

Section 1: Contact details	
Name of practice or organisation (e.g. charity)	Bedminster Pharmacy Bristol
Name and title of the person writing the case study	Ade Williams, Lead Pharmacist
Date submitted	June 2018
User profile	We are a Healthy Living community pharmacy which used Self Care Week 2017 to proactively promote the <i>self-care for life</i> message, linking it to self-treatment of minor ailments, antibiotic prescribing, health literacy and social prescribing solutions to raise awareness of health and wellbeing and to promote public health interventions, such as flu and pneumococcal jabs.
Section 2: The problems/issues and how you tackled them	
What is the context of this case study?	South Bristol, where Bedminster Pharmacy is located, has the highest percentages of incidents of coronary heart disease, asthma, diabetes, COPD, chronic kidney disease and cancers in Bristol. It also has levels of social deprivation that are generally worse than the city average. Adult obesity, adults that do not take regular exercise and women that smoke during pregnancy are also areas where this locality has a worse picture than average.
What was the challenge you were faced with?	The socio-economic factors are contributing to poor health outcomes, especially in low-income households. Inadequate health literacy means there is little knowledge of how to self-treat minor ailments and negative lifestyle choices are fueling a rise in long-term health conditions. Access to appropriate health support networks is also low.
What was the solution or approach to this?	For Self Care Week a series of activities were planned to help improve health outcomes locally:

- Promotion of the antibiotic guardianship message to help people understand when prescribing is inappropriate.
- Winter health evaluations for free cold home assessments and free funded home modifications by the Centre for Sustainable Energy.
- Proactively encouraging positive lifestyle changes to prevent avoidable diseases and improve physical health and mental wellbeing by:
 - Promoting *sugar smart* messages and providing free vouchers for weight management programmes;
 - Interventions to reduce alcohol intake;
 - Smoking cessation service advice and sign-up
 - Promoting and signposting people to local social and interest groups such as ramblers and the volunteering centre.
- Advertising digital health solutions such as [NHS choices](#) and Expert Self Care's free [health apps](#) to encourage self-treatment and improve health knowledge.
- Teaming up with the local ITV channel to communicate messages around winter flu vaccine (the feature was aired during Self Care Week).
- Providing opportunistic diagnostic testing such as blood pressure check ups.

	<ul style="list-style-type: none"> We also promoted messages via social media platforms.
Section 3: Barriers	
What barriers, difficulties or challenges did you encounter?	Funding to run a campaign, obtaining resources and activity ideas for Self Care Week (although subscribing to the Self Care Forum’s newsletter can help with activity ideas).
How did you overcome them?	Accessing Self Care Forum campaign resources in addition to those produced by the National Pharmacy Association and Pharmaceutical Services Negotiating Committee helped.
Looking back, what would you have done differently?	We would contact our CCG and GP colleagues to work collaboratively on a Self Care Week initiative with a pharmacy-driven message to ensure self care is not confused with NHS cost efficiencies. (The Self Care Forum’s ethos is that self care does not mean no care, it is about advice and support to help people understand how to take better care of their own health).
Section 4: Who was involved from the organisation and outside?	
List job titles, descriptions and roles	All members of the pharmacy team were involved in the initiative, including our driver colleague and local media (print and television).
Give details of any external partners involved	South Bristol Voice magazine and ITV South West
Section 5: Outcomes and impact	
How much did you spend?	Only nominal printing costs.
How much did you save?	Since many of the resources were already available online via the Self Care Forum, the outlay was minimal which meant the biggest cost was time (although job satisfaction was high).
What were the benefits for your customers?	Our customers: <ul style="list-style-type: none"> were more confident in cost-effectively managing their health and wellbeing.

	<ul style="list-style-type: none"> • Had greater awareness of the role and services pharmacy provide to support self care. • Because of the flu vaccination, understood self care in the context of public health interventions • Understood how to better manage their long term health conditions • Were more aware of which health service to access for different health conditions (signposting) • Had increased health literacy due to printed and digital resources • Were more aware of self caring for their physical health and mental wellbeing
What were the benefits to you and/or your colleagues?	Improved job satisfaction, higher profile of pharmacy’s expertise, better understanding of our role within the broader NHS health and social care context. Joined up working with third sector and patient advocates.
Please give details of other benefits?	In an area with our health and social profile, Self Care Week provided an opportunity to demonstrate that tackling these challenges involved partnerships amongst patient, health professionals and other local organisations. This type of health partnership is best-termed “self care” and is replicable anywhere to address local health needs across the country.
Section 6: Impact evidence	
Do you have formal or anecdotal evidence of success/impact?	We have seen more people, especially during the winter months, self-treating minor conditions, better managing long-term conditions and taking up seasonal influenza vaccination.
Do you have any images pertaining to your initiative?	See image below of the team promoting the flu vaccine.
Section 7: Self Care in the ‘new world.’	

How do you envisage self-care working in a clinical commissioning group?	I would like to see the facilitation of a working practice that enables self-care to be a lifestyle model, not just a health practitioner’s terminology.
Section 8: Next steps	
Where do you intend to go from here?	We want to collaborate more with the local NHS, CCG, and PHE team to deliver consistent patient-centred messages locally. Continue to drive a parity message and support a better understanding of physical and mental wellbeing, and make better use of social media resources.
Please give details of specific initiatives, where appropriate	We will plan for Self Care Week 2018
Is there something your clinical commissioning group or local authority can do to help you continue to promote self-care?	More joined up working. Creating a pharmacy centred message that will prevent any misunderstanding that self care is a drive for NHS cost efficiencies.
Section 9: Your top tip!	
What’s your top tip to others wanting to encourage people to self-care?	It is a gratifying and worthwhile exercise and with resources readily available much easier than you can imagine.
Section 10: Self Care Forum	
Did you use any of the Self Care Forum resources, if so please specify.	We used all the resources available from the website .

