

**READING BOROUGH COUNCIL
REPORT BY COUNCIL MANAGING DIRECTOR**

TO:	HEALTH AND WELLBEING BOARD		
DATE:	20 SEPTEMBER 2013	AGENDA ITEM:	14
TITLE:	COMMUNITY PHARMACY - HEALTH PROMOTION CAMPAIGNS		
LEAD COUNCILLOR:	COUNCILLOR HOSKIN	PORTFOLIO:	HEALTH
SERVICE:	PUBLIC HEALTH	WARDS:	BOROUGH-WIDE
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1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to update the board on the Public Health work with community pharmacy. The report summarises the key areas that will be addressed and their linkage to our needs assessment.

2. RECOMMENDED ACTION

- 2.1 To note the defined areas of work which relate to key issues in Reading.

3. BACKGROUND

- 3.1 The government has identified the importance of a multidisciplinary public health workforce for handling the main causes of ill health. Opportunities identified for community pharmacy in the new Public Health service include NHS Health Checks, tackling drug and alcohol misuse, promoting healthy lifestyles and prevention of long term illness and increasing the uptake of seasonal flu vaccination (Department of Health, 2010).
- 3.2 Community pharmacies are easily accessible and provide a convenient and less formal environment for those who cannot or do not wish to visit other kinds of health services. Community Pharmacy is commissioned under a national contract by NHS England, part of this contract requires each pharmacy to undertake health promotion work in defined areas.

4. COMMUNITY PHARMACY

4.1 Key Areas

The areas chosen reflect key needs of our local communities and have been informed by the JSNA and our health and wellbeing strategy. Evidence from pharmacists, with their strong local base can impact on the behaviours seen in the community has also been a factor in helping identify four key areas of work. Four key areas have been

identified, that have been agreed in negotiation with the Local Pharmaceutical Committee (LPC) and the Public health team. This forms part of the work reviewed by the Public Health advisory board and has been signed off by them.

4.2 Four key areas have been identified:

- Cancer screening - with a focus on bowel cancer screening
- Flu vaccination - with a focus on high risk groups
- Alcohol - working with Drink Aware
- Healthy Hearts - focus on NHS health checks

More detail on each area chosen is provided at **appendix 1**.

4.3 Approach

Each area identified has a lead Consultant who will work across Berkshire and be the main contact to support the LPC in each campaign. The campaigns will have defined objectives and outcomes that can be used to evaluate the approach and shape future work.

5. CONTRIBUTION TO STRATEGIC AIMS

- 5.1 The work outlined within this report will impact on the Council's strategic aim of promoting equality, social inclusion and a safe and healthy environment for all.

6. COMMUNITY ENGAGEMENT AND INFORMATION

- 6.1 Whilst pharmacy is the main outlet for the campaigns the work will also involve other key stakeholders, who will: vary according to topic, use national information and established approaches, and link into the communications teams across the Unitary Authorities to make sure the local media are part of the approach.

7. EQUALITY IMPACT ASSESSMENT

No equality impact assessment has been undertaken for this report.

8. LEGAL IMPLICATIONS

There are no legal implications associated with this report.

9. FINANCIAL IMPLICATIONS

- 9.1 There are no financial implications associated with this report Community Pharmacy Health Promotion is part of the national pharmacy contract.