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Happy New Year and welcome to the first edition, of our Healthy Living Pharmacy (HLP) Newsletter, of the decade. We hope you will enjoy reading it, learn something new and build on what you may already be doing to promote healthy behaviours.

I hope you will all agree that embedding Level 1 Healthy Living Pharmacies within the essential services component of the landmark 5-year Community Pharmacy Contractual Framework settlement is a phenomenal achievement. We all need to ensure that we continue to make Healthy Living Pharmacies a location from where pharmacy teams promote healthy behaviours at every opportunity, making every contact count and that we continue to create a culture and ethos of promoting healthy behaviours, a norm. We have come a long way from when HLPs were first established. The continued enthusiasm and commitment by pharmacy teams, in particular, qualified Health Champions has been paramount in reaching out to communities to successfully promote healthy behaviours.

The New Year is often a time that people feel motivated to set new health and lifestyle goals for the coming year. This may also include you and members of your team. This edition of the newsletter is packed with information and links to training and campaign resources, to enable you to support people coming into your pharmacies and for your staff to make healthier choices.

I thought I would remind you that PHE published a [Menu of Interventions \(MOI\) for Productive Healthy Ageing](#), which we would be delighted if you used in your everyday interactions with older people. You should have also received a set of easy-to-use A5 cards that summarise the information in the MOI and the interventions you could make across six topics: falls prevention, dementia and the dementia friendly environment, physical activity, social isolation and loneliness, malnutrition and public mental health.

In addition, PHE published a resource, the [Pharmacy Offer for Sexual Health, Reproductive Health and HIV](#). The resource discusses the capacity and capability of pharmacy teams, to provide consistent and high quality sexual and reproductive health services. It aims to help commissioners and providers further embed

pharmacy into key sexual health (SH), reproductive health (RH) and HIV work streams. Please do read this publication to consider how you might improve the services you may already be providing. Happy reading.



Greg Fell,

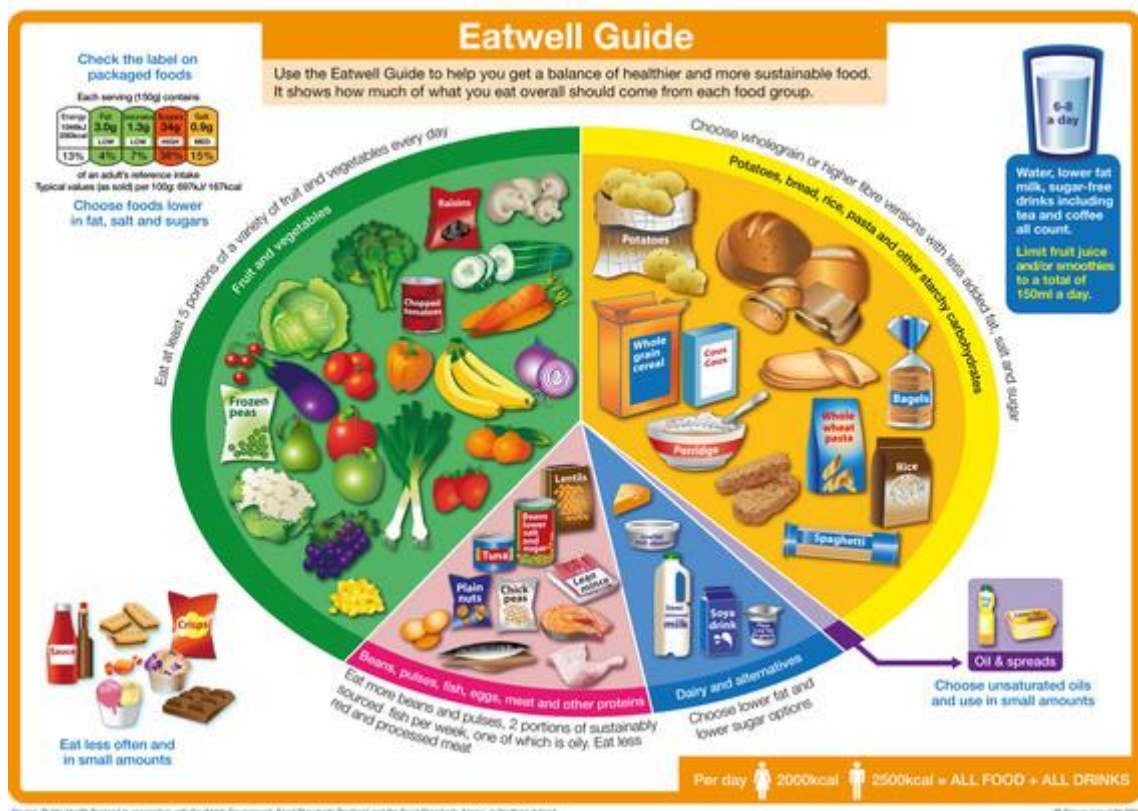
Chair of the Healthy Living Pharmacy Task Group of the Pharmacy and Public Health Forum, Director of Public Health, Sheffield City Council

There have been many developments in HLPs since last time we published a newsletter. The continued strengthening of support for the role of community pharmacy in public health continues. At this time of year, with winter pressures, community pharmacies are in demand more than ever before. The NHSE/I *Help Us, Help You - Pharmacy Advice* campaign supported by PHE launched in January 2020, which encourages the public to use their local pharmacy as the first port of call for minor health concerns such as coughs, colds, tummy troubles and aches and pains is another way of re-enforcing the role of community pharmacy teams in supporting people to look after themselves. Making healthier choices and staying well is a priority, with pharmacy teams, especially health champions in Healthy Living Pharmacies reaching out to their local communities to improve health.

I am always pleased to hear how HLP Champions and their teams have been promoting health behaviours, with innovative models of delivery. So, please continue to tell us and send us your photos and case studies to share in the Health Champion Corner, within the HLP newsletter.

As Chair of the HLP Task Group, the announcement in summer 2019 about embedding level 1 HLPs within the community pharmacy contractual framework was very welcome. This has effectively made HLP a mainstream part of community pharmacy practice. Local Authority commissioners should feel confident in commissioning public health services from HLPs with the right work force and enablers in place. HLP continues to grow stronger and we have no doubt this will continue.

What is a healthy, balanced diet?



It can often feel impossible to navigate the sea of dietary advice that seems to be changing all the time! From Mediterranean diets to vegan diets, low carbohydrate diets, high protein diets... the list goes on! Too often we are bombarded with 'advice' that is not supported by robust evidence.

Government dietary advice in the UK is illustrated in the Eatwell Guide. The guide shows the proportions of the overall diet that should come from each of the main food groups including starchy carbohydrates; fruit and vegetables; beans, pulses, fish, eggs, meat and other proteins; dairy and alternatives; oils and spreads. It also demonstrates that foods and drinks high in fat, salt and free sugars should not form part of the everyday diet, but if purchased should only be consumed occasionally and in small amounts.

The Eatwell Guide was designed to be an easy-to-use tool that brings the 'healthy balanced diet' we all talk about to life for the public. The guide is applicable to everyone aged over five years, including those who are looking to lose weight; although these individuals should aim to reduce their overall calorie intake below the daily energy requirements given on the guide. Children aged between two and five years should gradually move towards eating the same foods as the rest of the family. The Eatwell Guide also offers some useful tips for each of the food groups to guide us towards the healthiest options in that category e.g. "choose lower fat and lower sugar options". Alternatives to animal products are also highlighted on the guide to demonstrate how these can form part of a healthy, balanced diet and encourage us to consider sustainability when we purchase food and drinks.

The dietary advice presented in the Eatwell Guide is underpinned by the best available scientific evidence which is regularly reviewed by the Scientific Advisory Committee for Nutrition (SACN). SACN recently reviewed the evidence on [Carbohydrates and Health](#) and concluded that there was no significant association between total carbohydrate intakes and incidence of type II diabetes or weight gain. Despite this, low carbohydrate diets are frequently promoted by the media and many people are left increasingly confused. Cutting out whole food groups is likely to increase the risk of insufficient intakes of certain nutrients; for example, carbohydrates are a source of fibre, B vitamins and potassium. Low carbohydrate diets are also usually higher in fat. There is good evidence that in the longer-term diets high in saturated fat are associated with raised blood cholesterol and risk of heart disease. Although individuals may find these types of diets helpful for weight loss, in the long term they do not support good health.

It is for this reason that healthcare professionals, including pharmacy teams can play a really valuable role in dispelling these myths for their patients and helping to educate their communities in how they can eat and drink more healthily.

For more information on the Eatwell Guide you can visit the Eatwell Guide page on GOV.UK where you can download the image and the information booklet: <https://www.gov.uk/government/publications/the-eatwell-guide>

The NHS.UK website also has an Eatwell Guide page that is a useful resource to signpost the public to: <https://www.nhs.uk/live-well/eat-well/the-eatwell-guide/>

Making an impact in your community



[All Our Health](#) (AOH) is a call to action to all health and care professionals in England to embed prevention within their day to day practice. Through educational materials, tools and resources, AOH can help pharmacy teams make an even greater impact in preventing

illness, protecting health and promoting wellbeing. AOH provides practical guidance on how to embed prevention interventions in your daily practice and evidence on why this is so important, helping to reduce health inequalities and premature morbidity and mortality.

AOH offers support to help build your knowledge and confidence in key public health areas to enable you to have conversations that go beyond your usual fields of expertise.

We know that many pharmacy teams will understand and support the drive to increase prevention activity but are not always sure how to make this happen. AOH sets out 'how' and provides resources to build on and increase your skills and confidence to make a difference to individual and population health. It also provides advice on how to measure the impact and demonstrate the value of your contribution.

Free access to education, training and professional development resources



Health Education England's [Population Wellbeing Portal](#) is free to access by anyone who can positively impact public health and wellbeing.

The Portal offers free access to education, training and professional development resources, to help deliver improvements in public health and prevention. Providing a central location for numerous e-learning resources, reading material, guidance, toolkits and videos, factsheets and many more resources relating to population health.

The Portal brings together material from multiple sources. This includes resources from Health Education England (HEE), Public Health England (PHE); the Academy for Public Health for London and Kent, Surrey, Sussex, the Faculty of Public Health as well as many others. It links with All Our Health, PHE's framework of evidence to guide healthcare professionals in preventing illness, protecting health and promoting

wellbeing. The section of the portal on wellbeing and mental health includes links to free e-learning on topics such as:

- Mental health awareness
- Mindfulness
- Prevention of mental distress and promotion of mental wellbeing
- Dementia
- Physical activity in mental health

Public Health England and NHS launch mental health campaign



With one in six people experiencing mental illness in England each week and around one in three GP appointments involving a mental health component, the impacts of poor mental health are being widely felt. The new Every Mind Matters campaign from Public Health England can help your patients and members of the public to improve their mental health. It's full of expert advice and practical tips. It also has a free NHS-approved online tool on the Every Mind Matters website, which provides users with an action plan to help people deal with stress and anxiety, boost their mood, improve their sleep and help them feel more in control.

An Every Mind Matters toolkit is available to order from the [PHE Campaign Resource Centre](#). The resources can be used to signpost members of the public to the Every Mind Matters website, where they can create an action plan. For more information visit everymindmatters.co.uk and download an [Activation Guide for Pharmacies](#).

Healthy Living includes good mental health



Bedminster HLP team share their experience how community pharmacy can make this a reality

As a Healthy Living Pharmacy, the Bedminster Pharmacy team know that we have a crucial role to play supporting the health and wellbeing of our patients by working proactively with other health, social and

community organisations but most importantly building far-reaching partnerships that enable us to connect with the most marginalised and isolated in our locality.

Our experience in delivering successful disease awareness-raising and education initiatives has helped us to be more confident in championing physical health and wellbeing. We were however always aware that in our South Bristol community, with pockets of high social deprivation, morbidities that resulted in long term disability and low levels of socioeconomic attainment – poor mental health and wellbeing was pervasive. A clear but unspoken need in many of our interactions.

One of the things that we appreciate about the National PHE Campaigns is that it enables us to reflect on the needs of our own population and determine the degree of relevance using the tools. As a healthy living pharmacy, we take ownership of the resources and apply them to make a difference.

The PHE – Every Mind Matters Campaign served to do just that. As a team, it was helpful, first, to consider our own mental health and wellbeing. We also better understood that breaking the barriers created by stigma, silence and misunderstanding was the surmountable challenge to be faced.

We appreciated we needed to change culture starting with ourselves. To help us drive parity and become more confident in discussing and supporting mental health, we designated a day of the week as a mental health focus day. The team could access resources as part of the PHE campaign to understand simple interventions and advice that promote mental health and wellbeing.

We were better placed to identify patients likely to be at risk and even where appropriate ongoing pharmacological intervention was in place, provide additional support and education. As a local health and wellbeing hub, this is what we are best placed and exceptionally able to do. We immediately noticed that not only were our patients, many of them with long term health conditions, responding very positively but in our sometimes very pressured work environment, we were experiencing greater fulfilment and fewer instances of unplanned absences due to ill health too.

Awesome community men's mental health promotion. Great work Ade @Bedminsterpharm 🙌🙌🙌

Bedminster Pharm... · 19/11/2019
Today is #InternationalMensDay during #selfcareweek2019, so we asked Bristol Mayor @MarvinRees for his self-care #mentalhealth tips esp for Men. Do have a listen



We also ensured that in delivering advanced commissioned services both national and local, we included mental health wellbeing as a talking point. Partnering with local organisations to tackle social isolation by facilitating befriending support where needed was another part of our strategy. We knew that the measure of our culture change would be getting men to talk about their mental health.

The statistics regarding the impact of unmet mental needs in this demography bears witness to the need for urgency and severity of the issue. The PHE resources offered us great conversation starters and using our healthy living zone effectively was vital.

Normalising use of words that express emotion, increasing understanding of common mental health conditions and promoting mental wellbeing by sharing stories about the lived experience of well-known national figures was very engaging. We also started asking guests to our pharmacy such as Marvin Rees the elected Mayor of Bristol and Emma Britton the BBC Radio Bristol Morning show host to share about their own mental health and wellbeing. Their candid personal and relatable insights were all very impactful.

Bedminster Pharmacy · 10/10/2019
Today is #WorldMentalHealthDay. We asked @bbcrb Morning show presenter @theemmabritton how she looks after her own mental wellbeing. As usual she is very candid... #ItsOkNotToBeOk



3,899 views

All Healthy Living Pharmacies aspire to be Champions of Better Health and Wellbeing in their communities. We also have a crucial role in providing parity between physical and mental health.

At Bedminster Pharmacy, we are learning this is much needed. Using the resources and support provided by PHE certainly makes this less daunting. Healthy Living is most certainly also about good mental health and wellbeing – Every Community Pharmacy can help make this a reality.

What is Declaration of Competence?



As we enter a new year, many pharmacy technicians and pharmacists will be thinking about how they can improve services, and what steps they can take to develop their role in service provision, as individuals and as professionals. One way to do so is to complete a Declaration of Competence (DoC).

The DoC system is a self-assessment process that provides pharmacy professionals with a framework to demonstrate to themselves, their employers and service commissioners that they have the skills and knowledge necessary to deliver a particular pharmacy service that is consistent and of high quality.

Each DoC framework is supported by a robust learning and assessment resource pathway to support pharmacy professionals to fill any gaps in their skills and knowledge that are identified during the self-assessment process.

The DoC system has been developed by the Community Pharmacy Competence Group, with representation from the Centre for Pharmacy Postgraduate Education (CPPE), the Royal Pharmaceutical Society, the Association of Pharmacy Technicians, Health Education England (HEE), NHS England, Public Health England (PHE) and key pharmacy stakeholder organisations. The DoC system is supported for use across England by HEE and is endorsed by NHS England and PHE.

Why is this relevant to me? In 2019, CPPE supported over 18,000 declarations of competence from pharmacy professionals in England.

The General Pharmaceutical Council's (GPhC) *Standards for pharmacy professionals* (standard 4) require pharmacists and pharmacy technicians to be responsible for maintaining and developing their knowledge and skills.

If you are a pharmacy professional and you provide, or are involved in the provision of, a pharmacy service then it is your responsibility to take ownership of your competence to deliver that service. Having the required knowledge and skills will enable you to provide a consistent, safe, high-quality service for those using it. Taking a systematic approach when reflecting on your competence as a pharmacy professional will support you with your revalidation.

Are you service ready? Review the table below to identify any services that your pharmacy provides, or will provide in the future. For each service relevant to your pharmacy, work through the DoC self-assessment framework to identify any gaps in your knowledge and skills, and use the learning and assessment pathway resources to fill those gaps. You can then declare that you are service ready and print your statement of declaration to provide evidence that you have the required competence to deliver that service.

Declarations of Competence available from CPPE:

Community pharmacy services
Alcohol use identification and brief advice
Atrial fibrillation detection
Blood borne virus testing
Chlamydia testing and treatment
Emergency contraception
Head lice
Improving inhaler technique
Minor ailments
Needle and syringe programme (NSP)
NHS health check
Oral contraception
Stop smoking
Supervised consumption of prescribed medicines
Vaccination services
Weight management

For further information and to access the DoC self-assessment frameworks visit: www.cppe.ac.uk/doc

By Joanne Nevinson, lead pharmacy technician, CPPE

Antimicrobial Resistance: Healthy Living Pharmacies can make a big difference

Antimicrobial resistance (AMR) is resistance of a microorganism to an antimicrobial medicine to which it was originally sensitive. Resistant organisms (they include bacteria, fungi, viruses and some parasites) are able to withstand attack by antimicrobial medicines, such as antibiotics, antifungals, antivirals, and antimalarials, so that standard treatments become ineffective and infections persist increasing risk of spread to others (WHO). This is a major threat to future healthcare and has clinical, public health and economic implications. Antimicrobial use is a recognised driver, as well as inadequate infection prevention and control practices.

Current data for England shows that 1 in 3 individuals in England take at least one course of antibiotics each year and 1 in 3 patients in hospital in England are on an antibiotic at any one time. The impact of infections that are resistant to these medicines is significant not only for the patients directly but also their families and the health system. The majority of antibiotics, 80% are prescribed in the community.



It is estimated that at least **5,000 deaths** are caused **every year** in England because antibiotics no longer work for some infections.



4 in 10

patients with an **E.coli infection** in England do not respond to the commonest antibiotic used in hospitals.



Antibiotic resistance is set to rise with experts predicting that in just over 30 years antibiotic resistance **will kill more people worldwide** than cancer and diabetes combined.



From the 1930s to the 1960s, **14 classes of antibiotic** were introduced, but since 1968 there have been only five new drug classes developed. Since 1984, no new registered classes of antibiotics for human treatment have been developed.



1 in 3

people in England takes at least one course of antibiotics each year.



Over **850 million** antibiotics **tablets or capsules** were prescribed in England in 2016.



Over **5 million bottles** of antibiotics were prescribed in England in 2016. These are usually given to young children, under 10 and more usually under 6.

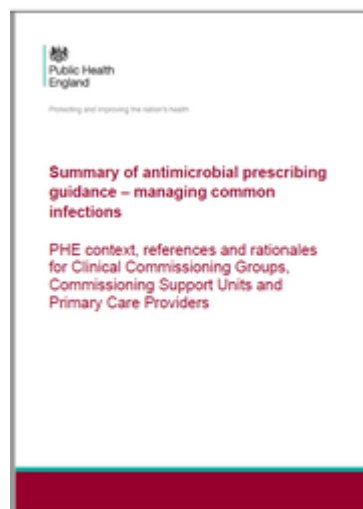
There is individual patient risk from the use of antibiotics. A meta-analysis of English Primary Care found that if you had an antibiotic for a respiratory tract infection you are 2.4 times more likely have a resistant organism for 12 months after receiving antibiotic treatment. We know that overall 20% of antibiotics are prescribed inappropriately, for example in sore throat cases 59% of people are prescribed antibiotics, versus an ideal of 13%.

What resources are available for community pharmacy teams?

[TARGET TYI RTI leaflet](#) has been produced for the community pharmacy setting. Please make use of this resource when advising patients with the following common infections; Middle-ear infection, Sore throat, Common cold, Sinusitis and Cough or bronchitis. It includes important information for the patient about expected duration, self-care advice and safety netting. The leaflets were delivered to pharmacies in November 2019 as part of the 'Help Us Help You' campaign.

NICE in conjunction with Public Health England are producing [antimicrobial prescribing guidance for common infections](#). They give clear guidance on when to treat with antibiotics, which antibiotic to use and how long the course should be for. As of October 2019, there are 15 guides including Sinusitis, Lower UTI, Cough and Cellulitis. We encourage pharmacy staff to develop their knowledge and challenge poor prescribing practices.

As a Healthy Living Pharmacy, you can actively promote '[Keep Antibiotics Working](#)' and '[Help Us Help You](#)' resources and key [messages](#). In January NHS England will launch further resources to support this.



We encourage you to ask every patient about vaccination status. Ensure they are aware of what [vaccines they and their children should have](#). We encourage you to be able recommend vaccinations including the flu vaccine during flu season.

CPPE have an [AMR page](#), which has links to additional training and resources which we encourage pharmacy staff to avail of.

And lastly please sign up, choose a pledge and become an [Antibiotic Guardian](#).



BECOME AN ANTIBIOTIC GUARDIAN

Keep Antibiotics Working

Sexual Health, Reproductive Health and HIV in community pharmacies

Community pharmacy teams have a key role in improving people's health and helping to reduce health inequalities. From April 2020, all community pharmacies will be required to achieve Level 1 HLP status, which presents an exciting opportunity to further expand the role of community pharmacy teams in sexual health, reproductive health and HIV prevention.

Many pharmacy teams are already involved in raising awareness, for instance, through participation in National HIV Testing week. Furthermore, many pharmacies are commissioned to provide services such as: access to emergency hormonal contraception; Chlamydia screening and treatment as part of the [National Chlamydia Screening Programme for 15-24 year olds](#); condom distribution; and pregnancy testing. However, there is still relevant variation on commissioned services across the country.

Pharmacies are a key asset to provide an integrated package of sexual health and reproductive health services, beyond the single treatment approach. To support pharmacy teams and commissioners finding those opportunities, PHE has published a resource: [The Pharmacy Offer for Sexual Health, Reproductive Health and HIV. A resource for commissioners and providers](#) which discusses the capacity and capability of pharmacy teams to provide consistent and high quality sexual and reproductive health and HIV services. The resource aims to help commissioners and providers to improve delivery of sexual and reproductive health, and HIV services through pharmacies; increase public access to sexual and reproductive health and HIV services; help reduce inequalities within the community; improve sexual health; and reduce the burden on other health services.

Case Study: The Umbrella [Pharmacy Service](#) (Birmingham)

[Umbrella](#) is a city-wide sexual health service implemented in Birmingham. Umbrella seeks to achieve greater access through an innovative combination of training, education, health promotion and partnership working, building the most integrated service for all of its service users.

The **Umbrella Pharmacy Service** is a two-tier service. **Tier 1** includes Emergency Hormonal Contraception (EHC) and advance provision of EHC; Chlamydia screening; Sexually Transmitted Infections (STI) testing kits; and condom distribution. **Tier 2** includes initiation of STI testing and testing kits provision; dispensed treatment for chlamydia; initiation of Combined Oral Contraceptive Pill (COCP), Progesterone Only Pill (POP) and contraception injections; ongoing COCP, POP and contraception injections; and continuation of hepatitis B vaccine injections started at an Umbrella clinic. To assure provision of high quality service, pharmacy teams must complete online training and specific training for those providing tier 2 services; teams must also complete relevant CPD training.

Since its inception, the activity in pharmacy has progressively increased. For instance, now there is access to EHC throughout the entire network work of pharmacies across Birmingham and Solihull (132 pharmacies currently providing the service) and access to injectable long-acting contraception and oral contraception has also increased through the increased number of Tier 2 pharmacies (currently 45 pharmacies).

This case study is therefore a good example where community pharmacy teams have been successfully embedded as part of an integrated and holistic sexual health service, thereby contributing to improve the sexual and reproductive health of the local community, to reduce health inequalities and, by being a key player in the local health system, reducing the burden on other health services.

For further information visit [Umbrella](#)

Health Champion Corner

The HLP team, at Lloyd's Pharmacy, West Earlham had great fun dressing in pink and selling cakes and ribbons in aid of Jo's Cervical Cancer Trust. The team, led by Health Champion Tracey Gardiner, helped to raise awareness while also raising a fantastic £119.00.

The HLP team at Lloyd's Pharmacy, Mildenhall also held a cake sale and raised a whopping £170.44 for Jo's Cervical Cancer Trust. The team have been busy utilising campaign resources to really make their HLP area catch the eye of their patients and the public. Fiona Spraggins, Pharmacy Manager at Lloyd's Pharmacy Mildenhall said, 'we just wanted to share with you some of the work we have been doing in store that we are rather proud of as a team. We have been collaborating with commissioners such as the Terrence Higgins Trust, promoting sexual health services directly to our community. I am strongly passionate about HLP and service provision in community pharmacy and believe the two combined together is the future of pharmacy and the way to really benefit our communities.'



Know an exceptional Health Champion?

- Does your Health Champion go above and beyond to help your community?
- Do they take every opportunity and interaction to make every contact count?

- Do they show initiative and enthusiasm in their everyday work?

If you answered 'yes' to these questions and would like to nominate your pharmacy Health Champion to be featured in the next newsletter, email us at hlpnewsletter@phe.gov.uk. Please provide a few paragraphs on why you think they deserve to be featured and attach any photos that showcase them and their work.

Some recent updates

PHE regularly publish news and updates. Below are some links to those we think might be of interest to you and your team.

- [The role of community pharmacies in sexual health services](#)
- [The Pharmacy Offer for Sexual Health, Reproductive Health and HIV. A resource for commissioners and providers](#)
- [Flu detectors](#)
- [Prioritising mental health](#)
- [Every Mind Matters](#)
- [Prescribed medicines review: what this report means for patients](#)
- [A Menu of Interventions for Productive Healthy Ageing. For pharmacy teams working in different settings](#)
- [The Moving Healthcare Professionals Programme \(MHPP\)](#). The MHPP is a national programme led by PHE and Sport England to support the healthcare workforce to increase their knowledge and skills, and change their clinical practice to incorporate physical activity within routine care.

Opportunity: Your chance to shape & contribute to the newsletter

If you have any suggestions or would like to be involved in an upcoming HLP newsletter or event, please contact Senior Pharmacy Programme Officer, at hlpnewsletter@phe.gov.uk.

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