Healthy Living Pharmacy
Application Pack Guide for Suffolk Zone
Wave 2: Level One
What does HLP involve?

The ethos of HLP asks the pharmacy team to put health and wellbeing at the centre of all that it does. Pharmacies who take part have to be able to deliver consistently high quality essential, advanced and locally enhanced services. Your brief advice and intervention will become proactive as HLP’s have the new unique capability of Health Champions. This role is taken by regular non pharmacist members of the team who undergo extra training. Once trained, the Pharmacy Health Champion is able to offer first hand advice and treatment to patients on a range of health and well-being issues. Health champions are pivotal to the HLP team, providing support to help everyone adopt healthier lifestyles.

What is included in the training of a Healthy Champion?

Training will be provided by the local programme and will involve your pharmacy team committing to this. It will involve to two day events, long distance learning pack (comprising of 12 hours of work) and on site external examination. Your team will then have the opportunity to gain nationally accredited public health qualifications. Each Health Champion will be awarded Level 2 ‘Understanding Health Improvement (QCA qualification number 600/0592/0)’ from the Royal Society of Public Health. This year we have funding to train 25 pharmacy teams in this qualification along with leadership and brief intervention skills.

What’s in it for you and your team?

As a HLP you will stand out – you will become renowned for your high quality services, facilities and staff, personal touch and great customer care. This programme allows you to capitalise on your existing strengths of convenience, availability and accessibility in terms of location and existing NHS provider reputation. With the HLP Kite-mark,

- You will be better recognised for the full range of services you can provide
- You and your colleagues will gain new skills so you can do more to a higher standard
- You will gain greater customer loyalty by improving the experience you give
- You will be able to help optimise the revenue from Advanced and Enhanced Services
- You will attract new customers and patients through the HLP Kite mark
- You will feel better professional satisfaction
- You will have access to inclusive innovative clinical and leadership development

Start thinking about...

- Who from your pharmacy team will become your Health Champions?
- Are you actively providing all the services?
- Is your pharmacy known and engaging with all local health services?
- Does your pharmacy come up to all expected standards for premises, IT and workforce development?
What will you need to do to take part?

This year the HLP Project will have funding to train 25 pharmacy teams. Therefore, spaces will be limited and you will be expected to submit an application to gain a place on this cutting edge programme. The self-assessment criterion defines the national quality standards that pharmacies and their teams need to be achieving at already or working towards in order to receive HLP Kite-Mark. This year’s programme will focus getting local teams to the first level within the HLP Framework. This equates to pharmacies being able to demonstrate in their application delivery of all enhanced, advanced and essential services.

Where this is not the case, applicant pharmacies will be required in addition to submit an action plan or statement detailing their willingness, resources and commitment to achieve this by the end of the programme. Applications will need to be submitted by each pharmacy team and not done by a third party or as a block application process. The LPC will supply advice and support online or in person to assist with queries around the application or associated documentation. Contact info@yourcommunitypharmacy.co.uk. All pharmacies will be open to apply for this programme. Each application form will then be sent to the LPC office who will log submission. Each applicant's paperwork when received will be acknowledged by an email receipt. Any applications sent after the published deadline will not be accepted.

All applications will be received in confidence to the HLP LPC lead. The applications will then be grouped and sent to the HLP Board. This overarching board is responsible for steering the strategic work of the HLP programme and has as its membership commissioning leads from enhanced services, public health, PCT/CCG leads, LPC leads, local government, and patient/public involvement. Any LPC member involved with this panel will remove themselves from the complete selection process for Governance purposes. The HLP Board will met face to face to consider the applications in light of the information supplied, local conditions and national expectations to decide which 25 teams will then go through. They will make their decision known to the LPC HLP Lead who will then inform successful and unsuccessful applications providing feedback as required. This will be completed by the end of November 2012.

Ideally, pharmacies working in areas of deprivation will be highly sought after. All pharmacies taking part must be willing to take part in all training and internal peer mentorship with other sites taking part. All pharmacies must be willing to be part of any HLP publicity whether internally or externally. Pharmacies also taking in this programme must deliver services with a professional working environment, premises and information technology must adhere to current expected standards. If you want to apply to take part the criteria you need to be prepared for is detailed overleaf. Do not be put off by this though. It is your willingness to have a go and take part which also counts! See HLP as a learning journey, when you sign up to take part, your pharmacy can become part of a programme that will have dedicated facilitation and training based around your needs. Your learning will take place using a step by step approach.

The selection panel will be looking for you to get across in your application form:

1. That you delivery all the pharmacy services, or if not, you’re willingness to provide services through HLP
2. If you work with those who don’t regularly see the GP, are not registered with a GP - so vulnerable and hard to reach groups.
3. If you work in isolated or deprived areas.
SELECTION CRITERIA

Mandatory:

• Must be providing all pharmacy enhanced services (unless they are not an appointed needle exchange site) and justification why certain services are not being provided e.g. re: supervised consumption is provided
• OR must show willingness to go onto deliver all services, submitting action plan or other evidence to say how HLP will assist in doing this by year end
• Must be providing MURs and NMS advanced services or have action plan to provide NMS service to basic expectation
• Must meet all the national Quality standards or have action plan to do (must be submitted with application)
• Must meet all pharmacy contractual obligations clinical governance standards around premises and pharmacy facilities
• Must be willing to accept and act on advice given by HLP Leads to make additional changes to meet HLP expectation by year end
• Must be willing to place HLP branding and kite marking as per expected standards

HLP Accreditation:

• Must identify non pharmacist staff member or members to train as Health Champion - has to be full time equivalent
• Must release all staff for Health Champion face to face training
• Must attend any other HLP training events
• Must support staff training in the role of health champion to complete any on-line or long distance learning
• Must sign on to the lowest level of the local Healthy Workplaces Award/Scheme

Essential Services:

• Must develop dedicated Health promotion zone as per Quality standards, regularly audit and stocked as per local standards by year end
• Must aim to complete at least 25 referrals per quarter to external public health services/health coaches by year end
• Must be change for life champions by year end
• Must support the healthy start vitamins scheme either signposting to suppliers or providing the vitamins by year end
• Must take part in HLP Patient audits in project in project and on-going
• Must deliver all public health campaigns more dynamically - by year end
• All Health Champions in HLP’s will have regular contact with their local Health Coach and Enhanced Service Lead Mentors in project/on-going
• All HLP’s will be willing to take part in peer networking in project
• Must be willing to improve the use of repeat dispensing service through any local pilot work by year end
Enhanced Services: BY YEAR END

All Enhanced Services: All HLP’s will submit data on time and support electronic inputting

Stop Smoking:

- Must be providing all services - if not then an action plan must be submitted with application
- Train one of their pharmacy team or Health Champion at year end to be able to provide Level 2 stop smoking
- All existing pharmacy staff within pharmacy (including retail) trained in Level 1 advice (Very Brief Intervention)
- All existing pharmacy staff trained at Level 2 must be willing to complete one update session by year end
- All Level Two trained staff in HLP’s will ensure they complete National Centre for Smoking Cessation Training Level 1 and Level 2 by year end
- All HLP’s will aim to deliver to service level specification quit targets
- All HLP’s will be supported to deliver at quit success rate of at least 50%

Sexual Health services:

- Actively taking part and displaying C Card Scheme – both distributors and registration centres to meet any locally agreed targets
- Providing Chlamydia screening – meeting any locally agreed targets
- Must have action plan in place to deliver any of other sexual health services not being provided currently
- Willing to work towards You’re Welcome Standards
- On time, working with Suffolk Sexual Health Services to develop online ordering through NHS Freedom Shop

Needle Exchange Services and Supervised Consumption:

- Provide services as per current specification
- Ensure promote relevant alcohol and drug awareness services through Brief Intervention Audits and awareness campaigns

Advanced services:

- Must be actively providing tMURs and MUR's
- Must be aiming towards actively providing NMS to level of 20% target banding

Desirable:

- Ideally pharmacies located in areas of deprivation and/or in regular contact with hard to reach and vulnerable groups
- HLP’s will be willing to pilot future PDG for Champix/Quick Mist and Chlamydia treatments or screening services
What will Health Champions work to support?

As a Health Champion you will be working to uphold the National Quality Standards for HLP’s and any other pharmacy Contractual requirements whether this be for essential, advanced or enhanced. Healthy Living Pharmacies are making a real difference to the health and wellbeing of their communities by delivering high-quality public health services such as stopping smoking, weight loss, contraception and sexual health and advice on alcohol. As a Health Champion you are part of assuring the quality behind the HLP Kite-mark. By making health and wellbeing at the centre of what your pharmacy does, you will be a brand the public wants by delivering your services excellently. As the Health Champion, you are key part to the success of your Healthy Living Pharmacy. You are likely to be the primary person everyone sees at your pharmacy. You will be first to impart information, advice and services. You will be the initial step to identify and help with adopting healthier lifestyles providing a gateway to other support for change. You are ideally placed to make every contact count.

As a Health Champion, your key functions are:

- Identifying health improvement needs of your customers
- Providing brief advice to patient and customers
- Signposting people into local health improvement services

What else will a Health Champion do?

As a Health Champion, you will be using all that you know and do already. Taking your excellent communication skills and everyday ability to work in a team you will bring Health Living Pharmacies to life. You will be able to look to develop your pharmacy from the front and lead on becoming a Healthy Workplace. You will be better at advising around health and wellbeing, delivering services and with that improving your customer experience. This will help to ensure your pharmacy retains their customers, attracts new ones and increases revenue from enhanced and advanced services.

By referring people onto appropriate public health and related services you will get better engagement from other health care professionals and this will help improve the perception and commissioning opportunities of your pharmacy. You will be proactively promoting health, taking a lead on making your pharmacy’s interpretation of the local health campaigns as dynamic as possible. You will be involved with developing a health zone in your pharmacy, keeping your health promotion materials up to date by sourcing new stock. Your pharmacy displays will be bespoke to health days, campaigns and on-going health messages pertinent to your local community. You will be central to maintaining the standards expected in a Healthy Living Pharmacy. Part of this will be taking part in an audit of the difference you make to your customers experience. You will be able to learn from and network with other local Heath Champions. Overall, as a Health Champion you will achieve better personal satisfaction and development, leading the way for your pharmacy locally and nationally.

Become part of this unique opportunity, improve your team, improve your skills, and improve your customer care and pharmacy services.

Ensure you submit your application by 10th November 2012.

Please ensure you attend one of the HLP Events on 25th October or 31st October, 2012. Two are being held, one in East and one in West Suffolk. This is the must do event that tells you all you need to know about HLP.