

# Healthy Living Pharmacy

## THE WHY, THE HOW AND THE WHAT

### Why pharmacy?

Governments in the UK and across the world are universally facing financial challenges plus increased and ageing populations and health inequalities. The need for cost effective treatment of those who are ill and keeping them out of hospital is a common theme and, with medicines being the most frequent clinical intervention, optimising the value of the effective use of those medicines as part of the system cost is increasingly a focus of attention rather than just reducing their cost.

Pharmacies, being an integral part of the community, are well placed to offer services that improve the public's health and there is increasing evidence of the value of these interventions.

NHS England's *Five Year Forward View*<sup>1</sup> states:

***“Helping patients get the right care, at the right time, in the right place, making more appropriate use of primary care, community mental health teams, ambulance services and community pharmacies”***

However, we must also step up investment in prevention and protection measures to stop people becoming ill. This includes educating the public, supporting ownership of population and individual health, and offering accessible, effective interventions on healthy lifestyles such as smoking, healthy diet, physical activity, healthy weight, sexual health, alcohol and harm reduction plus vaccination services. To support this, the *Five Year Forward View* goes on to state that:

***“The sustainability of the NHS, and the economic prosperity of Britain all now depend on a radical upgrade in prevention and public health. The NHS will therefore now back hard-hitting national action on obesity, smoking, alcohol and other major health risks.”***

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<sup>1</sup> <http://www.england.nhs.uk/wp-content/uploads/2014/10/5yfv-web.pdf>

<sup>2</sup> <http://psnc.org.uk/wp-content/uploads/2013/08/HLP-evaluation.pdf>

## Why Healthy Living Pharmacies?

Evaluations<sup>2,3,4</sup> of Healthy Living Pharmacies (HLP) to date demonstrate an increase in successful smoking quits, extensive delivery of alcohol brief interventions and advice, emergency contraception, targeted seasonal flu vaccinations, common ailments, NHS Health Checks, healthy diet, physical activity, healthy weight and pharmaceutical care<sup>5</sup> services. The reports also indicate that the HLP model is working in areas with different demography and geography.

An example of improved pharmaceutical care is on people with asthma or COPD who had a medicines use review with their pharmacist. This identified a need for improved inhaler technique and the majority of those who were smokers accepted help to stop smoking. Early data shows improvement of symptom control on return to the pharmacy six months later and an impact on hospital admissions. The NHS Confederation has published *Healthcare on the High Street*<sup>6</sup> with a number of pharmacy case studies.

Public Health England has committed their support for extending the role of community pharmacy in the delivery of public health services and accelerating the roll out of the HLP programme<sup>7</sup>. Northern Ireland has adopted the principles of the model under its *Health+ Pharmacy* initiative and there is now increasing interest in the concept globally. The Local Government Association has published *Community Pharmacy's Role in Public Health*<sup>8</sup> which contains a number of case studies.

The organisational development and ethos principles of HLP could also be applied to pharmacy in all areas of practise, other health care professionals and any worker who interfaces with the public in other settings.

## How does a community pharmacy become a Healthy Living Pharmacy?

A pharmacy must consistently exhibit a healthy living ethos and proactive approach to health before being awarded the HLP quality mark. The pharmacy must have at least one qualified Health Champion<sup>9</sup> and demonstrated that they meet a set of quality criteria covering workforce development, premises and engagement with their community and other providers. The pharmacy also has to demonstrate consistent delivery of contracted services to a high level, e.g. medicines support services and health improvement services.

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<sup>2</sup> <http://psnc.org.uk/wp-content/uploads/2013/08/HLP-evaluation.pdf>

<sup>3</sup> [https://www.npa.co.uk/Documents/HLP/Final\\_HLP\\_Evaluation\\_Report\\_West\\_Yorkshire.pdf](https://www.npa.co.uk/Documents/HLP/Final_HLP_Evaluation_Report_West_Yorkshire.pdf)

<sup>4</sup> <http://www.npa.co.uk/Documents/HLP/Healthy-Living-Pharmacy-Evaluation-Tees.pdf>

<sup>5</sup> [http://www.pcne.org//upload/files/3\\_PCNE\\_Definition\\_Position\\_Paper\\_final.pdf](http://www.pcne.org//upload/files/3_PCNE_Definition_Position_Paper_final.pdf)

<sup>6</sup> <http://www.nhsconfed.org/resources/2013/10/health-on-the-high-street-rethinking-the-role-of-community-pharmacy>

<sup>7</sup> <https://publichealthmatters.blog.gov.uk/2015/03/24/putting-pharmacy-on-the-public-health-map/>

<sup>8</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/271682/20140110-Community\\_pharmacy\\_contribution\\_to\\_public\\_health.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/271682/20140110-Community_pharmacy_contribution_to_public_health.pdf)

<sup>9</sup> <https://www.rsph.org.uk/en/qualifications/qualifications.cfm?id=level-2-award-in-understanding-health-improvement>

## **How will the public know about Healthy Living Pharmacies?**

In addition to the HLP branding, areas implementing the HLP programme are likely to have implemented a local public awareness campaign and Health Champions will often work in the community to raise awareness of health and wellbeing issues by visiting family centres, schools, colleges, leisure facilities and places of worship. HLP team members will also work with their local GP practices and local government public facilities to spread the message.

## **What are the benefits to the population?**

As awareness of what services people can access in a community pharmacy increases and they experience the pro-active support and healthy living ethos of an HLP, the benefits will spread in both breadth and depth to a wider population helping them live well for longer.

## **What are the benefits to other health and wellbeing providers?**

70% of people who visit pharmacies do not regularly access other health care services so HLPs can provide health and wellbeing support to people in their community. Improved choice and access to early interventions on issues such as optimal medicines use, obesity, alcohol and smoking should improve outcomes in the short and long term and therefore impact cost of care in the future.