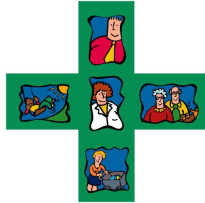
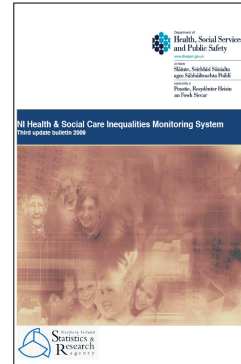


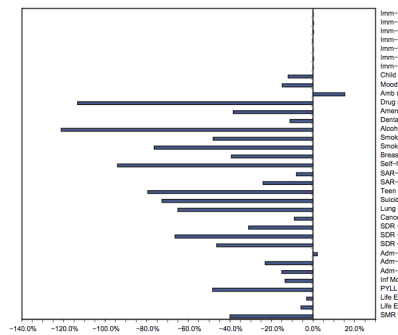
## REDUCING INEQUALITIES IN HEALTH THROUGH ENGAGEMENT



**Dr Norman Morrow**  
Chief Pharmaceutical Officer,  
DHSSPS

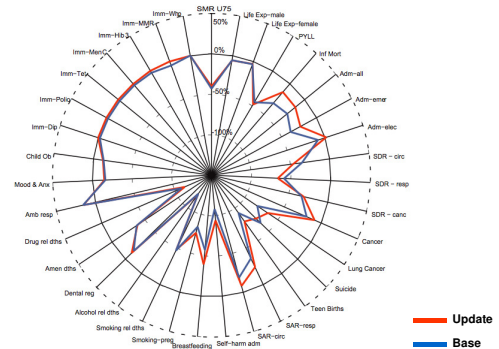


### Inequality gaps – the relative deprived position



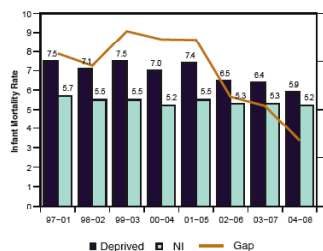
NI Health & Social Care Inequalities Monitoring System Third update bulletin 2009, NISRA

### Inequality gaps – the change in the relative deprived position



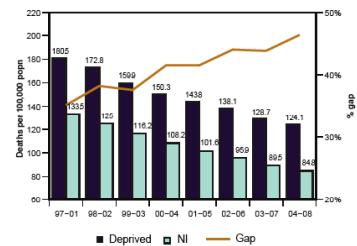
NI Health & Social Care Inequalities Monitoring System Third update bulletin 2009, NISRA

### Infant Mortality

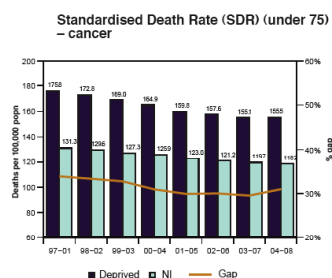


Source: General Register Office / Project Support Analysis Branch

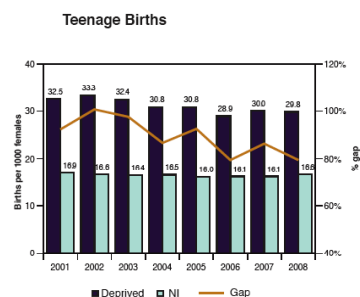
### Standardised Death Rate (SDR) (under 75) – circulatory disease



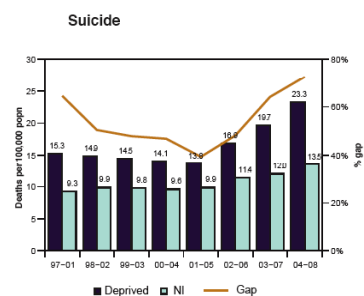
Source: General Register Office / Project Support Analysis Branch



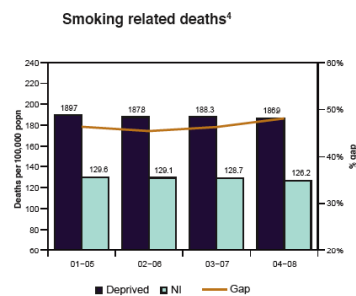
Source: General Register Office / Project Support Analysis Branch



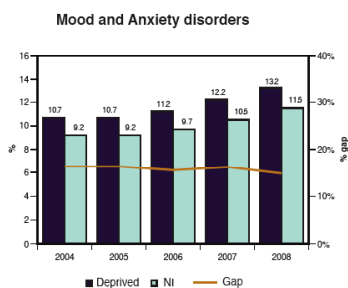
Source: General Register Office / Project Support Analysis Branch



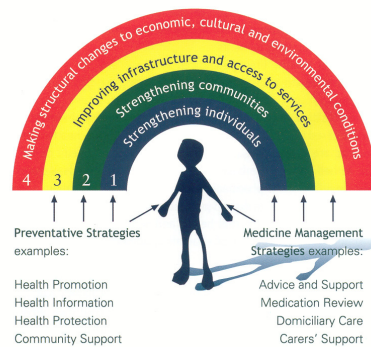
Source: General Register Office / Project Support Analysis Branch



Source: General Register Office / Project Support Analysis Branch



Source: Business Services Organisation / Project Support Analysis Branch





## Pharmaceutical Public Health



“ The application of pharmaceutical knowledge, skills and resources to the science and art of preventing disease, prolonging life, promoting, protecting and improving health for all through organised efforts of society.”

(Walker, 2000)



## Pharmaceutical Public Health Future Practice

Surveillance of disease and determinants

Health information services

Education and advice based on health and disease their determinants and service needs

Planning, co-ordination and monitoring of initiatives to prevent ill health, promote and protect population health

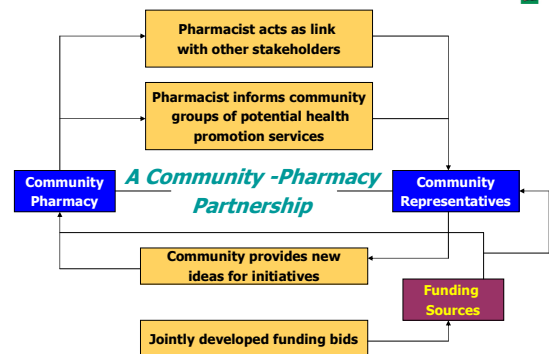
Advocacy for groups with unmet needs or poor health, facilitating partnerships

Influencing range of health related and health service policies and determining priorities

Evaluating effectiveness, efficiency and equitable distribution of health services

Prioritising ill-health and health care

## BUILDING THE COMMUNITY - PHARMACY PARTNERSHIP



## BCPP Programme Operation



Level 1

Level 2

Level 3



## Extent of BCPP Programme

### Projects

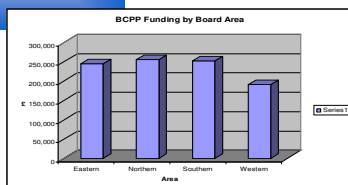
### Issues

### Populations

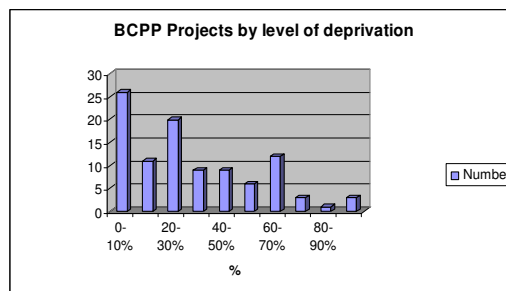
Level 1	91	Drug & alcohol use	Carers
Level 2	192	Mental health	Ethnic minorities
Level 3	10	Sexual health	Homeless
		Stress	Older people
		Ageing	Families
		Men's health	Students
		Obesity & nutrition	Socially isolated
		Needs identification	School children



## Distribution of BCPP Projects



## Building the Community-Pharmacy Partnership



## Building the Community-Pharmacy Partnership

### From

Seeing health as an individual responsibility

Health professionals "solving" problems

Delivering a traditional service

Treatment based on presence of disease or prescription of medicines

Treatment at end point

Having one solution

Treating illness

### To

Understanding health as a social issue

Seeing views of lay people as equally important

Partnership approach to planning a new service

Holistic view of health "looking upstream"

Prevention at point in community

Considering all aspects

Helping people see root causes by improving their understanding

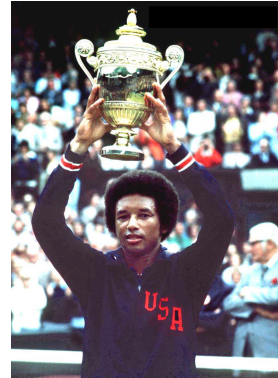


Department of  
Health, Social Services  
and Public Safety  
[www.dhsspsni.gov.uk](http://www.dhsspsni.gov.uk)



COMMUNITY DEVELOPMENT  
AND HEALTH NETWORK

## Building the Community-Pharmacy Partnership



*Success is a journey not a destination. The doing is usually more important than the outcome.*

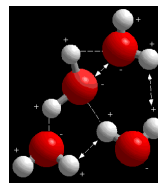


## Social Capital

- "networks together with shared norms, values and understandings that facilitate co-operation within or among groups".

Office for Economic Co-operation and Development (OECD)

## Measurement of Social Capital



## Measurement of Social Capital



Connections  
Relations  
Capacity  
Structures



Community awareness  
Pharmacy awareness  
Statutory networking  
External networking



Common objectives  
Resources  
Development

## BUILDING THE COMMUNITY - PHARMACY PARTNERSHIP

