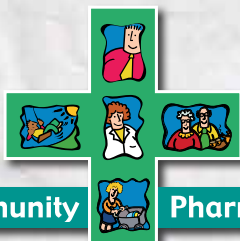




LiteBite



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 projects and the work we have been carrying out recently. If you think that you would benefit from a BCPP project, we will be releasing more funding in February and April 2014. We can help you develop your ideas into community-pharmacy partnership projects so call us to talk about this further.

HEALTHY RESTART

Think about your life and the things you accept as normal - driving your car, cooking dinner or going shopping. Imagine you were suddenly unable to do something that today was so simple. One event in your life such as a road traffic accident, sporting injury or stroke could change all that you take for granted in an instant. Brain Injury Matters in Belfast are fully aware of this as they are a charity dedicated to supporting people affected by Acquired Brain Injury (ABI).

An ABI is an injury caused to the brain by events after birth rather than as part of a genetic or congenital disorder. It can happen to anyone, at any time and can have life-changing consequences for the individual, their family and friends.



Fiona McCabe, CEO of Brain Injury Matters, approached CDHN regarding a Level 1 BCPP project. They wanted to make pharmacy more accessible to those dealing with social isolation and health issues who lacked the confidence to talk to the pharmacist. Following this they partnered with Jordan McKenzie from Medicare Pharmacy for a Level 2 BCPP project. The goal of this project was to strengthen the pharmacist's role in providing support and increasing awareness of the health issues affecting those living with a brain injury.

Claire Andrews, Neurological Physiotherapist at Brain Injury Matters said, "We decided to focus our project on three groups. The first two groups were centre-based with the well-being programme and were of mixed gender and age. Topics that were covered included Smoking Cessation, Chronic Fatigue Syndrome, Diet and Exercise, Management of Diabetes, Epilepsy and Depression. The third group was with the community outreach group of young males. Many of these men were involved in accidents related to drugs or anti-social behaviour, such as assaults, and the topics covered reflected their needs as young males dealing with many issues."

Jordan, the pharmacist, worked with Claire and the participants to design a programme that reflected the needs specific to each group. She said, "I have thoroughly enjoyed being part of such an amazing project and every time I visit Brain Injury Matters, I leave feeling lifted by the amazing people I get to spend my time with."

To deliver sessions that supported involvement and participation, Jordan worked alongside a drama facilitator and used creative approaches such as Art, Drama and Cooking to facilitate involvement and shared learning. Claire added, "The drama workshops increased the confidence of individuals with regards to tackling communication difficulties and also being open about 'taboo' subjects such as depression."

BCPP evaluation has shown that the project has had a positive effect on the health and wellbeing of the group. Members now seem more knowledgeable and confident about going to the pharmacist and GP for help about health issues and are more aware of how to access local health services.

Handy Hint

Think about other organisations you can link up with that your participants will be able to connect with e.g. Youth Justice, Addiction NI and Aware Defeat Depression.



Matthew gets his blood pressure checked by Jordan



Body, Mind & Soul

The ladies in Ballybeen Women's Centre are getting their voices heard and realising that their opinions matter through their current BCPP project. Having a level of control over their bodies, minds and souls has been a journey of empowerment and is making the women in the area healthier and happier.

Ballybeen Women's Centre is committed to the personal and social development of women, young people and pre-school children in East Belfast. They have operated for over 25 years offering personal development courses, childcare, education and family support in an area of low and weak community infrastructure.

They previously completed a Level 1 BCPP project and this was the first time that they had developed good contact with their local pharmacy. Their Level 2 project has built on that relationship even though their pharmacist changed during the programme.

Gillian McCarroll, Health Projects Co-ordinator, runs the BCPP project in Ballybeen. She said, "Women's health is integral to the centre. Having access to the BCPP funding has been great as there is a level of flexibility that allows us to address needs as they arise because until you meet the women you don't know what the needs are." The goal of the project was to improve the health of two core groups of 10 women through the identification of their education and training needs and then designing and delivering a programme that reflected those needs. They then came up with the project Body, Mind and Soul and recruited for this group by putting notes in children's schoolbags, putting up posters in the doctor's surgery, advertising on facebook and their webpage.

Their pharmacist, Jayne Kennedy from Boots, is delighted to be involved in the programme. She said, "To be honest it was a bit nerve wrecking to begin with and I

never imagined I could lead on sessions. However, I had heard great reports of other BCPP projects that Boots had been involved in and I knew it was something that I would enjoy. I really wanted the group to talk and get involved so getting them to discuss what they wanted and choose topics was the first step in this process."

Jayne likes to make the sessions light-hearted and fun. As a part of one of the sessions she did 'Little known facts about Tea' as the women all loved getting a good cup of tea. She also uses quizzes as a learning tool which gets chat going in the room and is less serious than just sitting listening. However, there is a serious aspect to the programme as one participant found out that her cholesterol was 11.5 so she was referred on to the doctor and now has this under control.

Gillian said, "Jayne has fitted in perfectly with the group. She is a real character and the women go away after having a good laugh but they have learned something at the same time. The pharmacy is also in a great location and the women can stop in with her at any time. Women use this programme as a time out from their lives to focus on themselves and their health."

The project has been a great opportunity to work with other organisations to help build the support network for the women and broaden the signposting and referral network for the pharmacist and Ballybeen. They have linked up with Alzheimer's Society, Aware Defeat Depression, Action Cancer, Mindwise and Allergy NI.



Topics covered in the sessions included:

**Stroke, Childhood Ailments,
Cancer, Mental Health, Stress
Management, Women's Health
and Nutrition.**

Handy Hint
Using quizzes as a
learning tool can get
chat going in the room
and is less serious than
just sitting listening!

Pharmacist Jayne Kennedy from Boots is pictured dispensing medication in the Pharmacy. Although she never imagined that she would be able to lead on sessions, Jayne now loves getting involved with the women and linking with other support networks in the area.

Dunmurry

Dunmurry Senior Citizens' Club recently completed a very successful Level 1 BCPP project. They partnered with Karen Moran from Boots and delivered six sessions to 40 people to introduce pharmacy services to the senior citizen's group. Karen initially met with the group and identified their specific health needs by allowing them to express any health concerns they had. This meant that she could develop a plan for very relevant sessions over the coming months.

Topics identified by the group and covered in the programme included medicine's management, vitamins, healthy diet, arthritis, osteoporosis, sleep and memory. They also hosted a health and well-being day where they had blood pressure checks, inhaler technique checks, hand massage, therapeutic reflexology and beauty therapy. Building a relationship with the pharmacist has given them a new trusted point of contact to go to with health queries from themselves and their families.

Karen, the Pharmacist, particularly enjoyed the opportunity to get to know the group. She said, *"In the pharmacy environment you don't normally get that amount of time to talk to the elderly population. This opportunity has really helped me understand the issues they face on a daily basis."* She was also able to forge links with charity organisations such as Macmillan, the Alzheimers Society and the Benefits office.

Throughout the programme they used a combination of group work and interactive sessions to make it interesting and worthwhile. Quizzes and discussions allowed the participants to feel involved and to build relationships with the group co-ordinators, the pharmacists and each other.



This provided much-needed support to a group that can be socially isolated.

Isabelle McFarlane, Project Co-ordinator was delighted with the programme and how much everyone gained from it. She said, *"The participants were integral to the success of the project as they developed the content and got totally involved in the sessions by sharing personal experiences and concerns, as well as sharing their coping mechanisms for various health problems. They also identified other areas that they would like information on, hence the inclusion of the benefits advisor and complementary therapists."*

BCPP evaluation has shown that the project has had a positive effect on the health and wellbeing of the group. Members now seem more knowledgeable and confident about going to the pharmacist and GP for help about health issues – 75% of respondents now know where to go to get help and support about their health.

Check Yourself

Young males are often ignorant to or are not interested in issues relating to their health and can see themselves as less susceptible to disease or injury. Due to the statistics on prostate disease and suicides of young males, Pharmacist Sandra Cooke applied to BCPP to fund her project of working with young men aged between 18 and 30 in Derry/Londonderry.

She linked up with North Star Basketball Group and designed a project to increase awareness of common men's health problems, as prevention and early detection are key to better prognosis and outcomes. She targeted a sports club as young males who are actively involved in sports may feel they are fit and healthy and can be more ignorant to the potential health risks that they face.

Before the programme started Sandra spoke with the group and they said they wanted to learn more about topics such as smoking cessation, prostate disease, sexual health, drug and alcohol misuse, mental health, healthy lifestyle and basic first aid.

"I got to talk about things that I've thought about but had nowhere and no one to discuss them with."

"I got to learn about things most guys dismiss and laugh about."

Sandra said, *"By establishing a link with young males I made them more relaxed about coming into the Pharmacy environment to talk about any issues and equip them with some of the skills necessary to check themselves."*

I also wanted to educate them on general lifestyle measures to improve their health, for example, the safe limits of alcohol consumption per week. I made the programme as interactive as possible so they didn't get bored and stop listening! I also did fun quizzes at the end of each talk with the incentive of winning basketball prizes."



Evaluation of the project showed that all of the respondents have a greater understanding of what the pharmacist can offer and they have all been encouraged to improve their lifestyle



Sandra Cooke, Whitehouse Pharmacy with North Star Basketball Group during their BCPP project.

NEWS

Raymond Anderson, President of the Commonwealth Pharmacists Association; John Chave, Secretary General of PGEU; Sharon Bleakley, BCPP Programme Manager and Colin Loughran, AMH Portadown.

In November we were delighted for the opportunity to accompany John Chave, Secretary General of the Pharmaceutical Group of the European Union, when he visited two BCPP projects. The project visits were with AMH in Portadown and Pharmacist Anita Gribbin from Gribbin's Pharmacy in Toome. The visit was facilitated by Pharmacist Raymond Anderson, President of the Commonwealth Pharmacists Association. Raymond's Pharmacy works on the BCPP project with AMH Portadown. John was very impressed with the work that is going on in NI and said there was nothing else like it in Europe!



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.cdhni.org.

To become a member contact Ruth Murphy on T: 028 3026 4606 or E: ruthmurphy@cdhni.org

FUNDING NOW AVAILABLE!

Level 1 funding is for those interested in developing a local community-pharmacy partnership that will explore some locally identified issues with a group. It consists of a maximum of £2000 for a project that can last up to 9 months.

The closing date for Level 1 funding is Thursday 20th February 2014.

Level 2 funding is for those who have planned to work in partnership on a project that will address a range of issues. It consists of a maximum of £10,000 for a project that can last up to 9 months.

The closing date for Level 2 funding is Thursday 17th April 2014.

Please keep in mind that we offer support in developing your partnership, ideas and application. Contact us if you are thinking of becoming involved. Application forms and guidance notes can be downloaded from www.cdhni.org/bcpp. For further information call us on T: 028 3026 4606. We are here to help!



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AND HEALTH **NETWORK**

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