



Community  
Pharmacy  
North  
Yorkshire

# Media Release

---

**For Immediate Release**

---

8<sup>th</sup> December 2017

**SCARBOROUGH AND WHITBY MP ROBERT GOODWILL  
VISITS LOCAL PHARMACY TO SEE AND PROMOTE THE “STAY  
WELL THIS WINTER” AND “THINK PHARMACY FIRST”  
CAMPAIGNS**

**10.30am 8<sup>th</sup> December 2017, Squire Pharmacy, 54 Falsgrave Road,  
Scarborough, YO12 5AX**

Today, Friday 8<sup>th</sup> December 2017, Robert Goodwill MP visited Squire Pharmacy, 54 Falsgrave Road, Scarborough to learn more about how North Yorkshire Community Pharmacies are supporting the NHS England and Public Health England national campaign to help people prepare for winter weather. The message is to “**Stay Well This Winter**” and to encourage people most at risk from cold weather, including those with long-term health conditions and the over 65s, to prepare for the lower temperatures.

Robert was also informed about the “**Think Pharmacy First**” campaign. This aims to encourage the public to contact their pharmacy first when suffering with colds/coughs and minor ailments, rather than making an appointment to see their GP or attending A&E.

All Pharmacists have trained for five years and can offer expert advice on lots of minor ailments. Most pharmacies in North Yorkshire offer confidential consultation rooms too. They can help with common problems such as coughs, colds, aches and pains, treating minor injuries and infections.

If they can't help, they'll tell you whether you need to see a doctor or where else you could get the best treatment.



Robert Goodwill MP (centre) with David Squire, Carol Sunderland, Joanne Fawcus and Andrew Squire of J G Squire Chemist, Scarborough

**Robert Goodwill MP** said, "It was great to visit the Squire Pharmacy today in Scarborough to learn more about the 'Stay well this winter campaign'. On average 98,000 prescriptions are dispensed every month in the Scarborough and Ryedale CCG area. This is a very high foot fall of people visiting their local community pharmacy given the area's population is 162,000. Local Community Pharmacies like the Squire's in Scarborough are ideally placed to treat many minor ailments as it is possible to see a skilled health professional that can advise on common problems such as coughs, colds, aches and pains and treating minor injuries and infections. So, if you're suffering from a minor illness, injury or condition and need help, try your local pharmacy first."

**Dr Phil Garnett, chairman of NHS Scarborough and Ryedale Clinical Commissioning Group, said:** "At this time of year in particular, many people visit their GP with illnesses and ailments that a pharmacist could help with.

"Many cough or colds, for example, will not respond to antibiotics, yet there are effective over-the-counter remedies available from pharmacies, along with expert advice.

"We're asking residents who are suffering from a minor illness to consider visiting their local pharmacy first. Unlike a GP practice, no appointment is necessary and in the vast majority of cases a pharmacist will be able to treat the problem.

"If a patient displays symptoms of an illness that is more serious, they may ask the patient to see their GP."

**David Squire Pharmacist** said, “Our Pharmacy is working towards becoming a Healthy Living Pharmacy and as such we run monthly campaigns on different health issues. In supporting the “Stay Well This Winter” our staff will be engaging with our patients and giving them the appropriate advice to protect them during the winter months

Also as a pharmacy we spend a significant amount of our time providing monitored dose systems for patients within our area. We currently support just over 100 vulnerable clients, by ordering their medication, checking prescribed items against current medication and providing support in taking their medicines. We believe this enables vulnerable clients to manage their medication more safely and help to support their independence, allowing them to remain at home for longer, reducing the need to move to sheltered accommodation and also, reducing Hospital Admissions due to Medication errors at home

Furthermore we support patients with an inhaler technique checking service. We find that many patients benefit from this service, reporting improved control of their symptoms, following a demonstration of the correct inhaler technique. We are able to demonstrate to clients correct inhaler techniques, within the privacy of our consultation room.

I would also urge the public to **Think Pharmacy First** before making an appointment to see their GP, and in many cases your pharmacist will be able to help you to a speedy recovery from your ailment”.

**End**

**For further information contact...**

Jack Davies

Tel: 01482 840749

Mob: 07813 135433

Email: [jack.davies@cpny.co.uk](mailto:jack.davies@cpny.co.uk)

**Editor Notes**

Community Pharmacists are regulated healthcare professionals. Their training includes a four-year degree along with a year working in practice followed by examinations. Pharmacists are experts in medicines and are regulated by the General Pharmaceutical Council (GPhC).

There are 152 Community Pharmacies in North Yorkshire. Ninety-five percent of the North Yorkshire population live within a 10 minute drive of a Community Pharmacy.

**Stay Well This Winter**

A national campaign to help people prepare for winter weather has been launched today by NHS England and Public Health England. The message is to [Stay Well This Winter](#) and to encourage people most at risk from cold weather, including those with long-term health conditions and the over 65s, to prepare for the lower temperatures.

Around 25,000 more people die over the course of each winter compared to other times of the year and there are a range of conditions worsened by the cold weather – 80 per cent of

these deaths are accounted for by people with circulatory diseases (such as heart disease, lung illnesses and stroke), dementia and respiratory diseases (such as asthma).

Exposure to cold indoor or outdoor temperatures increases blood pressure, thereby increasing the risk of heart failure, kidney disease, stroke or dementia. Cold temperatures can also make blood more likely to clot, which can lead to heart attacks and stroke. In addition, cold can also affect the respiratory system, which reduces the lung's ability to fight off infection explaining why lower temperatures are linked with bronchitis and pneumonia. Colder weather is not only associated with an increase in deaths but also has a significant impact on the number of people becoming ill, increasing the winter pressures felt by the health care services. Research shows that for every one degree centigrade drop below five degrees in outdoor average temperatures, there is more than a 10 per cent increase in older people consulting their GP for breathing problems, a 0.8 per cent increase in emergency hospital admissions and a 3.4 per cent increase in deaths.

The campaign messages, which includes TV, radio and social media, urge people to be ready for the colder season and to seek immediate advice and help from a pharmacist as soon as they feel unwell, before their condition gets more serious.

### **What is a healthy living pharmacy?**

HLPs have a health and wellbeing ethos, where everyone in the team works together to proactively engage their customers in health promotion activities and consistently provide high quality public health services.

They need a health promoting environment in the pharmacy (known as the 'health promotion zone') and at least one full-time equivalent health champion, who has qualified for a Royal Society for Public Health (RSPH) [level two award in understanding health improvement](#).

Each pharmacy's health and wellbeing ethos is enabled by a HLP leader, who develops and motivates the team to be the best they can be: friendly; welcoming; and working together in a way that is connected and efficient.