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# Next Steps

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What have we covered  
today?

# The role of the Health Champion

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1. Identifying and understanding the health improvement needs of your local community
2. Being able to provide brief health improvement advice
3. Signpost people to where they can get further advice and support

The role is all about positive change

# RSPH Qualification

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1. Know how inequalities in health may develop and what the current policies are for addressing these
2. Understand how effective communication can support health messages
3. Know how to promote improvements in health and wellbeing to individuals
4. Understand the impact of change on improving an individual's health and wellbeing
5. Develop an action plan ... what are you going to do in your pharmacy after today?



# The role of the leader

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1. Responsible for creating the ethos and setting the HLP vision within the pharmacy
2. Encouraging, supporting and developing the team to reach out to the local community and promote healthy lifestyles at every opportunity.
3. Developing the plan for achieving HLP level 1 status

The role is all about leading the team to reach their potential

# Leadership course

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1. What makes a great leader and leadership models
2. Developing ourselves to become effective leadership
  - Time management skills to help plan our time more effectively
  - Prioritising and delegating
3. Developing our team to be able to deliver their role
  - Change management and supporting the team
  - Communicating effectively – different personality types, giving feedback, conflict handling

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# Working towards HLP accreditation



# 5 key requirements before starting process

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**Before working towards HLP the following should be in place:**

- ✓ Consultation room compliant with advanced services standards
- ✓ In past year participated in MURs and NMS
- ✓ In past year participated in advanced flu service or actively referred patients
- ✓ Comply with GPhC standards
- ✓ Comply with NHS community pharmacy contractual framework requirements

# 3 enablers

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**HLP criteria is a development framework underpinned by 3 enablers**

**Workforce development** - skilled team who pro-actively support and promote behaviour change, improving health and wellbeing

**Engagement** - with the local community, other health professionals, social care and local authorities.

**Environment** - premises that are fit for purpose

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# Workforce Development


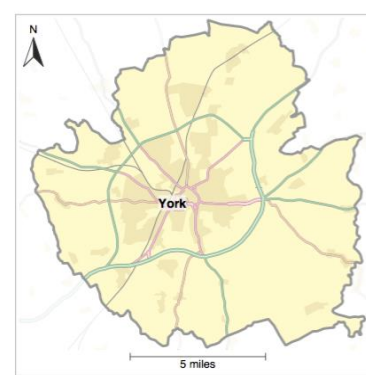
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## **Public Health Needs**

All pharmacy staff have an awareness of the local public health and pharmaceutical needs outlined in the Joint Strategic Needs Assessment (JSNA), Pharmaceutical Needs Assessment (PNA) and Health Profiles for their area.

# Awareness of local health needs

<http://fingertips.phe.org.uk/profile/health-profiles>

<p>Public Health England Protecting and improving the nation's health</p> <p><b>North Yorkshire</b> County</p> <p><b>Health Profile 2016</b></p> <p><b>Health in summary</b> The health of people in North Yorkshire is generally better than the England average. About 11% (10,600) of children live in low income families, which is lower than the England average.</p> <p><b>Health inequalities</b> Life expectancy is 6.1 years lower for women in the most deprived areas than in the least deprived areas.</p> <p><b>Child health</b> In Year 6, 15.2% (79) of children are obese, better than the average for England. The rate of alcohol-related deaths is 241* per 100,000 people, better than the average for England.</p> <p><b>Adult health</b> The rate of alcohol-related deaths is 241* per 100,000 people, better than the average for England. The rate of smoking-related deaths is 225* per 100,000 people, better than the average for England. The rate of sexually transmitted infections is 171.6* per 100,000 people, better than the average for England. The rate of violence on roads is 171.6* per 100,000 people, better than the average for England.</p> <p><b>Local priorities</b> Priorities in North Yorkshire include giving every child a good start in life, helping people to make healthy lifestyle choices including alcohol consumption, and mental health. For more information see <a href="http://www.northyorkshire.gov.uk">www.northyorkshire.gov.uk</a></p>	<p>Public Health England Protecting and improving the nation's health</p> <p><b>Craven</b> District</p> <p><b>Health Profile 2016</b></p> <p><b>Health in summary</b> The health of people in Craven is generally better than the England average. About 11% (10,600) of children live in low income families, which is lower than the England average.</p> <p><b>Health inequalities</b> Life expectancy is 4.1 years lower for women in the most deprived areas than in the least deprived areas.</p> <p><b>Child health</b> In Year 6, 11.9% (160) of children are obese, better than the average for England. The rate of alcohol-related deaths is 225* per 100,000 people, better than the average for England.</p> <p><b>Adult health</b> The rate of alcohol-related deaths is 225* per 100,000 people, better than the average for England. The rate of smoking-related deaths is 225* per 100,000 people, better than the average for England. The rate of sexually transmitted infections is 171.6* per 100,000 people, better than the average for England. 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The rate of alcohol-related deaths is 225* per 100,000 people, better than the average for England.</p> <p><b>Adult health</b> The rate of alcohol-related deaths is 225* per 100,000 people, better than the average for England. The rate of smoking-related deaths is 225* per 100,000 people, better than the average for England. The rate of sexually transmitted infections is 171.6* per 100,000 people, better than the average for England. The rate of violence on roads is 171.6* per 100,000 people, better than the average for England.</p> <p><b>Local priorities</b> Priorities in Richmond include giving every child a good start in life, helping people to make healthy lifestyle choices including alcohol consumption, and mental health. For more information see <a href="http://www.northyorkshire.gov.uk">www.northyorkshire.gov.uk</a></p>	<p>Public Health England Protecting and improving the nation's health</p> <p><b>Scarborough</b> District</p> <p><b>Health Profile 2016</b></p> <p><b>Health in summary</b> The health of people in Scarborough is generally better than the England average. About 11% (10,600) of children live in low income families, which is lower than the England average.</p> <p><b>Health inequalities</b> Life expectancy is 4.1 years lower for women in the most deprived areas than in the least deprived areas.</p> <p><b>Child health</b> In Year 6, 16.4% (147) of children are obese, better than the average for England. The rate of alcohol-related deaths is 225* per 100,000 people, better than the average for England.</p> <p><b>Adult health</b> The rate of alcohol-related deaths is 225* per 100,000 people, better than the average for England. 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About 11% (10,600) of children live in low income families, which is lower than the England average.</p> <p><b>Health inequalities</b> Life expectancy is 4.1 years lower for women in the most deprived areas than in the least deprived areas.</p> <p><b>Child health</b> In Year 6, 16.8% (144) of children are obese, better than the average for England. The rate of alcohol-related deaths is 225* per 100,000 people, better than the average for England.</p> <p><b>Adult health</b> The rate of alcohol-related deaths is 225* per 100,000 people, better than the average for England. The rate of smoking-related deaths is 225* per 100,000 people, better than the average for England. The rate of sexually transmitted infections is 171.6* per 100,000 people, better than the average for England. The rate of violence on roads is 171.6* per 100,000 people, better than the average for England.</p> <p><b>Local priorities</b> Priorities in Selby include giving every child a good start in life, helping people to make healthy lifestyle choices including alcohol consumption, and mental health. For more information see <a href="http://www.northyorkshire.gov.uk">www.northyorkshire.gov.uk</a></p>	<p>Public Health England Protecting and improving the nation's health</p> <p><b>York</b> Unitary Authority</p> <p><b>Health Profile 2016</b></p> <p><b>Health in summary</b> The health of people in York is generally better than the England average. About 11% (3,400) of children live in low income families, which is lower than the England average.</p> <p><b>Health inequalities</b> Life expectancy is 4.1 years lower for women in the most deprived areas than in the least deprived areas.</p> <p><b>Child health</b> In Year 6, 15.1% (264) of children are obese, better than the average for England. The rate of alcohol-related deaths is 225* per 100,000 people, better than the average for England.</p> <p><b>Adult health</b> The rate of alcohol-related deaths is 225* per 100,000 people, better than the average for England. The rate of smoking-related deaths is 225* per 100,000 people, better than the average for England. The rate of sexually transmitted infections is 171.6* per 100,000 people, better than the average for England. The rate of violence on roads is 171.6* per 100,000 people, better than the average for England.</p> <p><b>Local priorities</b> Priorities in York include giving every child a good start in life, helping people to make healthy lifestyle choices including alcohol consumption, and mental health. For more information see <a href="http://www.york.gov.uk">www.york.gov.uk</a></p>	 <p>This profile was published on 6 September 2016</p>  <p>Contains OS data © Crown copyright and database rights 2016</p> <p><b>Population: 204,000</b> Mid-2014 population estimate. Source: Office for National Statistics.</p> <p>This profile gives a picture of people's health in York. It is designed to help local government and health services understand their community's needs, so that they can work together to improve people's health and reduce health inequalities.</p> <p>Visit <a href="http://www.healthprofiles.info">www.healthprofiles.info</a> for more profiles, more information and interactive maps and tools.</p> <p>Follow @PHE_uk on Twitter</p>
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## **Health and Wellbeing Ethos**

At least one member of pharmacy staff (IFTE) has completed the training and assessment of the Royal Society for Public Health (RSPH) Level 2 Award in Understanding Health Improvement

# At least 1 FTE health champion

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## **Team Leadership**

An individual from the pharmacy team has undergone leadership training internally or through an organisation



# Leadership training

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# Action Plan for implementing HLP

## SMART Action Plan for HLP

Once you have reviewed the HLP Quality Criteria as outlined by Public Health England (PHE), you can use this template to develop your own action plan for implementing Healthy Living Pharmacy using SMART objectives.

If you start by reviewing your pharmacy performance against the HLP quality criteria with your team, this will help you identify the areas you will need to meet.

	What is it?	Description
<b>S</b>	Specific	Be clear on
<b>M</b>	Measurable	How will you
<b>A</b>	Achievable	Can you achieve
<b>R</b>	Realistic	Ensure you
<b>T</b>	Timely	Be clear on

**Suggestive reading:** - If you would like to download on their website at:- <https://www.phe.gov.uk>

The first one is a suggested action to start

Action	SMART objectives	Completed
<b>Engage the team with the Healthy Living Pharmacy concept</b>	<b>Specific</b> – ensure the pharmacy team understand their role in gaining HLP status	<input type="checkbox"/>
	<b>Measurable</b> - hold regular update meetings to check the team are completing actions delegated to them	
	<b>Achievable</b> – ensure all meetings and actions can be completed within the timeframe and that staff have the ability to achieve the objective	
	<b>Realistic</b> – all the team can demonstrate their understanding of HLP and understand the next steps in the process	
	<b>Time</b> – staff members will be updated by _____	
	<b>Specific</b> -	<input type="checkbox"/>
	<b>Measurable</b> -	
	<b>Achievable</b> -	
	<b>Realistic</b> -	
	<b>Time</b> –	
	<b>Specific</b> -	<input type="checkbox"/>
	<b>Measurable</b> -	
	<b>Achievable</b> -	
	<b>Realistic</b> -	
	<b>Time</b> –	

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## **Communication**

All pharmacy staff receive training on how to approach people to discuss difficult or sensitive public health issues



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# Engagement

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## **Community Engagement**

The pharmacy team actively works in collaboration with other community organisations (e.g. schools, care homes, local events, charities) to deliver pharmacy outreach and or services

# Community engagement



The funding we have accessed from NHS England for the HLP training for both the leadership and health champion requires each pharmacy to submit a health champion patient's story. The story will help support the validation that the funding was spent by CPNY in the correct manner.

## Patient Stories

Patient Stories are brief descriptions of what patients say about the services. Use the template below to record their story and email it to [cpny@cpny.co.uk](mailto:cpny@cpny.co.uk)

Pharmacy Name	
Pharmacy Address	
Health Champion Name	
Health Champion Email	
Date	
Service/Health Campaign	
Brief Description of how you help the patient and outcome	
Patients Comments	

the LPC

## Case Study Template

As part of the quality criteria for HLP Level 1, the pharmacy team are required to work in collaboration with organisations in the community to deliver pharmacy outreach work. You can use the template below to help you evidence the work you have undertaken.

Date of Event
Organisation details and name of contact
Staff participants
Aims and objectives Be clear on your goal e.g. high prevalence of diabetes within the local community and our goal is to raise awareness of the condition. We would like to promote the diabetes screening service we offer in pharmacy.
Background story Think about why are you holding the event? Is this related to a specific patient?
What was the outcome? Think about the successes of the event and how it has helped the individual

# Public health campaigns

## Health Promotion Summary Sheet

You can use this **summary sheet** to evidence your health promotion activity. Don't forget to take a photograph of your health promotion display and attach it to this sheet.

### Health Promotion

e.g. Know your numbers

### Brief outline of what the Health Promotion is about

e.g. a promotion to encourage adults to know their BP numbers, take action to reach and maintain a healthy BP

### Event date / date range for campaign

### Initials of staff members who participated in campaign day/week/month

### Name of leaflets or promotional materials used in the health promotional zone

### Give three examples of advice which was given during the promotion

e.g. patient was referred to their G.P due to showing high blood pressure readings.

## CAMPAIGNS - YORKSHIRE & T

Start: <https://resources.phe.gov.uk/resources/camp>

Resources:

<https://www.pharmmonth.org/register/>

campaign

[/campaigns/34/resources...](#)

[/macy+par](#)

## Health Promotion Planner

You can use the template below to help plan your health promotion campaigns throughout the year.

Month	Health Promotion Topic	Resources Ordered	Evidence in Folder
January			
February			
March			
April			
May			
June			
July			
August			



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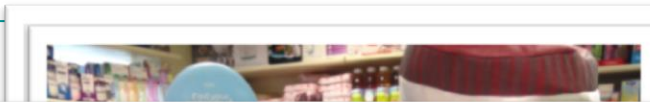
# Environment

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## **Health Promoting Environment**

The pharmacy has a dedicated Health Promotion Zone ...

# Health Promotion Zone



## Health Promotion Summary Sheet

You can use this **summary sheet** to evidence your health promotion activity. Don't forget to take a photograph of your health promotion display and attach it to this sheet.

<p><b>Health Promotion</b> e.g. Know your numbers</p>	
<p><b>Brief outline of what the Health Promotion is about</b> e.g. a promotion to encourage adults to know their BP numbers, take action to reach and maintain a healthy BP</p>	
<p><b>Event date / date range for campaign</b></p>	
<p><b>Initials of staff members who participated in campaign day/week/month</b></p>	
<p><b>Name of leaflets or promotional materials used in the health promotional zone</b></p>	
<p><b>Give three examples of advice which was given during the promotion</b> e.g. patient was referred to their G.P due to showing high blood pressure readings.</p>	



Pictures from various LPCs

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- ✓ Print off self assessment tool and fill in – store in folder once completed for future reference

<https://www.rsph.org.uk/our-services/registration-healthy-living-pharmacies-level1.html>

- ✓ Must include at least one example of evidence for each criteria.

- ✓ You may use the same piece of evidence to support more than one criteria

- ✓ Once completed can complete self declaration online at:

<https://www.rsph.org.uk/our-services/registration-healthy-living-pharmacies-level1/assessment-of-compliance.html>

- 
- ✓ Once submitted a copy of the completed form is emailed to the email address provided
  - ✓ Make sure you print the completed form and email and store in folder as evidence
  - ✓ RSPH will then review your submission
  - ✓ Registration and HLP logo and certificate sent - approx. 10 working days
  - ✓ Only once this has been received are you classed as HLP level 1



# Make sure you collect evidence in your folder as you go along

## HLP Criteria...

- ✓ HLP Level 1 Quality Criteria
- ✓ HLP Level 1 Checklist
- ✓ HLP Level 1 Assessment of compliance



## Certificates...



## Environment...

- ✓ Guide to setting up your health promotion zone
- ✓ Health promotion planner
- ✓ Annual health awareness events
- ✓ Health promotion summary sheet
- ✓ Other relevant information



## Engagement...

- ✓ Case study template
- ✓ Customer testimonial
- ✓ Signposting
- ✓ Other relevant information



## Resource Development...

- ✓ Local health profile
- ✓ HLP vision
- ✓ Action plan template
- ✓ Training record
- ✓ Meeting record
- ✓ Team leader feedback form
- ✓ Other relevant information



Workforce  
Development

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## Real life impact in the community

It has been encouraging to hear from some of our members that the accreditation has brought about positive changes to them and their patients' lives

“One patient noticed symptoms relating to lung cancer and went straight to the doctors, unfortunately he was diagnosed with lung cancer, but we offered great support to both him and his wife and they were both extremely

“We have experienced an increase in patients wanting to come in and have a health check by working hand in hand with the GP. There was also an increase in patients with local Anxiety and Depressions as a result of us running the mental health service. We found that the scratch cards really engage patients.”

“One customer sent in a thank you card saying “you saved my life” as she had very high blood pressure and made

“...tailoring the information provided to suit the patient means that we make a real difference to people, and this success spurs us on to offer more advice. This means it's a self-fuelling part of our pharmacy and has become second nature to us to incorporate this into our everyday jobs.”

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Thank you and good  
luck