



Nasim Ladak with staff at Brighton HLP Fields Pharmacy

# Healthy business

At the end of 2012, a detailed evaluation was completed by the Royal Pharmaceutical Society on the progress and results pathfinders had experienced from the ambitious roll out programme to date.

“A key part of implementation was to evaluate whether the results we originally experienced in Portsmouth were replicable in areas with different local demographics,” explains NPA Director of Pharmacy Deborah Evans, who is also the National Lead for HLP.

Feedback from the various pathfinders was analysed and compiled into a report, which will first be presented to the HLP Taskforce on the Pharmacy and Public Health Forum – where the initiative has been introduced as a major workstream. “The conclusions in the report will then be shared with the Health Minister, Earl Howe,” explains Deborah.

These conclusions should be available to community pharmacy by the spring.

“The report will explore three areas,” Deborah says. “The outcomes of clinical services (in terms of quality and productivity); the impact the initiative has

had on the public; and the impact on the pharmacy itself in terms of business and the workforce through the training up of Healthy Living Champions (HLCs) and appropriate leadership training.”

“Moving into the key NHS transition period is a difficult time but it is important to continue to deliver health and wellbeing services and demonstrate the difference we make,” she concludes.

## Fields work

Fields Pharmacy in Brighton has recently been praised by the Sussex Partnership Trust for its notable HLP success.

“Before I arrived they had already created a display for Alcohol Awareness Week,” explains Charmaine Kohn, Health Promotion Practitioner. “They had up to date posters and resources, and had the ‘thinkdrinkdrugs’ poster in the shop window.”

“Staff understood the resources, why they were on display and how to use them. They were able to talk to me about alcohol-related discussions they had had with customers as a result.”

Nasim Ladak, pharmacist and owner at

Fields Pharmacy, explains: “In Brighton & Hove a quarter of adults drink more than the recommended units per week, and there were 5,000 hospital admissions due to alcohol in 2010. It’s a really important issue for our city.”

As an HLP, she links alcohol with smoking cessation advice, and supported the 2012 national quit campaign ‘Stoptober’. Several people collected the quit packs on offer (p.17), and Nasim registered several new patients.

Fields Pharmacy has also run other successful programmes, including healthy eating; physical health (local walks); men’s health; and cancer screening, with signposting to further resources provided by Lisa Archer, the HLC. Lisa has earned the Level 2 ‘Understanding Health Improvement’ qualification from the Royal Society for Public Health. “It has given me the confidence to talk to people about our health campaigns, and build awareness,” she explains.

“Members will be interested in the outcomes of the HLP pathfinder evaluation” says Deborah, “especially since there will be greater focus on delivering local health benefits. Existing HLPs will also want to know they are on the right track.”

## Thinking of becoming an HLP?

So far, there are:

- More than 400 HLPs
- 20 official pathfinder sites, plus another eight areas, crossing over 40 PCTs
- More than 1,000 trained HLCs
- Groups outside England taking an active interest (see p.14, Northern Ireland)

Members can access a factsheet about setting up an HLP, sign up to the NPA Healthy Living Champion Programme, enrol on the NPA Leadership Programme and buy HLP promotion resources from [www.npa.co.uk](http://www.npa.co.uk)