



Coronavirus

LOOKING AFTER YOUR HEALTH AND WELLBEING



The information used to develop this report is from our submissions of pharmacy team evaluation surveys from 87% of Living Well contracted Community Pharmacies

<p>Coronavirus</p> <p>Looking after your health and wellbeing</p>	<p>Over 27,660 patients were engaged through 521 pharmacies on COVID-19 campaign messages.</p>		<p>98% Of pharmacies felt the campaign resources helped to support the pharmacy team in answering COVID-19 related queries or in knowing where to signpost patients to. They felt the campaign supported their patients' health and wellbeing</p>
<p>Popular Queries</p> <p>VITAMINS INFLUENZA</p> <p>COVID-19 ADVICE/ SYMPTOMS/ TESTING</p> <p>FACEMASK USE STOP SMOKING</p>		<p>Did the community pharmacies think the public's campaign feedback was mainly positive?</p> <p>24% 62% 14%</p> <p>Strongly agreed Agreed Neutral</p>	
	<p>The elderly and those with long term health conditions engaged most with this campaign . Other patient groups that were reached included homeless, those with addiction issues, BAME community, those in poverty, those with communication barriers, victims of domestic abuse and those socially isolated.</p>		<p>Pharmacies that made REFERRALS to:</p> <p>Other Pharmacy Services 212</p> <p>Other Healthcare Professional 230</p> <p>Community/ Voluntary Services 98</p>
<p>How did Pharmacy engage?</p> <p>375 verbally engaged and informed patients</p> <p>89 used social media</p> <p>17 used videoconferencing</p>		<p>What organisations did Pharmacy engage with?</p> <p>Schools Local Retailers</p> <p>Charities Care homes</p> <p>Community Groups Churches</p> <p>Other Healthcare Professionals</p>	

We had a patient whose first language was not English but the campaign allowed for us to engage and encourage a flu vaccine uptake.

The booklet was great. Face coverings dos and don'ts, really helped public get better understanding of face cover use age. Our Vitamin D sales and enquires have greatly increased and we have new joins to our smoking cessation scheme.

A patient commented that it was good to have a range of information in one place. He felt that there were too many sources of info not all of which could be relied on.

Conversations held which resulted patients changing their practice around COVID-19, e.g. have helped individuals download COVID-19 app.

I spoke to one family who were very concerned about leaving their home due to COVID-19. They were unsure how to access medical services. The booklet was a very useful source of information for them and they were grateful for input from the community pharmacy as it was a place they felt safe and able to ask questions."

I placed the leaflet in many patients prescription bags and a patient contacted me to thank me as they don't have access to digital devices. They liked the idea that they could still get a paper version of information. They found the leaflet very informative.

The most positive outcome from the campaign was that we had the extra knowledge to pass on to our anxious customers, and in turn they were more relieved and understanding of the situation.

Patient didn't realise they should be isolating and getting test...after seeing leaflet, they organised a test which was positive...the community spread was reduced.

Several commented on how they felt more informed after reading the leaflet and speaking to staff about it and were more confident in identifying symptoms and how to get a COVID-19 test if required.

A very anxious patient phoned to ask about whether or not he would have been considered a "close contact" to a positive case, my staff were able to use the leaflet provided to quickly identify what is considered a "close contact" and put the man at ease.

One patient presented to the pharmacy and told us that he was suffering with his mental health due to the isolation of the pandemic. He was unshaven which wasn't usual for him and he was clearly struggling. We were able to give him advice on how to deal better with isolation through the materials provided by the campaign. He has since visited, looking a lot better and has been getting on well.

It opened up conversations with OST service users around their wellbeing as many struggled with not getting out of their house and socialising.

One of our patients contacted us to ask for help with her mental health, she was frightened to leave her home. I provided her with a copy of the HSC 'Coronavirus' leaflet and advised her to consult www.mindingyourhead.info as detailed in the leaflet. One of our staff members has been designated as her main pharmacy contact and she phones this staff member on an almost daily basis. This appears to be helping her cope by giving her someone to talk to.

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Having the booklet helped to open conversation with patients. It gave a visual aid for different issues including mask do's and don'ts, COVID-19 testing and how to help with general aspects of health like mental health and keeping healthy through the pandemic. The booklet was a valuable resource that the patient could take away to read after initially having the conversation started in the pharmacy.