

Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee Agenda
Monday 5th July 2021 at 6pm
Meeting to be held remotely via Zoom

Members: David Broome, Tricia Kennerley (Chair), Clare Kerr, Sunil Kochhar, Fin McCaul, Jay Patel, Prakash Patel, Stephen Thomas.

1. Welcome from Chair
2. Apologies for absence
3. Conflicts or declarations of interest
4. Minutes of the last meeting and update on actions

Action

5. Website Upgrade Project **Appendix 02/07/2021**
6. Communications Planning (**Confidential**)
7. External Stakeholder Engagement **Appendix 04/07/2021**

Report

8. Pharmacy Communications **Appendix 05/07/2021**
9. Parliamentary Engagement **Appendix 06/07/2021**
10. Any other business

Subject	Website Upgrade Project
Date of meeting	July 2021
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	An update on progress made around content auditing, initial website designs, and LPC site development and support plans.
Proposed action(s)	Discuss plans for LPC site templates; feedback on designs and restructuring for PSNC website.
Author(s) of the paper	Melinda Mabbutt

Website Upgrade Project

Introduction

The office and Make have been setting the groundwork for this important project: this paper sets out progress to date, and seeks views on initial PSNC website designs and architecture plans.

Upgrading the PSNC website

Early work with Make

We have put in place project management and communications tools with Make, as well as mapping out a plan for the PSNC and LPC website upgrades. We are meeting online with our technical lead and project manager twice per week, as well as holding a monthly face-to-face workshopping session with the team at Make. Initial development and design work is focused on the PSNC website, with learnings from that work then able to feed into the LPC site improvements.

Content audit

We have begun an audit of all the content on the PSNC website. With c.16,000 individual URLs, this is a huge, but necessary, piece of work. We have set up an internal working group with members from each team at PSNC, and every team will shortly receive guidance (including a decision tree) and data to help them determine how relevant all their pages of the website are and what should happen to them on the upgraded website.

Individual pages may stay as they are, move somewhere else on the website, or be deleted or edited. This decision is based on both the knowledge of the team (about the importance of the content) and the user data showing us how much each page is accessed by visitors to the website. Any decisions made will be actioned on our current site to help make the transition to the new site easier in the autumn.

Our plan is to use learnings from this process to help guide LPCs through a similar content audit for their own sites over the summer, should they wish to do this.

Website user survey

Ahead of starting work on the development of new features and functionality for the website, we launched a user survey. It asks how visitors use the website now, and what they would like from it in the future. The survey has been set up to automatically appear when people visit the PSNC website, but has also been promoted in our daily newsletter and Community Pharmacy News (CPN) magazine (you can see the survey [here](#)).

Early results indicate that most visitors come to our website several times a week and there is little difference in the numbers of people accessing our site via personal, pharmacy or office devices. Key content for visitors is: pharmacy news, information on pharmacy services, and guidance on contractual requirements. We will compare this to the data we have on use of our website.

Planning for LPC template sites upgrade

Working Group

We have formed an LPC Website Working Group comprising LPC Chief Officers, Communications Officers and Website Administrators. They have been meeting at fortnightly intervals to provide direction for the project, hear updates about progress, and feed in their thoughts. One of their first meetings brainstormed a set of principles to underpin the LPC side of the upgrade project. After each meeting, their discussions are fed back to the team at Make. So far the group has been enthusiastic about the project and has fed in some really useful ideas that Make are considering.

The LPCs are agreed that contractors are their key audience, and they are keen to have more flexibility in their websites so that they can regularly change the homepage and direct their contractors to the most topical pages or issues (eg guidance on upcoming CPCF deadlines, or event links). They are keen for more automation, so we are looking at how CPCF News and Guidance from PSNC could be automatically highlighted on the LPC websites. We are also exploring with the working group how they might treat non-pharmacy audiences and how we can ensure consistent messages are going out externally across the PSNC and LPC websites.

Review of LPC sites

Melinda Mabbutt has gathered a set of information for Make to clarify how many LPCs are using the PSNC website template, how many use their own domain names, average number of pages per site, how frequently they are posting, etc. This will help to shape their thinking on plans for the development of the new LPC site templates and it will inform any guidance for LPCs.

Support from Make

Make presented their plans for the LPC side of the project at the June PSNC-LPC Meeting. They talked LPCs through the work they will be doing on the LPC templates and how they plan to support LPCs through the changeover to the new websites.

One key element of the migration to the new site templates is a staged approach. LPCs will be able to decide whether they want to have their website change over early, middle or later in the rollout timeline. These waves will allow Make to focus their efforts on bringing LPC sites online in manageable groups rather than as a whole. It also reflects the variability in capacity and resource between different LPCs, with those wanting more time to work on their sites able to go live later.

Make are offering a range of packages to help LPCs to set up their new sites. LPCs can determine the level of help they will need and budget, then select the best option for them. The options are:

- **Self Setup (FREE):** LPC sets up their site and adds content using Make support, including face-to-face, video guidance and support portal (estimated time required 40 hours)
- **Self Setup – Extend Support (£250+VAT):** LPC sets up their site and adds content following an online or in-person workshop with Make’s team.
- **Managed Setup (£1,000+VAT):** Make to install theme and provide training, but LPC to populate content.
- **Managed Steup+ (£2,000+VAT):** Make sets up site and adds content, plus provides training to LPC staff.

All packages include access to an LPC website support portal.

LPCs will be emailed full details soon and given a few weeks to decide which support option they would like, as well as the wave that they want to aim to upgrade their site in.

Designs for the PSNC website

Make’s designers have begun working through a series of initial design concepts for the new websites, starting with the PSNC site’s homepage and menu layouts. Once we have an agreed feel for the PSNC website then we will use that as a basis for the LPC sites to keep some consistency between the two site templates.

We will talk through the designs presented to us in the subcommittee meeting, as well as showing you some further options, but here are the latest set.

Homepage

The screenshot shows the PSNC (Pharmaceutical Services Negotiating Committee) homepage. At the top, there is a navigation bar with 'Quick Links' and several menu items: PSNC's Work, Funding and Statistics, Contract and IT, Dispensing and Supply, Services and Commissioning, The Healthcare Landscape, and LPCs. A search bar is also present.

The main content area features several news articles:

- Deadline approaching for claiming GP CPCS engagement and set up payment:** Community pharmacy contractors are reminded that to be able to claim the £300 engagement and set up payment for the GP Community Pharmacist Consultation Service (GP CPCS), the activities listed in Annex 1 of the CPCS service specification must have been completed by 30th June 2021.
- Just over a week left to complete the HEE workforce survey:** Community pharmacy contractors have until 11.59pm on Friday 18th June to complete the 2021 Health Education England (HEE) Community Pharmacy Workforce Survey.
- Pharmacy Superintendent recognised by PM for efforts during pandemic:** Community pharmacist Peter Horrocks recently attended a special reception to thank NHS workers for their efforts during the COVID-19 pandemic at No 10 Downing Street.
- Pharmacy Representation Review Steering Group:** Reminder: RSG webinar for pharmacy sector on Monday 14th June. The community pharmacy Review Steering Group (RSG) is inviting the pharmacy sector to a webinar on Monday 14th June, 7.30 - 8.45pm where the RSG will provide an update on...
- Don't forget to submit your C-19 test service data this week:** Pharmacies participating in the NHS community pharmacy COVID-19 lateral flow device distribution service must collate certain information from people collecting test kits.
- May CPN magazine published:** The May 2021 edition of PSNC's Community Pharmacy News (CPN) is now available. This issue of CPN features...

Below the news articles is a **Covid Hub** section with a carousel of images and links to: C-19 Test Distribution Service, Serious Shortage Protocols, Discharge Medicines Service, CPCS GP Referrals, and Covid-19 Vaccinations.

The **Most Read** section lists five items:

- 1 Pharmacy Earlier Payment Scheme Update
- 2 New SSP Endorsement Introduced
- 3 May 2021 Price Concessions - Final Update
- 4 Pharmacy Earlier Payment Scheme Update
- 5 New SSP Endorsement Introduced

The **Long Reads** section also features a carousel of the same five items.

The **Chief Executive's blog** section features a post from May 2021: "The REG will have to settle upon a solution that works best for the vast majority of contractors" by Simon Dulles.

The **Briefings** section includes:

- PSNC Briefing 011/21: Serious Shortage Protocols (SSPs) updated endorsing guidance
- PSNC Briefing 010/21: Guidance on Delaying LPC Elections 2022
- PSNC Briefing 009/21: Serious Shortage Protocol (SSP): SSP012 - Estradot® 75microgram patches

The **Events** section lists:

- Virtual Event: June Meeting of LPCs and PSNC
- Virtual LHCRs Event: Shared care records meeting for LPCs and IT group
- LPC Conference

The footer contains contact information for PSNC, a newsletter sign-up, a link to visit the LPC's website, and a 'Keep in touch' section with social media links for Facebook, LinkedIn, and Twitter. It also includes an 'Archive PSNC Site' link and a copyright notice: "Copyright © 2021 PSNC - Site designed and built by Media Agency".

News story page

Pharmaceutical Services
Regulating Committee

Hello, What are you looking for?

Not a pharmacy
[View other resources](#)

[Quick Links](#)

[PSNC's Work](#)

[Funding and Statistics](#)

[Contract and IT](#)

[Dispensing and Supply](#)

[Services and Commissioning](#)

[The Healthcare Landscape](#)

[LPCs](#)

[Contract & IT](#)

[COVID-19 updates](#)

[CPCF](#)

[Dispensing & Supply](#)

[Funding & Statistics](#)

[Headline](#)

[LPC News](#)

[PSNC Briefing-RSS feed](#)

[PSNC News](#)

[Services & Commissioning](#)

[The Healthcare Landscape](#)

Reminder: Deadline approaching for completion of the PQS Part 2 2020/21 work

PSNC News | [Headline News](#) | [Other News](#) | Wednesday 16 June 2021, 12:18pm

Community pharmacy contractors are reminded that the deadline for completing the Pharmacy Quality Scheme (PQS) Part 2 2020/21 work is **30th June 2021**.

NHS England and NHS Improvement (NHSE&I) and the Department of Health and Social Care agreed to [PSNC's request for more flexible timings](#) for completion of the PQS work in December last year. This means that contractors have until **30th June 2021** to meet the following domains they declared as having met (when they made their PQS Part 2 2020/21 declaration between 1st February and 1st March 2021) and collate the evidence to demonstrate that they were compliant with the requirements:

- Domain 1 – Infection Prevention & Control and Antimicrobial Stewardship;
- Domain 2 – Prevention;
- Domain 3 – Risk management; and
- Domain 5 – Primary Care Network – Business continuity*

Further information on PQS Part 2 2020/21

* To meet this domain, contractors needed to participate in a contractor discussion and for the Lead to collate the information to share with all contractors within the PCN, the PCN, the Local Pharmaceutical Committee and NHSE&I.

Where this activity had not commenced or had started, but not concluded, NHSE&I agreed that the collation of the evidence to demonstrate that contractors and Leads are compliant with the requirements could be extended until 30th June 2021 provided the contractor discussion had been undertaken before the end of the declaration period (1st March 2021).

PSNC News | [Headline News](#) | [Other News](#) | Wednesday 16 June 2021, 12:18pm

Most Popular

Don't forget to submit your C-19 test service data this week

Just over a week left to complete the HEE workforce survey

Top Stories

C-19 Test Distribution Service

Serious Shortage Protocols

Discharge Medicines Service

Related News

C-19 Test Distribution Service

Serious Shortage Protocols

Discharge Medicines Service

CPCS GP Referrals

C-19 Test Distribution Service

Serious Shortage Protocols

Discharge Medicines Service

CPCS GP Referrals

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Newsletter Sign Up

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[Instagram: \[psnc\]\(#\)](#)

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CPA Agenda
July 2021


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Menu drop-down


PSNC's Work

<p>About PSNC</p> <ul style="list-style-type: none"> PSNC Members PSNC Staff PSNC Vision & Work Plan Communication & Lobbying 	<p>The latest from PSNC</p> <ul style="list-style-type: none"> PSNC Meetings Negotiation Updates PSNC Briefings PSNC Privacy Notice 	<p>PSNC publications</p> <ul style="list-style-type: none"> Community Pharmacy News (CPN) PSNC News PSNC Blog Webinars 	<p>Website</p> <ul style="list-style-type: none"> Email Newsletter Sign Up Feedback to PSNC RSS Feeds Privacy & Cookies Contact Us
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Most Popular




Most Popular 1



Most Popular 2




Most Popular 3





Most Popular 4

Smartphone homepage:

9:41

Latest News

Most Read



Deadline approaching for claiming GP CPCS engagement and set up payment

Community pharmacy contractors are reminded that to be able to claim the £300 engagement and set up payment for the GP Community Pharmacist Consultation Service (GP CPCS), the activities listed in Annex F of the CPCS service specification must have been completed by 30th June 2021.



C-19 test distribution service – the importance of reporting results

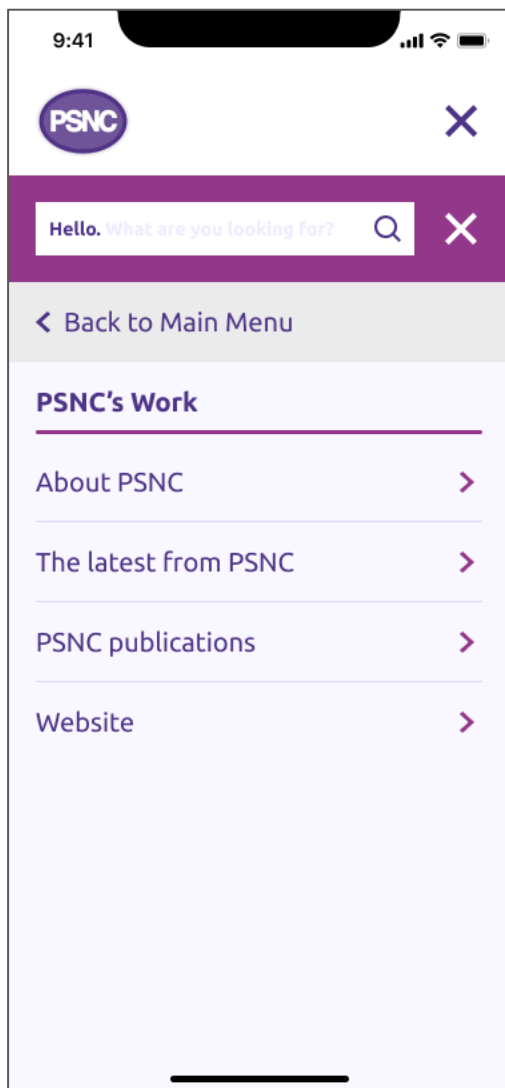
🕒 12h | Covid



C-19 test distribution service – the importance of reporting results

🕒 12h | Covid

Smartphone menu:



New site structure

After the different teams at PSNC have undertaken the content auditing process, the PSNC Communications Team will need to explore how to restructure it in the new site. At this early stage, we have come up with a set of principles for this re-mapping:

- **Keep the user in mind at all times**
 - How are they currently using our site?
 - What makes most sense for them?
- **Be open to new ideas**
 - Just because something has always been a certain way doesn't mean that's the only way to do it.
- **Take learnings from others**
 - What is standard practice?
 - Are there any common elements we can apply?

We will talk through some options for this at the subcommittee and it would be good to hear feedback on the current website structure to inform this.

Subcommittee Action

The subcommittee is asked to consider:

- Plans for LPC site templates: are the subcommittee content with the progress and approach?
- Designs: Review and provide feedback.
- Site structure: Review principles and provide feedback on current site as well as any thoughts for the new website.

Subject	External Stakeholder Engagement
Date of meeting	July 2021
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	PSNC's proposed plans for wider stakeholder engagement.
Proposed action(s)	Consider objectives and approach suggested.
Author(s) of the paper	Jessica Ferguson

External Stakeholder Engagement

Introduction

As set out in our strategy for the year, there are a number of people and organisations who pharmacy could approach and who might be prepared to act as advocates for community pharmacy both in public and in their dealings with NHSE&I and Government. These people include charities, patient groups and policy think tanks.

These groups can be useful advocates for community pharmacy and although our contact with them has been minimal during the pandemic, we now want to get back in touch with some of them to ensure that they understand the support and services that community pharmacies offer and to encourage them to promote pharmacy to their audiences and people they represent.

Messaging

With the easing of lockdown, there is much focus on pandemic recovery. This presents a good opportunity to re-engage with external stakeholders who can support our objectives. Our first aim is improve awareness of the many health agendas which community pharmacy can support, including:

- Prevention – Healthy Living Pharmacies can do much to help
- Levelling up health inequalities, particularly after the pandemic
- Identifying people with undiagnosed high blood pressure and other cardiovascular diseases
- Tackling health factors such as obesity and smoking, that have contributed to more severe COVID-19
- Ongoing provision of COVID-19 booster vaccinations
- Support for people with new medicines, or with medicines after discharge from hospital
- Providing healthcare advice to support GPs to return to pre-COVID activity

Community pharmacies already provide many services and support in line with these aims, but some stakeholders may not be aware of the sector's full offering or its potential to deliver more. To help demonstrate the benefits pharmacies already provide to patients, local communities and the wider NHS, we will look to highlight:

- Discharge Medicines Service
- Ongoing provision of flu and COVID-19 vaccinations
- Access to regular COVID-19 testing through the LFD distribution service
- Referrals from GP practices via GPCPCS
- Ongoing dispensing of prescriptions
- Access to opportunistic healthcare advice

We already have a number of resources and briefings that we can use to get these messages across (see below). Once we have landed the positive messages, we will move onto our second aim which is to build support for the sector – we will offer resources to help supportive stakeholders talk positively about pharmacy, seek their help with specific policy objectives, and also brief them on the funding and capacity challenges facing community pharmacies.

Key targets for engagement

Lots of healthcare organisations have been focused on their own agendas over the last year, but now lockdown restrictions are lifting and efforts are turning to pandemic recovery, it will be helpful to re-engage with many key contacts to see where our objectives align. Many charities may also be struggling with the economic consequences of COVID-19 and a growth in demand for advice and

support from members of the public, who may be able to seek help from pharmacies. Think tanks can be influential and could help promote policy ideas supporting a greater role for pharmacies.

Suggestions for initial engagement include:

- **Disease-specific charities/patient groups:** British Heart Foundation; British Lung Foundation and Asthma UK; Taskforce for Lung Health; Diabetes UK; Versus Arthritis.
- **Primary care:** British Dental Association; Association of Optometrists; National Association of Primary Care.
- **Care sector:** Carers UK; Carers Trust.
- **Wider patient representatives:** Healthwatch England/local branches; National Voices; Patients Association.
- **Think tanks:** King's Fund; Nuffield Trust; Health Foundation; Reform; Social Market Foundation.

Resources and Tactics

Over the past few months we have developed a number of resources (primarily for MPs) which can help us in our engagement more widely. These include the animation on pharmacy's role in the pandemic; briefings and info graphics on the advice audit; and a range of social media infographics.

The new external stakeholders twitter account will be a key resource to ask our stakeholders to engage with, and over the summer we will also be developing the Pharmacy Prospectus (we have gathered evidence for this, as well as briefing a designer and animator to help us to shape it).

There are a number of immediate activities and tactics we can deploy to begin engaging with our key targets, including:

- Emailing our key contacts and targets highlighting the animation and pharmacy audit results and asking them to share these.
- Targeting key groups using our new public affairs twitter account to promote pharmacy and encourage engagement.
- Holding Zoom briefings with stakeholders to update them on community pharmacy, explore their priorities and objectives after the pandemic, and seek their support for the sector.
- Preparing a (short) toolkit of resources to help our contacts to promote pharmacy via their social media feeds or while attending events/meetings/etc.
- Considering whether we could ask supporters to sign a joint letter of support for the sector and our objectives to either the press, or Matt Hancock and/or the new CEO of NHSE&I. This could be linked to a wider digital stakeholder engagement event.

Subcommittee Action

This work is the start of an ongoing approach to build and maintain relationships with a wider range of external stakeholders. The subcommittee is invited to consider these initial ideas, specifically:

- Are the two aims set out in this paper correct?
- Should we be highlighting any other services/messages to stakeholders?
- Are there any additional stakeholders we should approach?
- Are there any further activities/tactics we should consider?
- Should we consider the digital event to bring some of these stakeholders together?

Subject	Pharmacy Communications
Date of meeting	July 2021
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	An update on PSNC's communications with contractors, pharmacy teams and LPCs, including our digital statistics reports.
Proposed action(s)	None
Author(s) of the paper	Melinda Mabbutt and Jamie Gilliam

Pharmacy Communications

Introduction

This paper provides an update on work to communicate with community pharmacy contractors, pharmacy teams and LPCs. It also contains monthly statistics on PSNC's digital communications.

Community Pharmacy News (CPN) magazine

After the last subcommittee meeting, we ended CPN with the May 2021 edition. We will continue to publish the content that was unique to CPN on the PSNC website, i.e. the Chief Executive's blog and the monthly briefing from the Dispensing and Supply Team. With regards to the latter, we are considering plans for a 'Dispensing News' email to be sent out to the PSNC mailing list around the end of each month.

We also invited people to complete our website user survey (see [Appendix 02/07/21](#)) to inform us if they had any concerns about us stopping CPN. Early results from that survey indicate that around a quarter of respondents would still be interested in receiving a monthly update. One interesting suggestion is that a monthly update could focus on "longer reads requiring multiple links to obtain the information" with "less emphasis on repeating the content of daily email headlines".

PSNC Annual Report

The PSNC Communications Team has now instructed a designer to begin work on the 2020/21 report, with our animator ready to produce a few short (c.45 seconds) videos picking out some of the key facts and figures.

The report will be a digital-first publication, and we plan to break the content down into three distinct sections:

1. **Championing pharmacy** – including PSNC advice audits, lobbying and successes.
2. **PSNC now and in the future** – summarising the nuts and bolts of the last year and the longer term work, including some reference to the work of the RSG.
3. **The year ahead** – immediate plans for the next year.

It will also include the usual introductory messages from the CEO, Chair and Vice Chair, possibly in video format this year.

Press coverage and proactive communications work

Findings of the Pharmacy Advice Audit 2021

At the end of May, PSNC published the [findings of the 2nd PSNC pharmacy advice audit](#). We worked with Boots to tailor a story for the national press, attempting to tie it in with recent concerns around NHS pressures and GP workload. We got some content onto the [letters page of The Telegraph](#) and the pharmacy press covered the results, as follows:

Chemist +Druggist: [England's pharmacies provide 58 million unpaid consultations a year](#)

Pharmaceutical Journal: [Pharmacy staff conduct 58 million informal patient consultations each year, say negotiators](#)

The Pharmacist: [Almost quarter of pharmacy consultations relate to Covid-19, PSNC finds](#)

Pharmacy Business: [Over 58m patients seek informal consultations from community pharmacy each year, PSNC audit reveals](#)

Pharmacy Magazine: [Pharmacies giving 17 unpaid consultations per day](#)

Pharmacy services a 'lifeline' for people with lung conditions

We also featured a survey of over 2,100 people with lung disease on their use of community pharmacies by the Taskforce for Lung Health, of which PSNC is a member. It found that 95% of respondents thought the support they accessed in community pharmacy was valuable, essential or something that they 'could not live without'. View our news story [here](#).

Other press queries

Beyond the audit findings, the PSNC Communications Team has recently received press queries on reimbursement claims for Personal Protective Equipment (PPE), the Pharmacy Earlier Payment Scheme (PEPS), and medicine shortages.

Chief Executive Blogs and Vlogs

PSNC CEO Simon Dukes continues his monthly blogs and video messages (or 'vlogs'). These are being actively promoted through the daily newsletter and on social media, as well as being given more prominent positioning on the website (i.e. as part of the rotating slides on the homepage). Feedback has been positive, with contractors being appreciative of Simon's strong stance on the need to resolve funding issues. You can read and watch via the below links.

[May's blog](#) – considering the sizeable task before the Review Steering Group (RSG), which is taking forward work to improve community pharmacy contractor representation and support.

[May's video](#) – addressing the situation that community pharmacy currently finds itself in – awaiting a decision from HM Treasury on the costs the sector incurred during the COVID-19 pandemic.

Supporting other PSNC teams

The Communications Team continues to support other PSNC teams by promoting key news, information and reminders through the daily email newsletter and social media. In particular we have recently supported the Regulations Team in crafting a series of reminders about the changes to the pharmacy Terms of Service that took place in late 2020. These were created to help contractors and their teams to prepare for completing the 2021/22 Community Pharmacy Assurance Framework (CPAF) survey, which will include questions on the new Terms of Service. We have created an index of all the regs reminders [here](#).

LPC communications and support

PSNC publishes a monthly newsletter for LPCs, including details about upcoming events that may be of interest to LPC Chief Officers and Chairs/Members and relevant news updates. The schedule below highlights the planned publication dates for LPC news for the remainder of 2021.

Month	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Target publication date	Mon 26th	Weds 26th	Fri 25th	Mon 26th	Thurs 26th	Mon 27th	Tues 26th	Fri 26th	Fri 17th
Content cut-off date (by COP)	Fri 23rd	Tues 25th	Thurs 24th	Fri 23rd	Weds 25th	Fri 24th	Mon 25th	Thurs 25th	Thurs 16th

Several additions have been made to the LPC Members' Area recently. PSNC has published guidance for LPCs who have chosen to accept the recommendation to delay their elections to allow the Review Steering Group (RSG) time to complete its work, as well as a set of FAQs on delaying LPC elections. The May RSG/LPC engagement event resources have also been made available, including a recording of the event and a copy of the slide deck from the evening.

PSNC digital communications reports (May report overleaf)

May overview: The most popular topics were price concessions and Controlled Drug prescriptions. The announcement of the newly mandated health campaign on COVID vaccinations was also popular. Our largest peak in website numbers was on Tuesday 4th May, the day after the Early May Bank Holiday and when PSNC published its updated template questionnaire to help support the local development of Pharmaceutical Needs Assessments (PNAs).

Conclusion

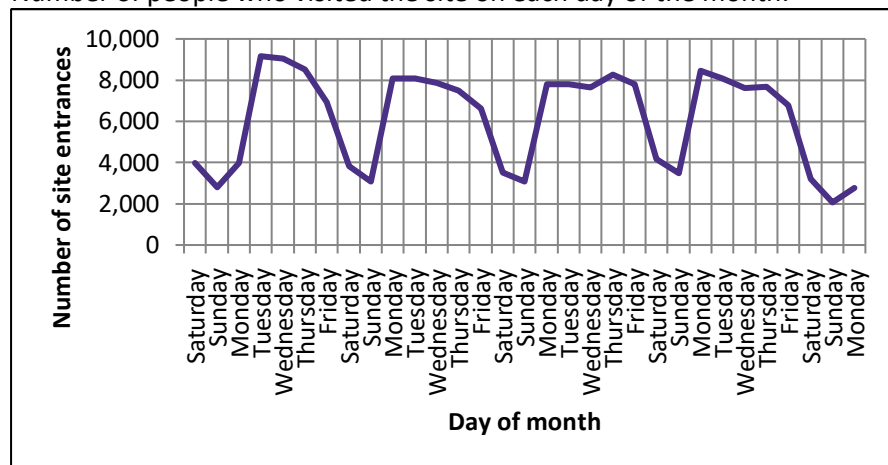
This paper has been created just for review; no action is required. However, subcommittee members are welcome to share their feedback or ask questions on any of the above.

PSNC digital communications report – May 2021

PSNC Website

Audience	May	April
Number of unique visitors (site entrances)	189,624	231,560
Number of unique pageviews	308,026	377,881

Number of people who visited the site on each day of the month:



Pages	Views
Price Concessions	16,201
Controlled Drug prescription forms and validity	6,631
COVID-19 lateral flow device distribution service	5,924
Discharge Medicines Service	4,202
New Medicine Service	3,042

News stories	Date	Views
First mandated health campaign 2021/22: COVID vacs	28/04/21	1,961
Supply Notification Update: H2-antagonists	18/03/21	1,253
CPCS: urgent supplies of Controlled Drugs	03/01/20	1,150
Supply Notification Update: oral contraceptive tablets	22/04/21	1,120
Data Security & Protection Toolkit: new PSNC guidance	29/04/21	796

PSNC Briefings	Views
008/21: Completing the Data Security and Protection (IG) Toolkit 2020/21	363
023/19: SSPs – A guide for community pharmacy teams	255
016/19: EPS Controlled Drugs (CD) FAQs	144
041/20: Part 2 2020/21 Pharmacy Quality Scheme – Evidence Checklist	131
023/17: SCR implementation checklist factsheet (updated 2020)	131

Webinars/videos	Plays
The NHS GP Community Pharmacist Consultation Service animation	693
PSNC CEO Video Update – May 2021	148
The Future of Pharmacy animation	100

PSNC Emails

PSNC Newsletter	May	April	Other health newsletters
Open rate	29.6%	33.9%	23%
Click rate	2.4%	3.5%	6%
Clicks to opens	7.9%	11.3%	20%

Social media

	May	April
Twitter reach	116,840	161,611
Twitter interactions	2,990	3,968
Facebook reach	1,655	5,761
Facebook interactions	122	326
LinkedIn reach	5,679	5,058
LinkedIn interactions	54	55

Subject	Parliamentary Engagement
Date of meeting	July 2021
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	A summary of PSNC's Parliamentary engagement work since the last subcommittee meeting.
Proposed action(s)	None
Author(s) of the paper	Jessica Ferguson

Parliamentary Engagement

This paper presents an overview of parliamentary engagement and public affairs work since the last subcommittee meeting.

PSNC's Parliamentary Work

Since the last meeting of the subcommittee, PSNC has continued briefing parliamentarians and carrying out work in support of the communications and public affairs strategy. As a reminder, the strategic objectives for our Parliamentary work this year are to:

- Maintain Parliamentary support for pharmacy and build as many advocates as possible;
- Demonstrate the support that the sector has; and
- Hold HMT and NHSEI to account for their decisions on pharmacy.

Briefing Parliamentarians

In May, we contacted our supportive MPs (we have a core list of more than 50 MPs, including key Select Committee targets and APPG Members) to promote the Lateral Flow Device (LFD) distribution service, encouraging them to visit a local pharmacy to make use of the testing service. The aim of this approach was to highlight another way in which pharmacies are providing value to patients and the public and are contributing to the overall COVID-19 response.

In June, we contacted MPs and Peers about the results of PSNC's latest Pharmacy Advice Audit, to demonstrate the extent to which patients are benefitting from pharmacy advice and the impact taking this away would have on GPs and wider primary care. This was all supported with messaging about the need for the sector to be funded sustainably, or else patients risk losing access to pharmacy services altogether. A briefing and infographic were developed with MPs in mind: these have been shared with contractors and LPCs to use with their local politicians.

Key Parliamentary Mentions

MPs have continued to champion pharmacy in Parliament and below is a summary of the key mentions since the last subcommittee meeting.

Queen's Speech

During the days of debate following the Queen's Speech, a number of MPs took the opportunity to mention community pharmacy.

- **Jackie Doyle-Price, Conservative MP for Thurrock, said:** "...I wish to mention one of the things the Chancellor of the Exchequer said in approaching this pandemic, which was that the NHS would have all the money it needed to deal with it. Largely, that has been true—in fact, in some respects it has had too much; Track and Trace has a huge budget for perhaps not being as effective as we would like it to be. I just want again to give a shout out for our pharmacists, who stepped up to the plate during this pandemic. They were open when GPs were not. But we know that the financial costs of that are leading a third of them to face potential closure. I do not think we can afford to lose that valuable part of our NHS and I hope the Government do something to address it."
- **James Cartlidge, Conservative MP for South Suffolk, said:** "...I am a great fan of community pharmacy. It does a huge amount already, but it has earned its spurs during the pandemic, giving out over 3 million jobs to date—more than the entire population of Greater Manchester. I have seen in my constituency how community pharmacies can really make a difference. My constituents have chosen them as their preferred place to receive a jab and it shows what more they can do. We must give them a deeper role in the delivery of healthcare in this country."

- **Elliot Colburn, Conservative MP for Carshalton and Wallington, said:** "...I want to raise in particular the incredible effort throughout this pandemic of our amazing community pharmacists, who are so often left out of the conversation. They have demonstrated just how important they are, and we must reward this effort by reviewing their funding model, expanding their roles and giving them a seat at a strategic ICS level to help shape the future of healthcare delivery in their local areas."

Health Questions

In June, during Health Questions, one of the contributions was focused on pharmacy. Laurence Robertson, Conservative MP for Tewkesbury, asked what steps were being taken to increase the range of work carried out by pharmacies, and whether more could be done to boost public awareness of pharmacies' offering to help reduce pressure on GPs.

Jo Churchill, Conservative MP for Bury St Edmunds and Pharmacy Minister, replied:

"The pandemic has proven to the public how vital our highly skilled pharmacy teams are in supporting their communities. Pharmacies have massive potential to build on the new services they are already delivering, and we will continue to look at how we can use them further...Indeed, we can. I would be honoured to work with my hon. Friend to do that so that people think "pharmacy first". Pharmacies are delivering lateral flow devices into our communities; 500 of them have stood up to be vaccination sites; and we can now refer from NHS 111 and GPs into community pharmacies for the supply of prescribed medicine and for minor illnesses. We need our pharmacies to show their skill base; they are a highly skilled group that we should all be asking to do more and celebrating."

Parliamentary Questions

MPs have also continued to submit supportive written questions:

- **Peter Dowd, Labour MP for Bootle**, asking the Secretary of State for Health and Social Care, [whether his Department has taken steps to provide funding to increase resources and training to strengthen the workforce of local pharmacies.](#)
- **Feryal Clark, Labour MP for Enfield North**, asking the Secretary of State for Health and Social Care, [what steps he has taken to preserve the future sustainability of pharmacies.](#)
- **Sarah Olney, Liberal Democrat MP for Richmond Park**, asking the Secretary of State for Health and Social Care, [what representations he has made to the Chancellor of the Exchequer on delivering more sustainable funding for community pharmacies.](#)
- **Rachael Maskell, Labour MP for York Central**, asking the Secretary of State for Health and Social Care, [what discussions he has had with community pharmacists on how they can \(a\) support GPs and \(b\) help relieve the pressures on GP waiting lists.](#)

External-facing Twitter account

New external affairs Twitter account

PSNC's [second Twitter account](#) for engaging with external stakeholders on pharmacy matters is still in its early stages but is promoting positive content about pharmacy, including the work of the APPG, relevant media coverage and supportive comments from parliamentarians, charities and other groups. Our target audiences are beginning to follow the account, including:

- Baroness Thornton, Labour peer and Shadow Lords Health Minister
- Taiwo Owatemi, Labour MP for Coventry North West and APPG Member
- Meg Hillier, Labour MP for Hackney South and Chair of the Public Accounts Committee
- Debbie Abrahams, Labour MP for Oldham East and Saddleworth

- Hepatitis C Trust
- APPG on HIV and AIDS
- Taskforce for Lung Health

While this initial support is promising, we want to use the account to engage more proactively with our key targets. A first step is to promote the value of pharmacy animation, and this will be highlighted through the account as part of that launch. We will also be emailing MPs, peers and other groups to encourage them to watch and share the animation. More specifically for MPs, we are exploring developing some graphics for use over the summer to complement pharmacy visits, which could also be shared with LPCs to support their work.

APPG Work

The following is an overview of the APPG's work since the last subcommittee meeting.

Cross-party letter and article in The Sunday Times

As part of the follow-up to the 28 April event, a cross-party letter was put together to be sent to the Health Secretary and Chancellor, urging additional financial support for community pharmacies. Over 30 parliamentarians put their names to the letter, and following a PSNC Comms Team press release (linking the letter to our COVID costs asks) and briefing, the Sunday Times ran an article warning that '[Covid loan demands may close chemists](#)'.

Next workplan activities

A few more activities have been planned before Parliament enters summer recess in late July, which have been summarised below.

Roundtable event

The APPG's next event is a virtual roundtable event where attendees will discuss pharmacy and how its contribution could be further enhanced to help support important health agendas. Attendees will include some representatives from the pharmacy sector, as well as other external stakeholders, ideally from the GP sector, wider primary care and some health charities. The discussion at the event will inform a short briefing document – being termed a 'manifesto' - to set out pharmacy's potential to do more if supported with sustainable funding. Parliamentarians, health charities and other organisations will be encouraged to support the manifesto and media coverage will be sought.

'Stock take' survey

The group also plans to conduct another survey of the pharmacy workforce, following up from the first one conducted as part of the December 2020 inquiry. This is to assess ongoing pressures on the workforce and the results will be compared against those obtained in the previous survey. This work will complement the roundtable and manifesto, and the results will be used to support calls for greater support and investment for the sector.

Other Public Affairs Work

Health and Social Care Committee – Report following workforce burnout inquiry

Following an inquiry into workforce burnout and resilience in the NHS, the Health and Social Care Committee published a report which included some recognition of the pressures facing those working in the pharmacy sector. PSNC had submitted written evidence to this inquiry in November 2020 to set out the impact of COVID-19 on demand for pharmacy services and staff morale.

The report stated that workforce burnout had been raised as a serious problem by a wide range of organisations representing NHS staff, including pharmacists. In particular, it acknowledged that

additional pressures and the perception of not being recognised and appreciated extended to pharmacy, and highlighted an anonymous submission from a community pharmacist, who told the Health Committee that despite staying open throughout the pandemic, community pharmacy felt “very underrecognized” and “undervalued”.

Primary Care Briefing – NHS Bill

PSNC will be joining a number of primary care organisations to develop a short briefing paper as part of the wider lobbying of MPs around the Health and Care Bill. The purpose of the paper is to explain and highlight the benefit of investment in primary care, including pharmacy. Other organisations taking part include the BMA, BDA, National Community Hearing Association and the Association for Eye Care Providers.

Conclusion

This paper has been created just for review; no action is required. However, subcommittee members are welcome to share their feedback, questions or other ideas on any of the above.