Cancer Aware”** will commence on **1st August 2021**. This campaign will run for two months. **“Be Cancer Aware”** is a Northern Ireland campaign that aims to help the public recognise the signs and symptoms of cancer and aid them in making lifestyle changes to reduce their risk of cancer

a. RESOURCES

Pharmacies should expect resources for “**Be Cancer Aware**” to be delivered by 4th August 2021. Resources will consist of, unless arranged otherwise:

- Be Cancer Aware briefing document
- A1 poster – Spotting cancer early could save the life
- A3 GP poster – “The earlier we diagnose cancer, the easier it is to treat”
- A3 pharmacist poster – “There are lots of small lifestyle changes you can make to reduce your risk of cancer”
- A5 Be Cancer Aware booklet – Spotting symptoms and reducing your risk

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 booklet stock. To minimise infection risk, please also promote the online resources available at: <http://www.hscbusiness.hscni.net/services/3035.htm> .

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

If you have not received your “Be Cancer Aware” resource pack by 9th August 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.

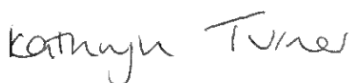
All printable and additional resources and information will be available online at: <http://www.hscbusiness.hscni.net/services/3035.htm>

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

PHA will be releasing social media posts in relation to this campaign. It is important to share these on your social media channels, such as Facebook, Twitter or Instagram, to increase the reach of the campaign information. Details of the schedule can be accessed along with all printable and any additional resources at: <http://www.hscbusiness.hscni.net/services/3035.htm>.

Kind regards,



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Pharmacy Lead
HSCB



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Director of Operations (Interim)
PHA

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Appendix 1 - Living Well “Know Your Units (Campaign 1) Evaluation Questions

1. How did you publicise the “Know Your Units?” 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) Engage with other assets of the community, such as churches, shops, etc
- i) Social media/ website
- j) Newsletter
- k) Other (please state)

2. Give an estimate how many patients your pharmacy team directly engaged with on “Know your Units” 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 “Know your Units” 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 “Know your Units” 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 “Know your Units” 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 “Know your Units” campaign resources, did you use videoconferencing e.g. Zoom etc.?

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

7. As a result of the “Know your Units” campaign, did you receive queries from or have discussions with the public on any of the following areas

(tick those that apply)

- a) Short term risks
- b) Long term risks
- c) Alcohol Addiction
- d) Drug Addiction
- e) Weekly guidelines
- f) What is a unit
- g) Binge drinking
- h) How to reduce your risk
- i) Alcohol in pregnancy
- j) Alcohol in breastfeeding
- k) Alcohol and weight
- l) Alcohol and driving
- m) Anxiety
- n) Depression
- o) Stress
- p) Domestic/ Sexual Violence
- q) Suicide
- r) Medication
- s) Family support
- t) Counselling
- u) Accessing support services for addiction
- v) Accessing support services for mental health
- w) Other (please state)

- 8. Are there any other areas not covered within the “Know your Units” campaign that you feel your patients needed support with?**
- a) Yes, if so please state
 - b) No
- 9. Did the “Know your Units” 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 “Know your Units” 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. Do you feel the “Know your Units” campaign helped to support your patients’ health and wellbeing?**
- a) Yes
 - b) No
- 12. Do you feel the “Know your Units” campaign helped to support your pharmacy team’s health and wellbeing?**
- a) Yes
 - b) No
- 13. What was the public’s feedback to the “Know your Units” campaign?**
- a) Very positive
 - b) Positive
 - c) Neutral
 - d) Negative
 - e) Very negative
- 14. If possible, whilst protecting patient confidentiality - please provide any stories of interactions with the public on the “Know your Units” campaign where you feel you have made positive impact.**