

## **PHARMACEUTICAL NEEDS ASSESSMENT (PNA) COMMUNICATIONS AND ENGAGEMENT PLAN**

### **1. Objectives**

- To summarise the pharmaceutical services currently provided within Portsmouth city
- To enable PCTs to commission enhanced services and directed advanced services from community pharmacy based on population need and where high quality and continuity of pharmaceutical service provision can be expected to be delivered
- Identify any gaps in current pharmacy provision
- To contribute to the overall Joint Strategic Needs Assessment (JSNA) and commissioning strategy to ensure that pharmaceutical services play a key part in the development of services
- To ensure that the PCT has robust and relevant information on which to base decisions about applications for market entry. This includes determining which directed services should be provided by applicants who use exemptions from control of entry (other than that for distance selling pharmacies). The importance of the PNA in this role will be reinforced (subject to parliamentary approval) when it becomes the legislative basis on which applications to provide NHS pharmaceutical services will be assessed

### **2. Key audiences**

- Community pharmacists
- Local Pharmacy Committee (LPC)
- Hospital pharmacists
- Other pharmacy providers
- GPs and other primary care staff
- Social services
- Community Services (e.g. community matrons, midwives)
- Local Medical Committee (LMC)
- Local Optical Committee (LOC)
- Local Dental Committee (LDC)
- PCT Board
- PCT Clinical Executive Committee (CEC)

- PCT JSNA lead
- Practice Based Commissioners (PBC)
- Patients & public Voluntary & community groups
- Portsmouth Local Involvement Network (LINK)
- Portsmouth Health Overview & Scrutiny Panel
- Patients & Public – specifically targeting the easily overlooked
- Local media

### **3. Project background**

Since the publication of the white paper, *Pharmacy in England: building on strengths – delivering the future* the Government has published the Health Bill 2009 which contains proposals to govern the content of PNAs. These regulations came into force in May 2010, NHS (Pharmaceutical Services and Local Pharmaceutical Services) (Amendment) Regulations 2010 SI 2010/914 and requires Primary Care Trusts to improve the quality of PNAs for 2009/10 as part of the next commissioning cycle and to inform existing and future commissioning plans.

The key to a successful PNA will be to ensure wide engagement across the PCT and with its stakeholders.

### **4. Key Messages**

The PNA is a key tool in the process of achieving high quality, accessible services, responsive to local needs. The development of robust JSNAs to support planning processes is core to the vision of world class commissioning. PNAs should become an integral part of each JSNA. This will enable PCTs to strengthen their commissioning of pharmaceutical services and best identify and respond to the needs of their local population. Community pharmacies are already well recognised for giving advice about medicines, supplying prescription medicines and in supporting the public in self care of minor, self-limiting conditions. The PNA will also recognise the public health role of pharmacy beyond simply the supply of medicines.

Community Pharmacies provide a high number of services, however we need to ensure that, as far as possible, they are providing the services that people want at the times they most need them.

People are being asked for their views on the range of services offered by pharmacies. Questions include how close they live to their preferred pharmacy, how they normally travel there, how long it takes, what day and time they tend to visit and what they do if they can't find a convenient pharmacy open. Respondents are also asked which pharmacy services they have used.

The responses we receive will provide us a broader picture of the views of people across the city and help inform our decision-making by identifying any possible gaps in service.

**General: Preparation and Baseline Data**

Date	Activity	Lead person	Notes	Action taken
April 2010	Identified Board member responsible for development of PNA	Core Group		Paul Edmondson-Jones, Director of Public Health & Primary Care (lead at Board level)
May 2010	Attend DoH National PNA support event to share and learn	Claire Petfield, Head of Pharmacy		<ul style="list-style-type: none"> <li>• 13/05/10 Event attended by Janet Bowhill, Pharmaceutical Adviser, Claire Petfield, Head of Pharmacy and Cathy Thurgood, Asst Contracts and Performance Manager</li> <li>• 05/07/10 Feedback from event to Core Group.</li> </ul>
June 2010	Core Group established and had initial meeting. Minutes available: <a href="#">Core Group Mtg - Minutes\4th June Minutes.doc</a>	Claire Petfield, Head of Pharmacy	04/06/10 Group Mtg agreed attendance to future core mtgs by PBC rep and LPC rep would be beneficial. CT to organise.	Yes. Agendas/minutes available on G: drive. Mike Holden (LPC) agreed to be present at future mtgs (subject to availability). Ayat Khan (PBC) agreed to be present at future mtgs (subject to availability)

Date	Activity	Lead person	Notes	Action taken
June 2010	Notified Head of Risk Governance of need to add to risk register	Cathy Thurgood , Asst Contracts and Performance Manager	<ul style="list-style-type: none"> <li>• 09/06/10 CT emailed Ben Smith to possibly attend next mtg (24.06.10).</li> <li>• 05/07/10 Ben Smith attended; will add PNA to Risk Register in respect of engagement and consultation.</li> </ul>	Communications and Engagement noted as a potential risk in view of time scales.
June 2010	ICM Public Perception survey results to provide baseline evidence on patient perceptions of pharmacy services – Wave 5, 30/11/09 to 25/02/10	Cathy Thurgood, Asst Contracts and Performance Manager	<ul style="list-style-type: none"> <li>• 09/06/10 CT emailed Mark Wingham, Head of Communications</li> </ul>	Result of survey: <a href="http://communicationsandengagementsurveys/ICM">n:/communicationsandengagementsurveys/ICM</a>
June 2010	Request details of any complaints and concerns received by the PCT about pharmacies	Cathy Thurgood, Asst Contracts and Performance Manager	<ul style="list-style-type: none"> <li>• 10/06/10 request report on Patient Experience</li> </ul>	2 complaints received this financial year, currently being investigated. If appropriate, outcomes will feed into PNA
July 2010	Paper to go on CEO's report for July Board mtg	Jay Vinall, Head of Business Services	Notified Jay Vinall, Head of Business Services	Included in CEO's July Report

Date	Activity	Lead person	Notes	Action taken
August	Public Health mapping – local needs – link to work of City JSNA (Joint Services Needs Assessment)	Joanne Kerr, Head of Public Health Intelligence	<p>Ongoing work on planning: mapping of travel times (first draft produced).</p> <p>Tables and graphs produced re first draft Social Care Health Needs (from JSNA).</p> <p>Travelling communities and homeless needs to be discussed.</p>	Data presented at PNA meeting 05/08/10
September 2010	Update to go on CEO's report for Board mtg	Cathy Thurgood, Asst Contracts and Performance Manager	Find out from Jay Vinall when update required	NB Sept is PCT AGM
November 2010	Update to go on Ceo's report for Board mtg	Cathy Thurgood, Asst Contracts and Performance Manager	Find out from Jay Vinall when update required	

## Statutory Partners

Date	Activity	Lead person	Notes	Action taken
August 2010	Contact Health Overview and Scrutiny Panel (HOSP)	Claire Pond, Head of Engagement and Patient Experience	Scrutiny Officer advised August HOSP this year and will add to the agenda for presentation and Q&A	<ul style="list-style-type: none"> <li>• PNA pencilled in for August HOSP. Scrutiny Officer to confirm August HOSP date</li> </ul>
August 2010	Notify provider services	Mark Wingham, Head of Communications	Discussed with Solent Healthcare Communications Team	<ul style="list-style-type: none"> <li>• Brief and link added to Solent Healthcare Intranet</li> <li>• Request for link on internet site to be forwarded</li> </ul>
August 2010	Provider services: Learning Disabilities	Claire Pond, Head of Engagement and Patient Experience	30/07/10 <ul style="list-style-type: none"> <li>• Discussed with Carol Bailey, Lead Nurse. Short time span will exclude many clients who will need support and different formats to complete. Requested that PCT notes this. Claire Pond to discuss inclusion of this specific group in further engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Service Managers will ask their practitioners to raise the survey with individual service users during the normal course of their clinical activity.</li> <li>• Claire Pond to meet with Community Learning Disabilities Manager to discuss engagement for future commissioning, and noted quite a lot of lead in time is required</li> <li>• Learning Disability clients to also be approached by representative from LINK Service Development Group</li> </ul>

Date	Activity	Lead person	Notes	Action taken
			with Service Engagement Lead for future <ul style="list-style-type: none"> <li>• Copy questionnaire emailed to Carol Bailey</li> <li>• 02/08/10 Carole Bailed advised discussion with Community Nurses who will take the opportunity to gain some feedback from clients – expected return to be around 6</li> </ul>	
August 2010	Notify Acute Care	Mark Wingham, Head of Communications	Discussed with Portsmouth Hospitals Communications Team	<ul style="list-style-type: none"> <li>• Brief and link added to Portsmouth Hospitals Intranet</li> <li>• Request for link on internet site to be forwarded</li> </ul>
August 2010	Ask City Council to circulate to staff	Mark Wingham, Head of Communications	Discussed with City Council Communications Team	05.08.10 - Brief and link added to City Council intranet site

## Voluntary & Community Partners

Date	Activity	Lead person	Notes	Action taken
July 2010	Make contact with Community First for Portsmouth (CFfP)	Claire Pond, Head of Engagement and Patient Experience	<ul style="list-style-type: none"> <li>Core Group notified of Article In Focus Magazine deadline <b>16/07/10</b></li> </ul>	Deadline missed. However included in Voluntary & community sector mail out in August.
July 2010	Make contact with Portsmouth Local Involvement Network (LINK)	Claire Pond, Head of Engagement and Patient Experience	<ul style="list-style-type: none"> <li>Chrissie Monck, Vice Chair, LINK Service Development Group emailed</li> <li>Unable to meet deadline for article in newsletter (13/08/10).</li> </ul>	<ul style="list-style-type: none"> <li>Claire Pond presented to LINK Service Development Group 29/07/10: 30 hard copies of questionnaires taken</li> <li>Article and link to web questionnaire added to LINK website, Community voices Online: <a href="http://www.communityvoicesonline.org/news/news_article.aspx?id=4062">http://www.communityvoicesonline.org/news/news_article.aspx?id=4062</a></li> </ul>
August 2010	Voluntary and Community sector mail out from Third Sector Partnership and Community Team, Portsmouth City Council	Mark Wingham, Head of Communications	<ul style="list-style-type: none"> <li>Deadline for items 3<sup>rd</sup> week of each month – everything sent electronically, including flyers. <b>July deadline 22<sup>nd</sup>.</b></li> </ul>	<p>Article and link to web questionnaire included in August newsletter sent in email cascade to the sector at <a href="http://www.portsmouth.gov.uk/media/August_2010.pdf">http://www.portsmouth.gov.uk/media/August_2010.pdf</a></p> <p>Deadline met.</p>
November 2010	Update article in LINK newsletter	Mark Wingham, Head of Communications	<ul style="list-style-type: none"> <li>Deadline for articles 5<sup>th</sup> November 2010.</li> </ul>	



Date	Activity	Lead person	Notes	Action taken
November 2010	Update voluntary and community sector via: <ul style="list-style-type: none"> <li>• Mail out from City Council</li> <li>• Community First for Portsmouth (CFP)</li> </ul>	Mark Wingham, Head of Communications	<ul style="list-style-type: none"> <li>• Article in mail out to be submitted by 3<sup>rd</sup> week of October</li> <li>• Article In Focus Magazine deadline <b>05/11/10</b></li> </ul>	
August 2010	Work with voluntary and community groups for specific areas to include community enterprises, neighbourhood for a, homeless, displaced young people and families, BME	Mark Wingham, Head of Communications	<ul style="list-style-type: none"> <li>• People's Action Team for Community Harmony (PATCH). Contact: <a href="mailto:jan.dod@portsmouthcc.gov.uk">jan.dod@portsmouthcc.gov.uk</a></li> <li>• Paulsgrove &amp; Wymering Community Action Board Ltd. Contact tba</li> <li>• Heartlands Community Voice: Contact: <a href="mailto:nigel.selley@portsmouthcc.gov.uk">nigel.selley@portsmouthcc.gov.uk</a></li> <li>• Two Saints (homeless). Contact: <a href="mailto:kevin.amis@twosaints.org">kevin.amis@twosaints.org</a></li> </ul>	On 02 August 2010 these groups emailed requesting circulation of PNA briefing and web link. E mail sent by Cathy.

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			<ul style="list-style-type: none"> <li>• <a href="#">uk</a></li> <li>• EC Roberts Centre Contact: w as Asha Butcher – check</li> <li>• Portsmouth Foyer Contact: discuss with Dee Summerill HIDS Team</li> <li>• PRENO Contact: <a href="mailto:info@preno.org.uk">info@preno.org.uk</a></li> <li>• Portsmouth Talking Newspapers. Contact: check with CFP</li> <li>• Hampshire Deaf. Contact: need some direct contact, ask at <a href="mailto:enquiries@deafhampshire.org">enquiries@deafhampshire.org</a></li> <li>• Communities United. Contact: send to Syed Haque, <a href="mailto:syedaminulhaque@hotmail.co.uk">syedaminulhaque@hotmail.co.uk</a></li> <li>• African Women's Forum Contact:</li> </ul>	

Date	Activity	Lead person	Notes	Action taken
			<p>Marie Costa <a href="mailto:awf@btopenworld.com">awf@btopenworld.com</a></p> <ul style="list-style-type: none"> <li>Portsmouth Disability Forum: Contact: <a href="mailto:lynrigby@gp-df.org">lynrigby@gp-df.org</a> (NB Brian Rains, LINK)</li> </ul>	

### ***Independent Contractors***

Date	Activity	Lead person	Notes	Action taken
November – December 2009	Questionnaire sent out to all pharmacies in the city	Janet Bowhill, Pharmaceutical Adviser	<p>Pharmacies asked:</p> <ul style="list-style-type: none"> <li>What facilities available</li> <li>What staff employed</li> <li>Skills of staff</li> <li>Services currently provided</li> <li>IT infrastructure in place</li> <li>Gaps in provision</li> </ul>	<ul style="list-style-type: none"> <li>Questionnaires sent out to 38 pharmacies in the city</li> <li>All 38 questionnaires returned and information entered onto spreadsheet and analysed to inform PNA development</li> <li>Information may be found at: <a href="G:\Comm-Pharmacy\PNA\PNAQuestionnaire09.ver3.doc">G:\Comm-Pharmacy\PNA\PNAQuestionnaire09.ver3.doc</a></li> </ul>
January – February 2010	All 38 pharmacies completed and returned questionnaire. <a href="#">Returned</a>	Cathy Thurgood	<a href="G:\Comm-Pharmacy\PNA\Current">G:\Comm-Pharmacy\PNA\Current</a>	Information entered onto spreadsheets

Date	Activity	Lead person	Notes	Action taken
	<a href="#">Questionnaires.xls</a> . Results entered onto spreadsheet <a href="#">G:\Comm – Pharmacy\PNA\ResultsNeedsAssessment0910.xls</a>		<a href="#">Provision.xls</a> <a href="#">G:\Comm-Pharmacy\PNA\Gaps In Provision of Service.doc</a>	
June – September 2010	Invite member of Local Pharmaceutical Committee to take part in PCT core PNA meetings	Cathy Thurgood	LPC invited to attend meetings	LPC rep attending meetings subject to availability

### ***Patients & Public***

Date	Activity	Lead person	Notes	Action taken
July 2010	Upload information and questionnaire on PCTs website	David Barker/Sarette Martin		Posted on PCT internet
July 2010	Questionnaire for completion by public to be posted to Community Pharmacists and GPs (20 per site).  <a href="#">G:\Comm-Pharmacy\PNA\Communications&amp;Engagement\PublicQuestionnaire Final.doc</a>	Cathy Thurgood, Asst Contracts and Performance Manager	Return date for completed questionnaires is 18 <sup>th</sup> August 2010. Reply-paid envelopes provided for ease of return.	<ul style="list-style-type: none"> <li>• 600 to GP practices</li> <li>• 740 to pharmacies</li> <li>• 1340 in total posted out with reply paid envelopes</li> </ul> <p>As at 11.08.10 – 423 completed questionnaires received by post. Approx. 50 received on line.</p>

Date	Activity	Lead person	Notes	Action taken
July 2010	Distribute to PCT staff	Cathy Thurgood, Asst Contracts and Performance Manager		<ul style="list-style-type: none"> <li>• 29/07/10 approx. 30 hard copies distributed to Trust Headquarters staff</li> <li>• 30/07/10 approx. 20 hard copies left in canteen at St James' Hospital restaurant</li> </ul>
July 2010	Media release	Mark Wingham, Head of Communications	Press release to local media, including Portsmouth's daily newspaper, 6 local radio stations, on line news services and trade press.	<ul style="list-style-type: none"> <li>• 29/07/10 Article in The News*</li> </ul>
August 2010	Follow up media release regarding questionnaire	Mark Wingham, Head of Communications	Press release to local media	12 <sup>th</sup> August 2010

\* <http://newslive.ebiquity.com/Pages/Common/SupportPage.aspx?articleId=69157427&briefId=4467>