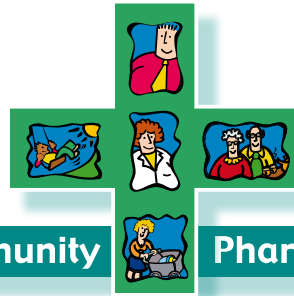




# Lite Bite



October 2009

The Newsletter of the **Building the Community**

**Pharmacy Partnership**

## Hello and Welcome

Welcome to our 7th 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 will give you a better understanding of the overall BCPP programme and the work we do. It will give 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.

BCPP is going from strength to strength and was recently awarded by Chemist and Druggist as making an outstanding contribution to community pharmacy services. Minister McGimpsey congratulated us on our award.



## A novel use for Peanut Butter ...

Peanut butter, plastic gloves and dental floss is one sure way to educate young children about the importance of cleaning their teeth according to Brendan Lilley, a pharmacist from the Medical Hall in Irvinestown.

ARC HLC and pharmacist Brendan joined forces five years ago to carry out a community-pharmacy project. Understandably, Brendan was quite nervous about delivering his first session to 40 mature ladies! Jenny, the ARC project lead jokes that he needed therapy after it!

The ARC HLC opened in 2001 and offers a range of services to people regardless of their needs. The ARC is a place where people can come if they need addiction counselling, help with filling a form, a chat or a cup of tea. The ARC HLC is making a difference to the lives of the local community and in their own words “*It is better to light a candle than to curse the dark, ARC represents the candle*”.



Liam Creagh (RedBox Media) interviews Jenny and Brendan for the BCPP DVD

Brendan has worked with many groups within ARC including the parent and toddler group, young people, people with addiction and older people. Jenny found early on that it was better that Brendan complement existing programmes as it was the best way to tackle the health issues of the most vulnerable. Below are a few examples of how Brendan has worked with the groups:

- With the Solace group (people with addiction) a range of topics have been covered including the implications of swine flu, substitute prescribing safety in the sun and healthy eating.
- Brendan’s other pharmacist Anne delivered sessions to the parent and toddlers group on topics including stress and wellbeing, nutrition and childhood ailments. The women in the group felt they could easily relate to Anne as she had young children herself.
- Brendan has built up an excellent relationship with marginalised young people and has run sessions including life skills and dealing with peer pressure.

Both Brendan and Anne confidently respond to the needs of groups. Brendan once had a session on healthy eating prepared for the Solace group but on the day ran a session on swine flu as this is what the group wanted. Those involved in the project have built an excellent relationship with the pharmacists and are more aware of their role.

Both Jenny and Brendan see this work as providing an additional layer of support and expertise around their services and staff. Jenny says “*all pharmacists should be involved in this way of working. The fact that Brendan is so responsive to the needs of the groups is a testimony of the maturity of the programme*”. Brendan says “*this is an excellent way of using my skills and knowledge and I would not get a chance to do this in the pharmacy*”.

# BenchMARC



Outside Boots Pharmacy in the Ards Shopping Centre sits a street drinker. This man has been advised to stay in public places as he has a history of seizures. He makes his way to the pharmacy because Patricia, the pharmacist and her staff are aware of his condition and he sees it as a 'safe' place. Previous to the BCPP project, this man would have been seen as a burden.

In 1997, The Link Family and Community Centre was opened by a group of local people in response to the needs of the area. The Centre offers a range of services including The **MARC PROJECT** which works with people with addiction. Anne Faloon, the project lead, identified a need for a pharmacy project as this group are not great at accessing health services. "I was attracted to Building the Community-Pharmacy Partnership because it isn't prescriptive, you can design your own project and decide what will work best in your area". Anne partnered up with pharmacist Patricia from Boots.



Patricia the pharmacist enjoys a cup of tea with the group after a session.

Most of this group are street drinkers. Sessions covered topics such as drugs, relaxation methods, insomnia, care in the sun, oral health and healthy eating. Care in the Sun is important as a lot of the group are outside for long hours during the summer months. Likewise a lot of members in the group lead stressful lives and so the relaxation element helps them identify other ways of coping rather than drinking or taking drugs. Anne said "the key to keeping participants interested is to make sessions interactive. It's all about discussing issues and engaging with the group".

Speaking about the relationship with the pharmacist, Anne says "we are so fortunate to have Patricia; she is perfect for our client group. She has come in as a participant with specialised knowledge and has built excellent relationships with the group. The group feel they can talk to her alone on issues they are not comfortable discussing as a group. They see her as being on their level. On her first day she played a few games of pool with them to break the ice!"

“ It’s all about discussing issues and engaging with the group ”

This project emphasises how pharmacy can be an integral part of the community and this was echoed by Chemist and Druggist, a UK pharmacy magazine when they recently ran a story on the project.

“ you can design your own project and decide what will work best in your area ”

The Link have since been awarded another BCPP grant and will continue to build on existing work. In this new project they will expand to include 'concerned others' i.e. family and friends of people with addiction. Staff will also be involved in the new project and will receive training on their wellbeing and dealing with pressure and stress.

Inspired by the BCPP project the men have started a community garden, supported by Conservation Volunteers Northern Ireland. The garden used to be derelict overgrown land. They have found this peaceful and positive and it gives them an opportunity in their words "to put a smile on people's faces". Speaking about her involvement Patricia the pharmacist says "This project has reinforced my role as a community pharmacist rather than just a pharmacist who works in Boots".



# Take nothing for granted

**18** times more likely to have a baby die, lower life expectancy, living in overcrowded conditions and no access to running water. These are some of the problems travellers face in Northern Ireland today, even living on serviced sites.

Travellers have poor health and Craigavon Traveller Support Group recognised the need to set up a partnership with Gerard Green from Northern Pharmacies. Together they worked with traveller women to identify health issues they wanted more information on.



“... the women really enjoyed the socialising aspect of the project.”

Ten sessions were held in a local community centre covering health issues such as mental health and wellbeing, childhood ailments, medication and men's health. Other community groups including Aware Defeat Depression co-facilitated sessions with the pharmacist. At a local hotel, a celebratory event to mark completion of the project was held for the women and the pharmacist and the women were presented with vouchers to get their hair done in Lurgan College. By linking in with other services in the community the women gained better access to services.

Speaking about the project, Deirdre the co-ordinator said *“the women really enjoyed the socialising aspect of the project. These women live in a caravan with 5 or 6 children and don't get a chance to leave the site. Crèche facilities were provided for the children and this gave them the chance for play stimulation. The women enjoyed the project because they didn't feel challenged; those involved were in their own peer group”.*

“These women live in a caravan with 5 or 6 children and don't get a chance to leave the site.”



Gerard the pharmacist chats to the women about childhood ailments

The women's confidence has increased and they have shared their health knowledge with their families and others in their community. They are eager to get involved in other community initiatives. The pharmacy project empowered some women to become involved in an All Ireland Health Study. Some of the women were trained to become peer researchers and they conducted questionnaires with others in their site. Other members of their community were more forthcoming as they knew the researcher. Other women involved in the pharmacy project enrolled on the Advocacy Programme which aims to make travellers more politically aware.

The project has recently been awarded additional BCPP funding and this project will develop the previous project and focus in on health issues and ways to tackle them.



**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's mission is:

- to be the leading organisation championing community development approaches to tackle health inequalities
- to be a centre of expertise that develops best practice, advances knowledge and develops tools for action
- to ensure that communities can define and represent their own health needs and design and implement radical solutions

For more information on CDHN have a look on our website: [www.cdhn.org](http://www.cdhn.org)

To become a member contact: [info@cdhn.org](mailto:info@cdhn.org)



# 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:

**Level 1** — 8th October 2009, 18th February 2010, 10th June 2010

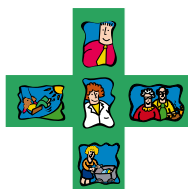
**Levels 2 and 3** — **Thursday 19th November 2009**

**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/bcpp/application](http://www.cdhn.org/bcpp/application)

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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