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Deprivation: Over half of population live in 25% most deprived Lower Super Output Areas

Population: High BME population. Muslim: 3rd highest Local Authority in the country

Housing: 46% housing stock below Decent Homes Standard

Education: 40% adults no educational qualifications.

Transport: 58% pensioners no access to own transport

Income: Average earnings 22% lower than national average

Worklessness: 34% Borough ‘economically inactive’. 1 in 4 children live in workless household
Pharmacy

Illness

Wellness

Pharmaceutical Care
Pharmacy Supporting Self Care

NHS Choose Well campaign – summer 2012

“Your high street pharmacy can give you expert advice without an appointment”

- A winter campaign is planned.
- Ask Your Pharmacist week
- Self Care Week
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How can we make a difference:

To improve the life chances of our residents

Initiate Whole System Change – The Healthy Living Pharmacy

Achieve Transformational difference to Health & Wellbeing outcomes in a population
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A Healthy Living Pharmacy:
- Consistently delivers a broad range of commissioned services from high professional standard premises.
- Behaves pro-actively in supporting health and wellbeing-including a Health Trainer or Champion.
- Is accessible and approachable: valued and trusted
- Works closely with other healthcare providers
- Is easily identifiable to the public and other healthcare professionals.
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Emerging evidence in East Lancashire:

<table>
<thead>
<tr>
<th>Smoking quits</th>
<th>Before HLP</th>
<th>During HLP</th>
</tr>
</thead>
<tbody>
<tr>
<td>HLP Pharmacies</td>
<td>38%</td>
<td>47%</td>
</tr>
<tr>
<td>Non HLP</td>
<td>34%</td>
<td>35%</td>
</tr>
</tbody>
</table>

HLP Pharmacies rate is now 12% higher than non HLP
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Medicines optimisation:

Medicines Use Review
- developing MUR plus
New Medicines Service
- Transfer of care 1/2 interface
# Pharmacy Supporting Self Care

## Medicine Use Review’s

<table>
<thead>
<tr>
<th></th>
<th>Before HLP</th>
<th>During HLP</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>HLP</td>
<td>2026</td>
<td>2882</td>
<td>up by 42%</td>
</tr>
<tr>
<td>Non HLP</td>
<td>7711</td>
<td>609</td>
<td>down by 21%</td>
</tr>
</tbody>
</table>
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Mur plus e.g. COPD/Asthma

Improved patient outcomes
Reduced wastage of inhaler therapy
Evidence of improved patient outcomes
However the real story..........

.... what difference does it make to our local population?
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