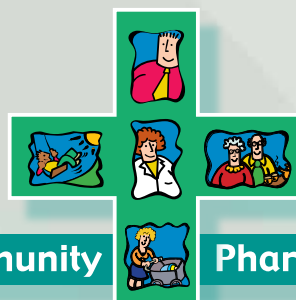




LiteBite



10 Year Anniversary Special

January 2012

The Newsletter of the **Building the Community**

Pharmacy Partnership

Hello and Welcome

Welcome to **"Lite Bite"**, a newsletter brought to you by the **Community Development and Health Network (CDHN)** through its **Building the Community-Pharmacy Partnership (BCPP) Programme**.

In this issue we continue to convey the message of BCPP through stories from our BCPP projects and at the same time we take this opportunity to celebrate 10 years of BCPP. We hope this edition gives you an insight into BCPP projects at work and information on new rounds of funding. Remember, CDHN are here to help you develop your ideas into community-pharmacy partnership projects that will work to meet local needs using a community development approach. If you require support or have any comments or suggestions, please contact us.

How Do You Celebrate 10 Years of Building the Community-Pharmacy Partnership (BCPP)?

Tradition indicates a marriage of 10 years should be celebrated through the giving of tin or aluminium. Although these may not be the most romantic of gifts, what they signify is very relevant to a healthy partnership. When combined, an alloy of tin and aluminium *produces something unique with enhanced properties and greater strength, durability and resistance, yet remains flexible so that it can bend without being broken.*

When you look back through the 10 years of BCPP, the relationships that have developed between pharmacies and communities, locally and regionally, can be likened to successful marriages celebrating 10 years in unison.



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Minister for HSSPS announces permanent funding for BCPP Programme at the BCPP Conference in 2004 (photo includes Dr Vanessa Chambers, formerly Pharmacy Branch, DHSSPS; Ruth Sutherland founding Director of CDHN, Dr Norman Morrow, Chief Pharmaceutical Officer, DHSSPS; Sharon Bleakley, BCPP Programme Manager, CDHN with Minister Angela Smith, MP.

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This is the **first** course I have done that **allowed** me to **really change** and **improve** my health. The pharmacist was **brilliant!**

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Eddie Rooney, Chief Executive of the Public Health Agency, visits the BCPP Project in Windsor Women's Centre, Belfast in 2011.

How has Building the Community-Pharmacy Partnership formed a durable partnership?

The BCPP story begins over a decade ago when, in 1999, a workshop took place to explore how the unique position between community pharmacists and their local communities could be enhanced. The challenge was; the enthusiasm, skills, knowledge and expertise were available but how was this to be resourced and supported to bring about positive health gain in local communities? Would it be possible to take two very diverse groups, one with a medical focus and one coming from a social based focus and get them to work together on local health issues?

In 2001, a successful bid was made to the Executive Programme Funds to pilot the facilitation of local community-pharmacy partnerships across Northern Ireland. From then the partnership between Pharmacy Branch, DHSSPS and the Community Development and Health Network (CDHN) began to flourish with CDHN taking on the management of BCPP. In less than 3 years, CDHN had funded 50 BCPP local community-pharmacy partnerships stretching from Lisnaskea to Newry and Coleraine.

In 2004, BCPP reached a considerable milestone by securing funding on a recurrent basis from the DHSSPS. This resulted in the BCPP Programme almost tripling in size. Of significant benefit also was the development of the multi-sector and multi-disciplinary Steering Group which is key to providing strategic direction to BCPP to this day.

Since then, BCPP has continued to commit £1/3m and support at least 45 new BCPP projects annually. We have now funded well over 400 BCPP projects that work to address locally identified



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UTV visit a BCPP project in Mayobridge with Paul O'Hare, Conservation Volunteers NI and local children in 2005.

The opportunity to **venture** out of the **pharmacy setting** and into the **community** is **extremely valuable** and **rewarding**

health issues using a community development approach. Projects have worked on a wide range of issues from sexual health to nutrition, working with a variety of groups including those working with the Homeless, Mental Health Organisations, Healthy Living Centres, Women's groups and at-risk young people. The range of pharmacists involved has also been increasingly diverse, and includes rural independent pharmacies, employee pharmacists in large multiples and pharmacy managers.



We have shared our learning within UK, Ireland and further afield and in 2009 won a coveted Chemist and Druggist Award. BCPP project partners have also won numerous local and regional awards.

Key to BCPP's success has been providing the environment and support to enable this partnership to develop. We have balanced the following **framework**, allowing us to focus on community development principles and partnership working to tackle locally identified health inequalities.

The BCPP programme is:

- centrally co-ordinated with local ownership
- driven from the bottom up and responsive to local needs
- support intensive, guaranteeing local community involvement
- has senior strategic involvement with clear links to policy and alignment to pharmacy.

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BCPP Networking Event at Lough Neagh Discovery Centre in 2004.





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BCPP training for newly funded projects

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Martin Kerr from McMullan's Pharmacy and pre-registration pharmacist Stephanie Slevin pose with the CDHN logo during their BCPP project with Windsor Women's Group.



“ Advice is often the **best medicine**. Pharmacists can **influence** communities on lifestyle issues, empowering them to live **healthier, happier** lives. The BCPP Programme creates a **fantastic opportunity** for us to do this. ”

Of critical importance has been the ongoing support offered to aid the development of local project ideas, good partnership working, funding applications and delivery and evaluation of initiatives. Support has been provided in a number of ways. We have provided 1-1 support to project partners and run workshops and conferences that allow projects to share good practice. This has been complemented by our website that provides up-to-date information on all our projects. In addition we have continued to develop and adapt a range of training tools and resources such as:

- a Guide for community pharmacists to tackle health inequalities using a community development approach
- Working with Communities - A distance learning pack as part of NICPPET's (NICPLD) Continuing Professional Development course for Community pharmacists
- Evaluation Resource - for BCPP project partners
- Group Work Skills Training
- Evaluation training based on the Theory of Change Model

“ I found the **chance** to work with the community outside the pharmacy provides a great sense of **fulfilment** and gives the community an **increased** sense of **trust** in their community pharmacist. ”



“ We have had **encouraging** numbers of our clients, who normally have very **chaotic** lives, **engaging** in physical health ”

10 Year Anniversary Special

“The **interaction** with the **community** gives pharmacists a **better understanding** of lifestyles, health and social issues. It raises pharmacy profile as a **source** of **health** advice on a **diverse** range of topics.”



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A BCPP project with McKeagney's Pharmacy and Springwell Centre, Lurgan supporting women improve their wellbeing.



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Brendan Lilly, Medical Hall with ARC HLC, Irvingstown working with local children.



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Anita Gribben, Toome Pharmacist working with local women.

In the last year we have also been privileged to have the opportunity to input to the undergraduate pharmacy courses at both Queen's University, Belfast and University of Ulster; Coleraine; something we hope to explore further over the forthcoming years.

Over the last decade we have also sought to utilise the learning from BCPP to positively influence HSC strategic and policy developments eg Investing for Health, Community Pharmacy and Primary Care Strategy, to exemplify that using a community development approach can bring about positive health gain. Our ability to do this has been strengthened by our focus on carrying out external evaluations and systems reviews on a regular basis.

So, we just want to say a BIG THANK YOU to... the HSCB who fund BCPP, DHSSPS, CDHN Management Committee, the BCPP staff team and the BCPP projects. Without them we would have no story to tell. May the next 10 years be as successful!

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Members of the CDHN staff team.



“Being **healthy** is not solely about the **absence of disease**. Pharmacy is well placed to **advise** on the broad things which **impact** on health and well-being, healthy diets, exercise and prevention of disease. No other professional group is as **accessible** nor has such a **broad** range of health **skills** as community pharmacists.”



▲above

AMH Belfast clients with Kevin McDevitt, Crossin Chemist.

Breaking Through

Sleep is something that everyone needs in order to keep healthy. It is a topic that everyone has an opinion on with many of us craving more of it, some feeling that they never get a decent night's worth and others who keep nodding off when they want to watch something on TV. The participants in Breakthru's current BCPP project, **Living it Up**, recently had a session on the topic of Sleep from their local Pharmacist Marie Gallagher who explained the importance of sleep and how the participants could get a better night's rest.



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BCPP Breakthru, Drug and Alcohol Awareness programme.

This is one session currently being delivered through a BCPP project between Breakthru and Boots, Dungannon. Breakthru was established in 1995 in response to the rising issue of drug and alcohol misuse among young people. In recent years they expanded to serve the needs of the wider community but the focus remains on providing accurate, relevant and factual information on drugs, alcohol and other risk taking behaviours through education, training, intervention and prevention.

Their current BCPP project works with 2 groups over 16 week programmes. The first group was established in response to the counselling Breakthru offer women with a range of health issues, including mental health and addiction issues. They identified a need to support the women after they had completed the 1-1 counselling sessions. BCPP was the first programme that enabled Breakthru to support the women through a group based approach. Through their second group they are responding to issues regarding older people's use of drugs, alcohol and other related issues.

The two Boots' pharmacists and members of the Breakthru team have formed a very strong partnership. Working with the first group was a very powerful experience for everyone involved. This was a group of vulnerable women, with a multiplicity of health

issues. The most amazing outcome has been to see them grow in confidence and form friendships. The sharing of experiences has helped them understand and embrace new strategies for coping with pressures. The initial hope that they would develop peer support has been realised and they are sharing their skills by helping to lead sessions on cooking and craft work. Three of the most vulnerable ladies, one who had agoraphobia, one who had been recently bereaved and one who had addiction issues have continued to meet weekly. This is a truly remarkable development and is thanks to participation in this project. The sharing of lunch each week provided a real opportunity for friendship building and peer support. The pharmacist has also built great relationships with group members who avail of her pharmacy services on a regular basis.

Marie, the pharmacist, loves the programme as it is very different from the shop and she has more time to talk to people. Her employers are very supportive and the project has helped her grow in confidence. Researching a range of health issues for the group has also greatly increased her knowledge base. Marie said, **"I would definitely do this again as there has been a great response to it and excellent feedback. I have gotten very close to people and they still come in to the shop to see me for a chat or get some advice."**



▲above

Breakthru co-ordinator, Bernie McHugh with Marie Gallagher, Boots and two of the volunteers.

Teenage Kicks with Carrick YMCA

On first inspection, this house looks no different to other houses in the estate. An end terrace with

a large fenced garden, it could easily pass for someone's home. However, when you walk through the front door you see the hard work and sheer effort that the staff and users of Carrick YMCA have put in to making this house their base. Coloured hand prints cover the walls, artwork adorns doors and walls and photographs of groups of happy, smiling people are everywhere. This house is a haven for the 230 families that use it; a place to learn new skills and have a good time.

From this house, Carrick YMCA operates a youth centre, provides support to at-risk young people and has a Parents and Kids Together (PAKT) project across two estates in Carrickfergus. This project, their third with BCPP, has been the result of a great partnership with their Pharmacist Colin Deehan from Medicare. The first two projects (a Level 1 and a Level 2) mainly worked with women across the Glenfield and Castlemara housing estates and was a major step forward for an area that has experienced conflict. The fact it was the participants themselves who suggested the idea of merging speaks volumes for the effect that this programme is having on them.



For their current BCPP project they decided to include a target group of teenagers who were all over 16 years old. **This turned out to be far more successful than anyone imagined it would be.** These teenagers are the future of the estate and they are positive role models to younger users. They got so much out of this project that they all want to do it again. Topics covered over the 6 sessions included sexual health & pregnancy, smoking, healthy eating & lifestyle, mental health and drug use, (both legal and illegal). These topics were picked by the group through an introductory session with Colin who then researched the topics so that he could be as helpful and honest with them as possible. They also linked up with a community nurse for smoking cessation. Sessions took place in the evenings to work around school times and usually there were 10 people at each session.

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The teenagers who took part in the project from Carrick YMCA.

The pharmacist celebrated their success and commitment with them by donating a gift voucher to each participant, something that was a total surprise to all of them.

Following the teenagers' sessions, the project has now moved on to the second target group of parents. Topics for the



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Colin Deehan, Medicare, presents the teenagers with their certificates.

parents include minor ailments, smoking and healthy eating. As part of the programme they will visit the pharmacy to learn more about how the pharmacy can be of help to them. They are also linking up with Carrick College and will take part in a healthy eating cookery class. Some of the parents also completed OCN qualifications and Colin was there to support the delivery of this programme.

Colin says there has been a notable change in how people are accessing advice, information and services in the pharmacy. He was also able to connect with other organizations e.g. Drug and Alcohol Teams which has been of benefit to him.

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The parents are pictured with Maurice Shearer and Bob Loade receiving their certificates.



Recent Level 1 BCPP Projects

Kilcooley Women

Kilcooley Women's Centre offers a safe space for women in the North Down area to come together to build their skills, confidence and life chances. They mainly target women from disadvantaged backgrounds and based in Kilcooley Estate, provide education, training and health and wellbeing activities.

For their BCPP project they partnered with David Lightbody from Gordon's Chemist in Bangor. The project was very successful in terms of participant uptake and partnership building with the local pharmacy, community groups and other statutory/voluntary agencies. They delivered 6 workshops covering women's, men's and children's health, smoking cessation, over the counter remedies, diet and fitness, health checks and alternative therapies. These workshops helped build confidence in relation to reducing barriers to access other health services.

Following on from this project, one of the women who had mental health issues has now been working towards going back to work.



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the Kilcooley Women's group with their Pharmacist David Lightbody from Gordon's Chemist.

Young Parents, Healthier Lifestyle

Artillery Youth Centre is a youth-led project based in the New Lodge area of North Belfast. They partnered with Paul O'Kane from McFadden's Chemist for the "Young Parents Healthier Lifestyle" project. Together they worked with a group of young parents to identify health issues that affect them and their families. They ran a series of health information sessions covering topics such as drug/alcohol abuse and mental health.

The participants and their extended families have benefitted from this programme through **learning from each other and by building a relationship** with their local Pharmacist. The project

provided a learning curve for the local Pharmacist in helping him understand the problems and issues faced by young parents in the local area that impact on their health. The most positive aspect of the programme was the ability of the young parents to open up and discuss sensitive issues in a comfortable environment.

Following the programme, the percentage of participants who said they had a good understanding of how to improve their health had more than tripled. Three quarters of them also said they had made healthy changes to the way they live.

Kick Start your Health

Irish Street Community Association recently completed their Level 1 project, 'Kick-Start your Health'. They partnered with Pharmacist Stephen McElDowney from Lloyds Pharmacy, L'derry. Topics covered in the sessions included stress management, medication management, sleep issues, blood pressure and smoking awareness.

Through this project, 24 older, local residents have been given the confidence, information and skills to make informed decisions about their health. It is hoped that by promoting health this way and by families sharing the information, it will bring a lasting effect to the wider

population of Irish Street. One participant said, "*I appreciated the opportunity to ask questions and I got clear answers to questions on tablets and medicines.*"

The social and personal development aspect of this project also greatly benefited all involved. It gave the participants the opportunity to build relationships between themselves, the pharmacist and Age Concern. The project offered older members of the community the opportunity to get involved as they helped out with recruitment and development of the programme content.

Measuring Impact

Two years ago, the BCPP Steering Group commissioned the development of the Evaluation Toolkit to enable community pharmacists and groups involved in BCPP funded projects to access background information, questionnaires and ideas that would help inform, develop and evaluate the work that they do. As a result, BCPP projects are now able to demonstrate that their participants are benefitting from taking part in the programme.

Our Evaluation Tools now show that there has been a significant increase in the percentage of participants who now agree that:



- Their health is usually excellent
- They have a good understanding of how to improve their health
- They have made healthy changes to the way they live
- They have things in common with other participants
- They feel confident talking about health to other people
- They take care of their health
- They would be confident about going to the pharmacist for help

These are all important aspects in supporting people to sustain healthy lives. Another significant point is that a very high percentage of those who most strongly disagreed with many of the statements above, have shown a positive change in their views and experiences.



CDHN is a member led regional voluntary organisation. Our mission is to end health inequalities using a community development approach.

For more information on CDHN visit our website: www.cdhn.org

To become a member contact Ruth Murphy on (028) 3026 4606 or e-mail: ruthmurphy@cdhn.org

Funding – now available

Level 1 - funding is for those interested in developing ideas and a community pharmacy partnership.
It consists of a maximum of £2000 for a project that can last up to 9 months.

Level 2 - funding is for those with established partnerships who have a clear vision of what the project wants to achieve.
It consists of a maximum of £10,000 for a project that can last up to 2 years.



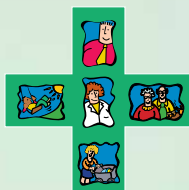
CLOSING DATES:

Level 1 — Thursday 23rd February 2012

Level 2 — Thursday 19th April 2012

Please keep in mind that we offer support in developing your partnership, ideas and application. Therefore, feel free to contact us if you are thinking of becoming involved.

Application packs can be downloaded from www.cdhn.org/bcpp
or obtained from CDHN. Telephone: 028 3026 4606. We are here to help!



Building the
Community-Pharmacy
Partnership

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COMMUNITY DEVELOPMENT
AND HEALTH **NETWORK**

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