



Health Literacy – The Pharmacy Experience

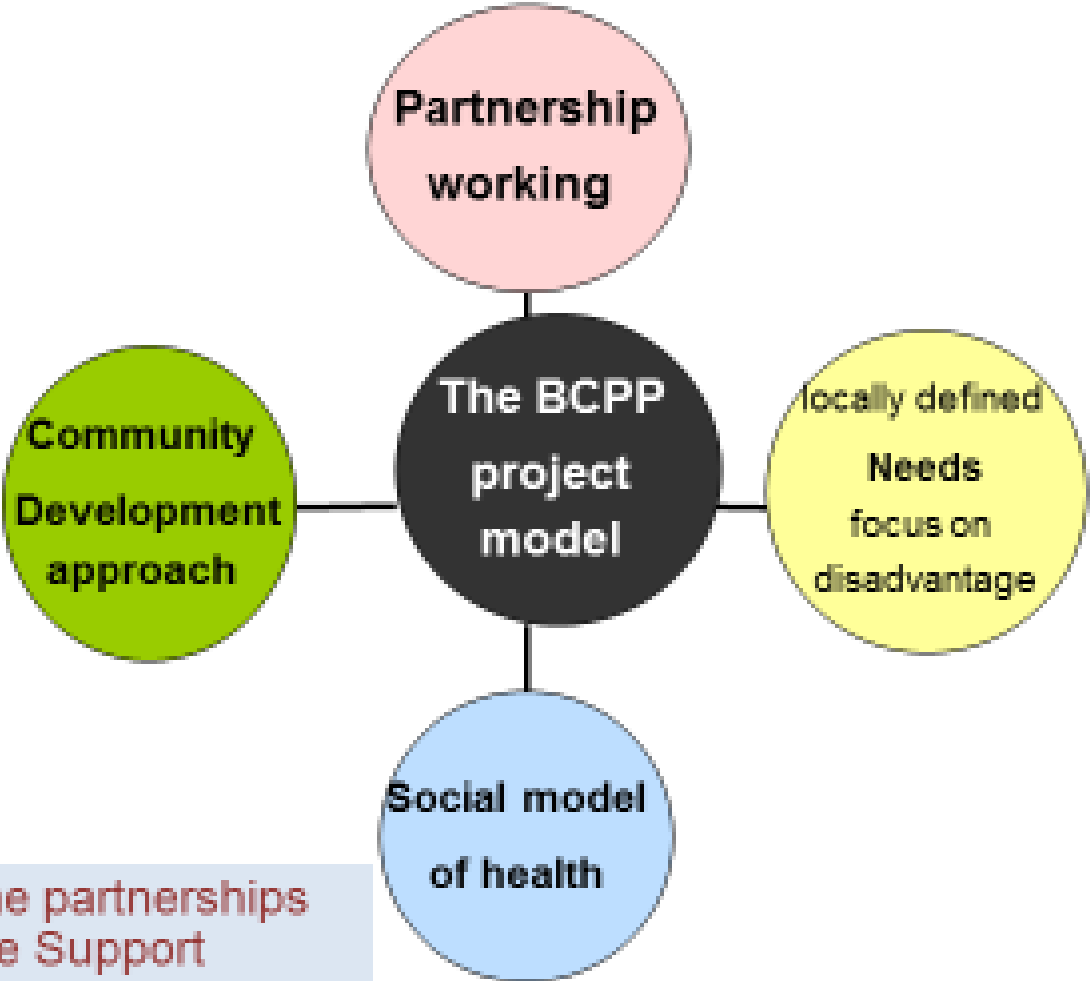
JOANNE MORGAN

COMMUNITY DEVELOPMENT AND HEALTH NETWORK (CDHN)

About CDHN

- ▶ CDHN is a network of individuals and organisations which promotes understanding of community development as an effective way to end health inequalities.
- ▶ Our network is creating a fairer and more equal society where communities enjoy the best possible health.
- ▶ We create opportunities for individuals and organisations to connect and share experiences from each other and learn.
- ▶ We support communities to find their voice and use their expertise and experience to inform decision making and we provide examples of the best ways to tackle health inequality

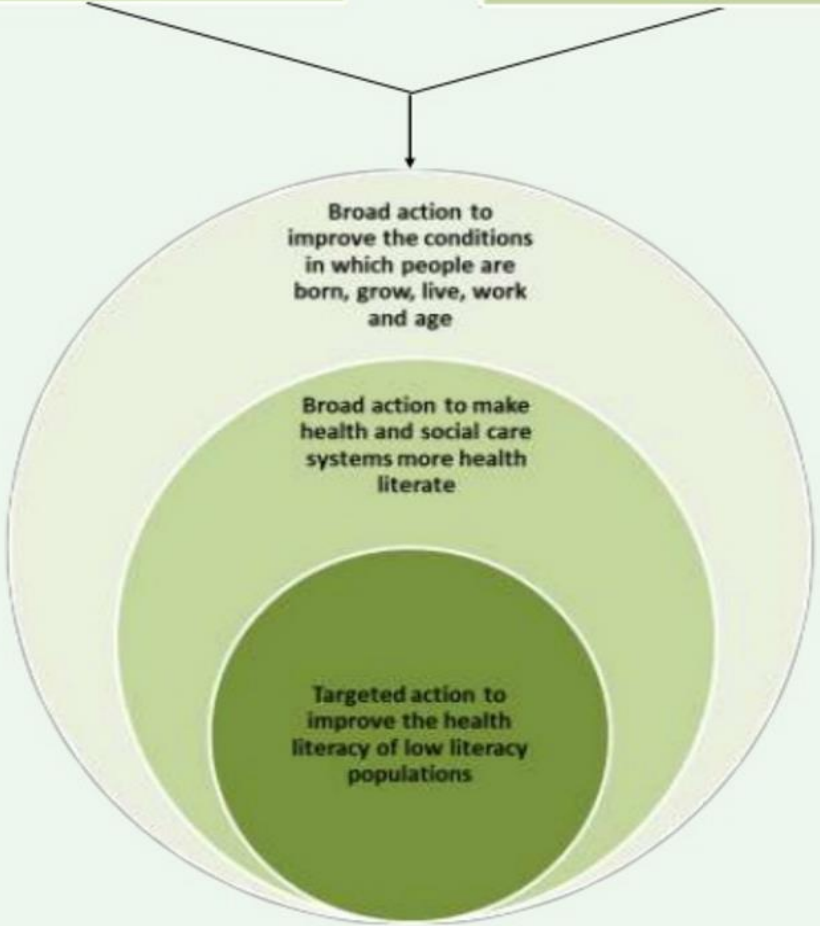
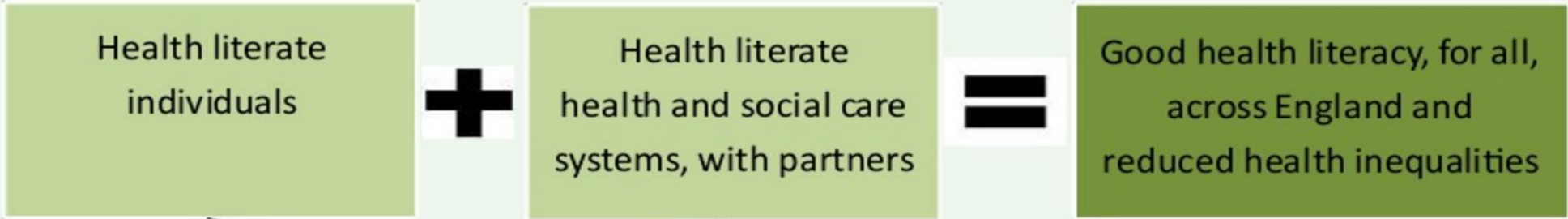
BCPP Project model



Invest in the partnerships
Programme Support
Strategic Commitment

Why Health Literacy?

- ▶ “Health literacy is the bridge between people and health settings.”
- ▶ We are concerned with impact of social determinants
- ▶ Poverty, circumstances, lack of power and control
- ▶ Health and Social Care system is unnecessarily complex
- ▶ Undue emphasis on the individual to make “good choices”
- ▶ Undue emphasis on information based change strategies
- ▶ Lack of understanding at political and policy level re practicalities of action across social determinants
- ▶ Evidence of and huge potential for change at community level



What can Pharmacy bring?

On average, a community pharmacy provides a service to:

750 older people

500 under fives

50 recently discharged from hospital

50 people with diabetes

500 people with high blood pressure

50 pregnant women

600 carers

150 people with asthma

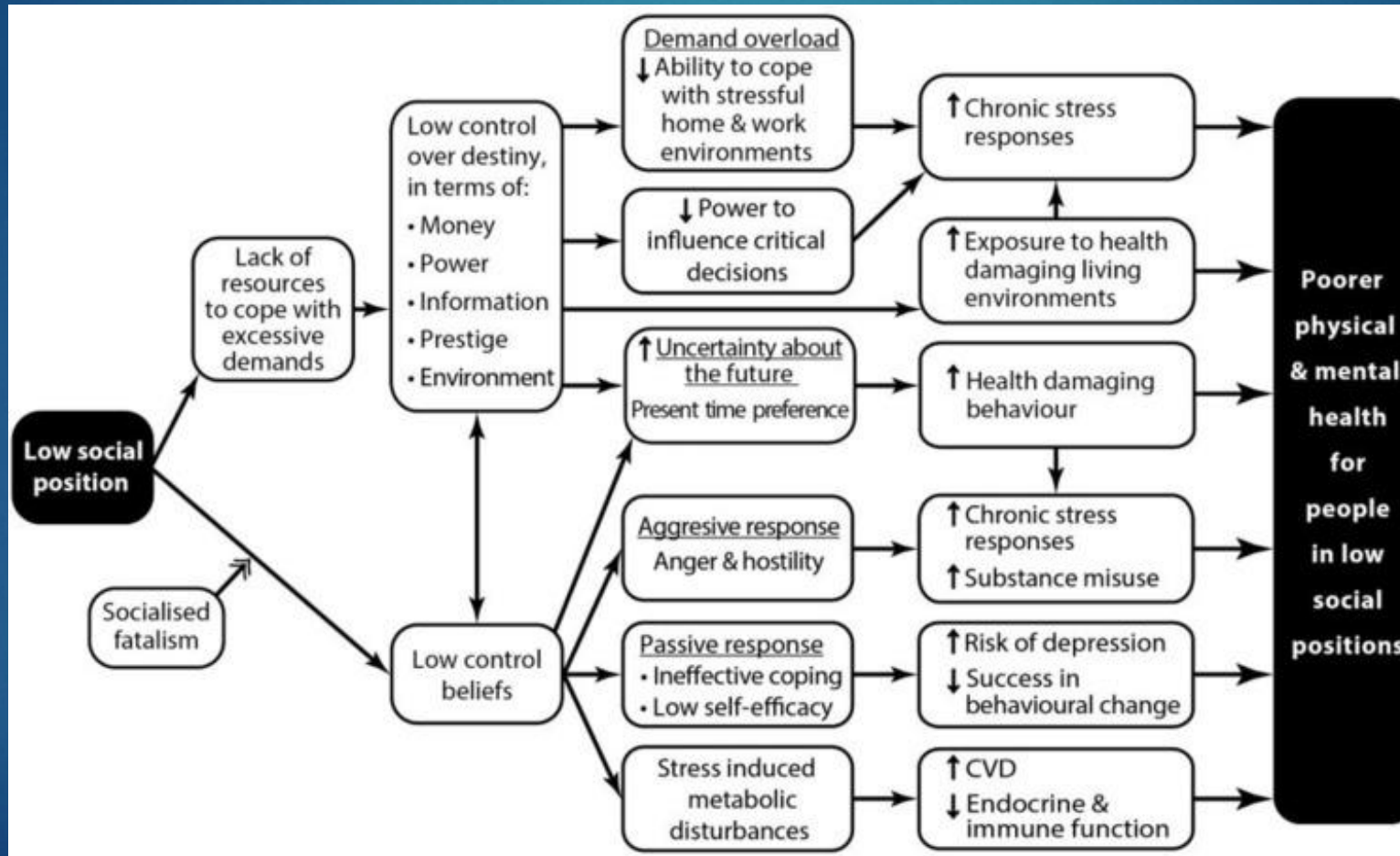
20 people with cancer

- 123,000 people – both healthy and ill - visit pharmacies every day
- over 83% use same pharmacy routinely (+90% over 65)
 - those most in social need use pharmacies more
 - it's a community resource – sustainable, accessible
 - +500 pharmacies

One reason for improved HL.....

- ▶ Medicines are the most common medical intervention within our population and at any one time 70% of the population is taking prescribed or over the counter medicines to treat or prevent ill-health.
- ▶ An estimated £18m of medicines are wasted annually in Northern Ireland
- ▶ One in 15 hospital admissions are medication related, with two-thirds of these being preventable.
- ▶ But do we really understand the full story?

Context and Conditions



Pharmacy and Health Literacy – An Example

The Link Newtownards and Boots Pharmacy

<https://www.youtube.com/watch?v=D5BqmLGeSP4>

Some of the change...

1. Improved accessibility and responsiveness regarding engagement in local services, particularly of more disadvantaged groups;
2. Change in use and understanding of pharmacy and associated services
3. (Perceived) improvements in health and understanding of how to take increased responsibility for health.

Some of the change...

Participants...

- ▶ A person had been suffering from depression. By being involved with the project, their mental health had improved. They have subsequently gone to their GP to work towards cutting down their use of medication
- ▶ An older lady queried taking lemsip and paracetamol – the pharmacist was able to clarify paracetamol was present in both
- ▶ Pregnant lady concerned re gestational diabetes & was advised to see her GP. Her blood pressure was very high and was admitted to hospital – the baby was born 12 hrs later

Some of the change....

Pharmacist...

- ▶ Spending time with local women and developing relationships allows me to understand the stumbling blocks that can impede people from making changes to their lifestyle
- ▶ I was supporting a mother help her young child manage their asthma. We had gone through inhaler techniques. Things were not improving. Then through chatting we discovered she was living in a damp house. She has since got another house and the asthma has improved

Future Plans



Pharmacists and local community



For more info

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