

## Health Promotion Campaigns - Community Pharmacy

The four key areas identified by the Local Pharmaceutical Committee (LPC) in conjunction with the Public health team are

- 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

## Flu Vaccination

### What is Flu ?

Influenza or 'flu' is a respiratory illness associated with infection by influenza virus. Symptoms frequently include headache, fever, cough, sore throat, aching muscles and joints.

- Influenza occurs most often in winter and usually peaks between December and March in the northern hemisphere..
- The influenza virus is unstable and new strains and variants are constantly emerging, which is one of the reasons why the flu vaccine should be given each year

### At risk groups

Flu complications are known to occur more often in key groups, these include pneumonia and death - whilst death rates are low , those in at risk groups are 11 times more likely to die from complications of flu than in non- risk groups. These at risk groups are targeted in the flu vaccination campaigns.

- Over 65 year olds
- Pregnant women
- Patients with Diabetes
- Patients with Chronic kidney conditions
- Patients with chronic lung conditions
- Patients with chronic liver conditions
- Patients who are immunosuppressed
- Children over 6 months with any of the above chronic conditions

### Vaccination

The target for flu vaccination 2013/14 are to :

- reach or exceed 75% uptake for people aged 65 years and over; and
- reach or exceed 70% uptake for people under 65 years in clinical risk groups, including pregnant women,

### Local priority

Flu vaccination is a target in the health and well-being strategy and is a key preventative action to prevent illness and complications that may include

hospital admissions. Latest data shows that last year flu was a major cause of an increase in excess winter deaths

Whilst there is good uptake of vaccine in the over 65 year age groups, in Berkshire the uptake in the at risk groups is significantly lower. Therefore the work with pharmacists will be addressed at these groups. Patients in these groups attend pharmacy regularly to pick up prescriptions and this gives us an opportunity to promote the vaccination.

### Healthy Hearts - NHS Health Checks

#### What are NHS Health Checks?

The NHS Health Check programme aims to help prevent heart disease, stroke, diabetes, kidney disease and certain types of dementia. Everyone between the ages of 40 and 74, who has not already been diagnosed with one of these conditions or have certain risk factors, will be invited (once every five years) to have a check to assess their risk of heart disease, stroke, kidney disease and diabetes and will be given support and advice to help them reduce or manage that risk

#### Why are they important?

In our populations heart disease is major cause of early death - heart attacks, strokes. We know that key factors can influence the chances of developing these conditions - e.g. high blood pressure, high cholesterol lack of exercise. An NHS Health Check aims to give information to patients to allow them to take action to lower their risk of developing these common but often preventable diseases.

Nationally it is estimated that checking 40 to 74 year-olds' blood pressure, cholesterol, weight and lifestyle could identify problems earlier and prevent 650 deaths, 1,600 heart attacks and 4,000 cases of diabetes a year.

#### Local Uptake

An NHS health check is a mandatory service for each Unitary Authority to provide. There are set targets for each area to achieve in 2013/14 :

Authority	Estimated population aged 40 to 74 eligible	Heath Check Invites Target (20% of eligible population) 2013/14	Heath Check Take up Target (10% of eligible population) 2013/14
Bracknell Forest	32,479	6,496	3,248
Slough	31,646	6,329	3,165
RBW&M	43,196	8,639	4,320
Reading	36,215	7,243	3,622
Wokingham	47,837	9,567	4,784
West Berkshire	47,927	9,585	4,793

However last year no CCG achieved the target and so extra effort is required to promote this programme. Since the target groups are those who do not routinely use their GP services the pharmacy is an ideal outlet to engage and promote this service with a wider audience. In addition some pharmacies will deliver NHS health checks under a commissioned service with the UA .

## Cancer Screening

Screening programmes are commissioned through NHS England area team. Screening programmes identify people who are more at risk of developing a condition (cancer) at an early point in the course of the illness, allowing early diagnosis and treatment with reduced illness and death rates. The major screening programmes for cancer are breast, cervical and bowel. The newest programme is the bowel cancer programme.

Cancer mortality in the UK is higher than our European counterparts and one of the attributable factors is that we have more people presenting at a late stage of disease. The national Be Clear Campaigns, lung, bladder and ovarian , programme work to raise awareness of early symptoms.

### Local priority

Cancer is a significant cause of illness and early death with 132 residents under the age of 75 years dying each year from cancer. The top cancers are lung, breast, prostate and bowel cancer. Bowel cancer is the third most common cancer.

Bowel cancer screening is offered to residents aged between 60 and 74 years. The aim is to be screened every two years. The programme is highly effective with pre-cancerous growths or cancers being detected at a much early stage. The aim is to get over 60%

Whilst North West Reading delivered the target last year, uptake across Reading is variable and the GPs are committed to improve uptake in all areas.

Organisation name	No. of people invited for screening previous months	No. of people screened within 6 months of invitation	Uptake %
Newbury & District CCG	8684	5509	63.44%
North & West Reading CCG	7847	4798	61.14%
South Reading CCG	5704	2902	50.88%
Wokingham CCG	11993	7906	65.92%

### Aims of Project

The aim will be to promote the screening programmes in the pharmacy and to give training to the pharmacists on the kits so that they and their staff can support patients through the process. In addition pharmacists can highlight the warning symptoms of cancers e.g 3 weeks history of cough and lung cancer .

## Alcohol Awareness

### Background

Excessive drinking has adverse consequences at an individual, family and community level. These include chronic health problems, accidents and injury, mental health problems, domestic abuse and social disorder.

In Reading, the level of higher risk drinking<sup>1</sup> and the prevalence of alcohol related crime are both higher than the national average, ranking within the highest 10% of south-east England local authority areas<sup>2</sup>.

Self-help or educational resources are a widely used method of addressing alcohol consumption. Among the most common are tools that better enable drinkers to accurately assess their alcohol unit intake.

Recent research from the independent UK-wide charity 'Drink Aware' indicated that health professionals view these resources as effective. Of those surveyed, 84% agreed they were important to help the end user reduce alcohol consumption.

### Aims of Project

To widely distribute Drink Aware tools to residents that will enable them to more accurately assess their alcohol unit intake. Distribution will be via community pharmacies.

To evaluate the use and effectiveness of these resources via a systematic evaluation combining quantitative and qualitative methods.

### Methods

A 'unit wheel' and 'unit measure cup' will be packaged together in individual packs with a leaflet on how to use the tools and details of further online information.

Berkshire Local Pharmaceutical Committee (LPC) will assist in the sign up of local pharmacies across Berkshire (target number = 100) and distribution of resource packs.

Evaluation of the use and impact of the packs will be carried out by a separate research company (Shared Intelligence). This will include pharmacists and residents, and combine quantitative work (eg: questionnaires) with qualitative methods (eg: focus groups).

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<sup>1</sup> More than 50 units per week for males, and more than 35 units per week for females.

<sup>2</sup> Local Alcohol Profiles for England (2013) [www.lape.org.uk/](http://www.lape.org.uk/)