

Media Release

For Immediate Release

MP for Pudsey, Horsforth & Aireborough visits his local pharmacy to hear about the “STAY WELL” Campaign

Friday 16th February 2018, Day Lewis Pharmacy, 38-42 Town Street, Farsley, Leeds

Stuart Andrew has visited Day Lewis Pharmacy, Farsley to hear about the work the team are doing to help residents in Farsley and surrounding areas. During Stuart’s visit, he learned more about how community pharmacies in West Yorkshire are supporting the NHS England Stay Well campaign.

The Stay Well campaign message is your pharmacy team can help you with minor health concerns: We’re here to help you and your family stay well. Pharmacists are healthcare experts who can give you clinical advice, right there and then. And if symptoms suggest it’s more serious, we’ll ensure you get the help you need.



Photo - MP Stuart Andrew (centre) with Rebecca Brook (pharmacist - right) and Ruth Buchan (Community Pharmacy West Yorkshire- left) in Day Lewis Pharmacy, Farsley.

During the visit Stuart heard about how Day Lewis Pharmacy, Farsley is a Healthy Living Pharmacy and offers free NHS flu vaccinations and advice on minor ailments to patients which in turn helps to reduce pressure on the local GP practices and hospitals. Stuart had his blood pressure checked which is part of the pharmacy's Healthy Living service. Stuart also heard about some of the challenges that pharmacies are facing following NHS funding cuts to pharmacies, and the wider impacts this could have on health and care services. Pharmacist Rebecca Brook outlined how the pharmacy is working hard to maintain the same quality of advice and care while adapting to changes in funding.



Rebecca comments: "Community pharmacy teams are a trusted and very accessible part of primary care. We are the first port of call for many local people on healthcare matters and our regular patients and the wider community really rely on us. This is particularly the case over the winter months with coughs, colds and flu all becoming more common, and GP practices and hospitals already working flat out."

As well as making sure everyone has the medicines they need this winter we'll be helping people to understand and make the most of those medicines, and offering them advice on common ailments. And all of this without the need to wait for an appointment."

MP Stuart Andrew commented "*Community pharmacies perform a vital function in helping to reduce the pressure on our hospitals and GP practices and it was great to see the wide-ranging support and advice that Day Lewis Pharmacy offers to patients, particularly during the winter months when we can be at our most vulnerable.*"

Rebecca was keen to outline to Stuart that all pharmacists have trained for five years and can offer expert advice on minor ailments. Most pharmacies in West Yorkshire offer confidential consultation rooms and can help with common problems such as sore throats, coughs, colds, and tummy troubles.

Ruth Buchan, Chief Executive of Community Pharmacy West Yorkshire said: "As many patients will know, our local community pharmacies are doing far more than just dispensing medicines. They are offering a whole range of services and can be particularly helpful during the winter season as GPs and hospitals become busier. We believe the Government should be making even better use of pharmacies; we would love to offer even more services to help local people to stay healthy and reduce pressure on other local healthcare services."

About community pharmacy

Your local pharmacy is more than just a place to get medicines. It provides a range of NHS services and ensures people can get face-to-face, healthcare professional advice without an appointment.

There are around 14,000 community pharmacies across the UK, so for most of us, there's one very close by. In fact, 96% of people can get to a pharmacy within 20 minutes by walking or using public transport. Community pharmacists provide rapid access, without appointment, to a healthcare professional and offer a range of clinical and public health services. Most pharmacies now have consultation rooms, where you can talk with your pharmacist without being overheard.

You might be surprised at what pharmacies now offer: personalised medicines advice, help to quit smoking and to maintain good sexual health, treatment for common ailments, advice on preventing disease. And more. It's a package of care...not just packets of pills!

What's more, pharmacies are part of the fabric of local communities. They provide local employment and are a health and social care asset close to where people live, work and shop.

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Notes to editors

Community Pharmacy West Yorkshire is the Local Pharmaceutical Committee for pharmacies in West Yorkshire.

For enquiries and further details please contact Ruth Buchan, Chief Executive, Community Pharmacy West Yorkshire on 0113 27 27 560 or 07718 192 287. Alternatively, email ruth@cpwy.org

Community Pharmacists are regulated healthcare professionals. To qualify as a pharmacist takes a minimum of five years and includes a four-year Masters level degree along with a year working in practice followed by examinations. Pharmacists are experts in medicines and are regulated by the General Pharmaceutical Council (GPhC).

Stay Well

Stay Well is an NHS England campaign using TV advertising and posters to encourage people to use their local pharmacy as a first port of call for minor health concerns. Running from 12th February to 31st March 2018, the campaign will be aiming to increase the public's trust and confidence in community pharmacy teams as the place to go for clinical advice for minor health concerns, and encouraging people to use pharmacies rather than visiting their GP as a first port of call.

<https://campaignresources.phe.gov.uk/resources/campaigns/73-stay-well-pharmacy>



What is a Healthy Living Pharmacy?

The Healthy Living Pharmacy (HLP) is a framework aimed at achieving consistent delivery of a broad range of health improvement interventions through community pharmacies to meet local needs, improve the health and wellbeing of the local population and help to reduce health inequalities.

HLPs have a health and wellbeing ethos, where everyone in the team works together to proactively engage their customers in health promotion activities and consistently provide high quality public health services.

They need a health promoting environment in the pharmacy (known as the 'health promotion zone') and at least one full-time equivalent health champion, who has qualified for a Royal Society for Public Health (RSPH) [level two award in understanding health improvement](#).

Each pharmacy's health and wellbeing ethos is enabled by a HLP leader, who develops and motivates the team to be the best they can be: friendly; welcoming; and working together in a way that is connected and efficient.

About the NHS Pharmacy Flu Vaccination Service:

All adults aged 65 years and over, and those aged 18 years or over and in clinical risk groups, can receive a free of charge NHS flu jab at Community Pharmacies across the country, often without the need for an appointment. People in 'at risk' groups include pregnant women and those with certain medical conditions including asthma and diabetes (see the full list at <https://www.nhs.uk/conditions/vaccinations/who-should-have-flu-vaccine/>). Pharmacists are using the same vaccination as those offered by GPs and they are required to notify GPs when they have vaccinated patients.