



# LiteBite

The Newsletter of the **Building the Community**



January 2007

**Pharmacy Partnership**

## Building the Community-Pharmacy Partnership

Welcome to our 2<sup>nd</sup> edition of "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 hope to give you a better understanding of the overall BCPP programme. We'll bring you an insight into projects at work, information on the new round of funding, and other interesting facts. We welcome you back for what we've planned to be an exciting and fun filled year!

Remember, CDHN are here to help you develop your ideas and projects, involving pharmacists and local communities, wanting to work to meet local needs using a community development approach. If you have any comments, suggestions or would like to contribute, please contact us.

## The Changing Face of Northern Ireland

There has been an increase in the number of ethnic minority groups in Belfast's city centre area. This has brought with it language barriers and so makes it harder for ethnic minority groups to understand and access services. One service that was particularly hard for them to access was that of Pharmacy. Colin Harrison of Harrison Healthcare Pharmacy says that because of the language barrier they found it difficult to communicate with some ethnic minority customers.



*Colin Harrison pictured with some of the participants at an information session.*

Colin partnered with the Chinese Welfare Association and made a successful application for BCPP funding to CDHN. They wanted to design a project that would be specific to ethnic minority groups' health needs in the area.

The project aimed to make pharmacy staff more culturally aware and to educate ethnic minority groups about the health care structure, pharmaceutical and other services and health promotion. The project is working with 4 minority groups: Chinese, Polish, Indian and Muslim women.

The project has been running six months. A health day for the Chinese and a picnic fun day in Botanic gardens for Polish people were held. Several groups attended both events and interpreters were on hand to translate.

The project has been able to reach into the community by writing articles into a local Polish magazine every 2 months and Colin has also been on Q105 radio station speaking about the project.

The pharmacy staff are more aware of cultural diversity and the barriers ethnic minority groups face when accessing services. The project has identified the need to educate people working with ethnic minority groups on the role of the pharmacist and this will be covered by the project.

# N. Ireland Chest, Heart & Stroke Association

**N**orthern Ireland Chest, Heart and Stroke Association (NICHSA) wanted to get the pharmacist to work with stroke sufferers. They applied for a grant for a small starter project (Level 1) so that they could pilot some ideas before deciding whether to apply for longer term funding.

A discussion between the pharmacist and stroke sufferers took place to design the project content. Based on this, sessions were held on:

- the role of the pharmacist
- group sessions covering specific health issues
- 1-1 support sessions - these gave carers and clients the opportunity and confidence to ask for support and advice on issues in a comfortable environment.

This was a new way of working for NICHSA, carers and clients. One carer stated:

*'The stroke affected my husband's ability to communicate and attendance at the sessions with the pharmacist has helped alleviate some of our concerns.'*

Liam Quigley, the NICHSA Manager, says:

*'the pharmacist now refers carers of stroke patients coming into the pharmacy to us ... the project was of real benefit to me as it highlighted the problems facing our clients ... it has also created awareness of the issues stroke sufferers are faced with. The partnership has been very beneficial and we believe it could be developed further'*

## Springfield Community Association

**S**pringfield Community Association (SCA), Belfast offers a range of services, including the provision of a day care service for elderly people, giving carers respite.

As SCA mainly worked with older people they used the pharmacy a lot to collect prescriptions and knew they could work with the pharmacist more closely on a range of issues. A BCPP project offered an ideal way of doing this.

The overall aim of the project was to learn more about the pharmacists' role and to construct a training model to help staff access health information for carers and older people.

Paul McDonagh (the pharmacist) went to the centre and outlined his role to staff, volunteers and clients. SCA staff and volunteers relayed their knowledge of the pharmacist and the services they offer to older people and their carers through the centre and other outreach services SCA provide.

Group sessions on topics of interest to the clients and other one-one sessions were carried out allowing them to ask the pharmacist questions or seek advice. The Pharmacist developed a pack to help staff and volunteers work more effectively with elderly people. Staff and volunteers say this pack is invaluable, and the pharmacist made it real by backing it up with stories.

Bridie, SCA's project leader said:

*“the information has helped clients and others in the community. Others have heard about the project and use the pharmacy more. The pharmacist and his staff refer people onto us as they know more about our services ... the project is amazing and the clients have more confidence.”*



Paul McDonagh and project participant

# Help Carers Care

**B**elfast Carers' Centre works to support and provide information to carers. Carers are a hard to reach group as many carers do not see themselves as a 'carer'. Carers often use the pharmacy on a daily basis to pick up prescriptions for those they are caring for and it is an ideal place to identify them. It is recognised that hard to reach groups should be able to access information and advice on services in a way that meets their needs. In partnership with Dundee Pharmacy, Belfast Carers designed a project to do this and aimed to help carers at risk of isolation in the Skegoneil area.

- A health education day was held where the pharmacist talked about a range of health issues affecting carers and those they were caring for. A 'time for me' session was held that looked at personal development, assertiveness skills etc
- Carers identified through the project also had an opportunity to meet other carers involved with Belfast Carers for a chat and a session with the pharmacist, this was good explains Nuala as "it spread the word to other carers"



*Local carers from Belfast*

Below is an outline of what they did:

- Pharmacy staff were trained up to identify and refer carers to the project. Nuala from Belfast Carers spent a day in the pharmacy to help them put their training into practice. Volunteers who had been carers also helped in the pharmacy and at the centre to get carers involved in the project. Carers identified were given 1-1 support by the pharmacist and Belfast Carers'
- The project involved other agencies. During one of the pharmacist's sessions the local Police Service and the Fire Service came and talked to carers about safety. This gave both agencies and the pharmacist a chance to learn about the vulnerability of the group and to discuss their learning with colleagues

At the end of the project Nuala and the pharmacist gave a joint presentation at a North South Ireland Pharmacy Conference and this helped reinforce their learning and let other pharmacists see what can be done by working in partnership with a community group.

From this project Belfast Carers' recognised a need to educate the local community and statutory sector on "carer awareness". They have been awarded funding through BCPP to continue the project in another area of Belfast with Ormeau Park Pharmacy.

*"One couple that came into the pharmacy were distraught as they couldn't travel to see their daughter because one of them could not get travel insurance due to their health. The Pharmacist referred this couple to Nuala who found a company that would insure him. The couple are now regulars at the Centre and have been given advice on services that they could have been availing of"*

# Funding – now available

**Level 1** - for those interested in developing ideas and a community pharmacy partnership  
**maximum £2000 for a maximum of 9 months**

**Level 2** - for those with established partnerships who have a good idea of what they want to achieve  
**maximum £10,000 for a maximum of 2 years**

**Level 3** - for those who have completed and evaluated previous Building the Community-Pharmacy Partnership projects and are keen to sustain their work  
**maximum £10,000 per year for a maximum 3 years**

## CLOSING DATES:



**Levels 2 and 3** — 4pm on the 19th April 2007

**Level 1** — 4pm on 23rd March 2007 - Offered quarterly



**Remember, we offer support in developing your partnership, ideas and application.**

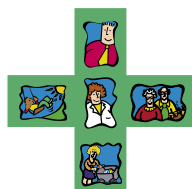


**So, please contact us if you are thinking of becoming involved.**

Application packs can be downloaded from [www.cdhn.org/bccp/application](http://www.cdhn.org/bccp/application)  
or obtained from CDHN, Telephone: 028 3026 4606. We are here to help!

CDHN is a member led regional voluntary organisation. Our purpose is to make a significant contribution to ending health inequalities, using a community development approach. CDHN believe that communities, both geographical and of interest and identity, can define their own health needs and design and implement preventative and radical solutions. We consider this is best achieved through campaigning, networking, influencing policy and developing best practice.

For more information on what CDHN do, have a look on our website: [www.cdhn.org](http://www.cdhn.org)  
and, to become a member contact **Kathy Martin** on [kathymartin@cdhn.org](mailto:kathymartin@cdhn.org)



Building the  
**Community-Pharmacy**  
Partnership

This programme is funded by:



Department of  
**Health, Social Services  
and Public Safety**

### Community Development and Health Network

30a Mill Street  
Newry  
County Down  
BT34 1EY

Telephone: (028) 3026 4606

Fax: (028) 3026 4626

E-Mail: [sharonbleakley@cdhn.org](mailto:sharonbleakley@cdhn.org)

© CDHN 2007