



FUNDING FOR PROJECTS WHICH TACKLE THE ROOT CAUSES OF POOR HEALTH

FUNDING ROUND NOW OPEN

January 2023

BCPP NEWS

This newsletter is brought to you by Community Development and Health Network (CDHN)

Building the Community-Pharmacy Partnership



2022 has been a difficult year for everyone, the impact of the Covid pandemic has exposed and amplified existing health inequalities and deepened poverty across our communities but it has also raised public awareness about the importance of addressing root causes and highlighted how crucial partnership working is to address these issues.

Difficulties in sourcing medications, increasing prices and locum shortages have left many Community Pharmacists working longer hours each day and unable to take days off or holidays. Yet, despite these pressures BCPP remains oversubscribed, this is a testament to both the commitment of our local Pharmacists and the relevance of the programme in local communities.

We continue to witness an increase in the need for mental health support in communities to mitigate against the impact of poverty, the pandemic, austerity and economic hardship. BCPP continues to support action across these social issues in a way that engages people and community pharmacists where they feel safe and supported.

Pharmacists continue to go above and beyond for the communities in which they live, and work and we see this dedication reflected in the stories gathered in this edition of BCPP News.

The BCPP team are currently planning our work for 2023. In preparation for our new Impact Card, we are compiling and analysing impact data at programme level. This gives us an opportunity to review the geographical spread of participation in the programme and look at the types of organisations involved, and issues identified. This is important as we want to ensure we are supporting community and voluntary organisations who are working directly with those most vulnerable and affected by health inequalities.

In January we will fund our 1,000 BCPP project! – we are currently planning a celebration event to mark this milestone and look forward to sharing more information about this soon.

We recently completed the development of an E-Learning module on Health Literacy for community pharmacy, which can be accessed via the NICPLD website. This is brilliant background information for any pharmacist whether they are involved in BCPP or simply looking to brush up on their communication skills. Check it out if you are planning some end of year CPD.

As always, our team offers a comprehensive range of support from the application process through to the delivery of your project. Just give us a call!



Kathy Martin

Strategic Impact Manager / CDHN



THE CHURCHES TRUST AND MURPHY'S PHARMACY DERRY

EVERYBODY NEEDS GOOD NEIGHBOURS

The Churches Trust based on Spencer Road in the heart of Derry/Londonderry was founded by the leaders of the four mainstream Churches over 30 years ago. The Church leaders recognised the level of deprivation in the area and the need for a united response to provide much needed services. The aim of the Churches Trust is to provide quality services that tackle deprivation, health matters focusing on inclusion, equality of opportunity and improving community relations.

The need for a BCPP project came from older people visiting 'The Churches Trust Charity Shop' on a regular basis, often not to buy anything but just for the social contact and to catch up on local news. It became noticeable that many visitors to the shop loved the company and the social interaction of meeting staff and others who attended the shop. The effect of Covid 19 has had drastic effects on this group as many live alone and the pandemic caused a deep sense of loneliness and isolation that was becoming increasingly difficult

to bear. There was a reliance on unhealthy foods in an attempt to manage loneliness, anxiety and depression and the pandemic made things much harder to integrate after such a long period of isolation. The Churches Trust teamed up with Pharmacist Stephen Dunlop from Murphy's Pharmacy, also on the Spencer Road and successfully applied for Level 1 funding. The aim of the project was to improve health literacy and empower this group to address any issues that impact on their life and also bring those struggling with loneliness together in a cross community effort to help them make new friends and learn about interesting health topics together.

Stephen the pharmacist, Niamh the Project leader and the group of participants (mostly from the Charity shop) worked together and drew up a programme of issues they wanted more information on. Sessions covered included topics such as heart disease, the importance of sleep and mental health. Margaret from Health Matters

“*These meetings are incredibly valuable, educating the participants and giving them the tools they need helps them feel empowered and much less fearful. Many of the participants visit the Pharmacy regularly now and also the “Twice but nice” charity shop for a chat and to ask any questions, this has really given the participants a lifeline and opened up their social circles by helping them feel much less isolated.*”

Stephen Dunlop / Pharmacist

came along to the session of signs and symptoms of cancer and co-delivered it with Stephen the Pharmacist. The session was interactive and thought provoking, there were prosthetics available for participants to visualise the warning signs of cancer. This really helped the participants feel empowered and also gave them the opportunity to feel heard as they could voice their concerns and ask questions.

Another session looked at diet. Stephen spoke to the group about the importance of reducing your salt intake in order to reduce your blood pressure. A participant Sammy, with the encouragement of others in the group made the decision to reduce his salt intake by 80%. His blood pressure which is normally high has reduced significantly- this was a huge breakthrough for Sammy as he often got anxious about his high blood pressure.

The project was a great success but seeing the need to work further with this group they reapplied for Level 2 funding and were successful. This project is working with the same ten older people. Their aim is to progress work with this group from their Level 1 BCPP project and the main areas the group wanted covered were around Mental Health, Diet and Nutrition. The group came together with Niamh (Project Co-ordinator for The Churches Trust) and Stephen (Murphy’s Pharmacy) to plan the sessions, all based around topics that were relevant and would be helpful to know more about.

The project is halfway through and has gained great momentum because of the level of trust already built up within the group, leading to greater levels of intimacy and sharing of the lived experience, nothing is more empowering than hearing another speak of the pressures you are facing and demonstrating the potential to recover and grow. The group were awarded funding for Stephen to lead on ten sessions with the group and for him to co-facilitate a further four sessions with groups from the community and voluntary sector whom the participants wanted to find out more information from. Some of the session topics the older people have chosen, include benefit advice, cooking a nutritional meal on a budget, winter ailments and looking after your mental health.

On the session on Benefits, Sean from Advice North West came in and co-facilitated the session with Stephen. Participants learnt about the benefits they could avail of and were supported in making applications for benefits they should be in receipt of.



“*Apart from the health aspect, there is also the social side, these meetings give an opportunity to make new friends and widen one’s social circle, to give and receive help and reminisce about various events that have happened to us... All in all, we have found the whole experience to be interesting and rewarding and are very glad that we joined, we look forward to meeting up every fortnight and learning something new, long may it continue.*”

Mervyn Finlay / Participant

ASHES TO GOLD WITH HENDERSON'S PHARMACY, COLERAINE

A JOURNEY OF SELF-DISCOVERY THROUGH NATURE

Ashes to Gold is a mental health support Organisation and works within the local community across the Causeway Coast and Glens district. Part of their work incorporates GROW which is a garden and natural therapy site delivering programmes and activities to local groups. These groups include and engage people with a brain injury or with a learning disability. In addition, they have a new fishing project at Moorbrook Fishery, Castlerock.

They have recently completed a Level One BCPP project with a Local Pharmacist, Evan Reid, supporting a small group of young men who suffer from poor mental health and are at risk of harm/addiction or of offending. The group aimed to provide practical support (including food) to make a long-term connection between each other, Evan and the wider community. This Level One funding in the amount of £2,500 was ideal to explore issues and investigate the potential for extending the Project into a Level Two for more in depth work and engagement going forward.

Although not statistically deprived, ranking at 337th on the deprivation index, like most large towns Coleraine has dramatic differences in deprivation. The Pandemic has deepened poverty, loneliness and isolation for those already marginalised and the atmosphere of fear and dread has a detrimental effect, especially on those alienated from their families, because of their behaviours. A particular topic the group was keen to explore was gambling and the impact it had on their lives and their mental health.

Evan, the pharmacist, shared the tremendous learning curve it has been for him as a professional to learn aspects of medication use beyond its original purpose.



“The whole project was a joy to be involved in and the connections made with such a great group of young men, whose paths I might not otherwise have crossed was and is an incredible honour.”

Evan Reid / Pharmacist

“The funding received from CDHN was a true blessing to Ashes To Gold. This gave us the chance to connect with young men in our community who are often hard to reach. It also gave us the freedom to deliver the programme in a way that suited the men. I can honestly say this programme was life-changing for some of the participants and the connection they made with Evan Reid was simply heart-warming. Thank you to CDHN for this wonderful opportunity.”

Peter / Project Manager

The informal nature of the sessions and the fishing, beach walking and overnight stay at Corrymeela all meant that it did not seem like work but rather craic and sharing knowledge and information with friends. The photographs show the lovely surroundings at Corrymeela, and the men had a great time planting up shrubs for future border planting later in the season and touching around the edges of marginalization, one of the many topics they unpicked and explored while they were at it!

Following on from the project, Evan still is in contact with the group and he believes this relationship empowers the participants and gives them greater confidence to access healthcare.





COMPASS ADVOCACY NETWORK AND KENNEDY'S PHARMACY

A CAN DO ATTITUDE

Compass Advocacy Network (CAN) is a user led organisation supporting people with learning disabilities, Autism and mental health issues to be able to realise their potential in work, social and community activities – basically in every aspect of their lives. CAN offers training & employment opportunities via social enterprise programmes and social independence & friendship programmes via their Base opportunities, Best Buddies NI, Hub (youth) and Blast (youth) as well as further projects focused on supporting independence and health & well-being for example. They have had several successful BCPP projects over the years. In their most recent BCPP project they have partnered with Sarah & Kirsty, pharmacists in their local Kennedys Pharmacy. This new partnership has proved very successful with an excellent rapport being built with the facilitators and participants.

CAN and Kennedys have just completed a Level Two project and were awarded £12,000 to work with a group of ten women in the Causeway area. These women are all around menopausal age & have learning disabilities. The overall aim of the project was to empower them to take ownership of their own health and wellbeing and learn more about the issues that can affect us as we get older. Given the nature of the group it was important sessions were interactive. The group is vulnerable and recent research by McConkey et al suggest people with learning disabilities are 58 times more likely to die before the age of 50. It is research such as this that demonstrates the importance of health literacy for adults with learning disabilities in particular.

The group initially met with Andrea (CAN Staff member) and Sarah the Pharmacist to chat about issues they wanted to cover during their sessions. Some topics included: menopause, managing moods, dental health, let's talk about bras, sexual health, podiatry, vitamins & minerals, skincare, sleep matters and healthy eating. Some of the issues can be seen as a bit taboo and this project enabled the ladies to explore them fully. They also incorporated the 'Josephine and Jack' project in their style of delivery which provides innovative health literacy information to vulnerable groups. Pharmacists Sarah and later Kirsty led on 10 sessions and co-facilitated a further 4 with groups the participants wanted to find out more information on. Andrea,

Sarah and Kirsty made time after sessions to chat to the women and offer some 'one-to-one' support with them when required. For example, the facilitators were able to support one lady who received the news of a death during a session and provided her with calming techniques. Another participant was struggling in silence with incontinence and a referral was made to the GP and she is now attending an incontinence clinic. These are just a couple of examples of the one-to-one support that was offered during the programme.

During another session the group visited the pharmacy and were able to see first-hand what the pharmacy had to offer, where to find products and when to ask for help. Some of the women were supported to ask for a minor ailments' prescription for the first time and all reported they now had the confidence to do it again. Midway through the programme Sarah moved jobs and they joined up with Kirsty a pharmacist from the same Pharmacy. The group say Kirsty has also developed an instant bond and great rapport with the group.

“In my opinion I think this project has been of massive benefit to myself and the ladies too. It's helped me to tailor my communication skills and ways of explaining health related topics so as those with learning disabilities are able to understand and are therefore able to relate if it's something that perhaps affects them. By doing this I have been able to intervene with a few issues that some of the ladies were dealing with and have been able to help point them in the right direction. I do think the ladies have learnt something new about some of the topics covered such as healthy eating and sleep hygiene and have shown good interest in all topics covered. The practical activities and out activities have also been a fun way of learning new things for everyone.”

Kirsty / Pharmacist

“This project has had huge impact on the women involved. We have seen amazing progress in relation to them being empowered to take ownership of their own health. We have had so many laughs and I have loved seeing them gel as a group and be so supportive of one another. Some strong friendships have been made and I believe these will continue to flourish after this project ends. The ladies have very much driven the project and it has been a great learning experience for me too”.

Andrea Morrow / Project Leader

At the beginning of the project 44% of participants stated they did not know the services the pharmacist had to offer. By the end of the project the figure was 100%. 100% of participants now feel more confident in going to their pharmacist for support and advice.



“It has been so great. They have helped me a lot and now I know it's ok to just ask someone or even go and talk to the chemist if I need help with certain things. I have got prescriptions for myself on the minor ailments scheme...I didn't even know I could do that! We have had such a laugh and I wish it never had to end”

Mandy / Participant

LIMAVADY VOLUNTEER CENTRE WITH BRENDAN GORMLEY PHARMACY



DRIVING NEW PARTNERSHIPS

Limavady Volunteer Centre (LVC) is a member of a bigger umbrella organisation Limavady Community Development Initiative (LCDI) which is located in the Limavady Neighbourhood Renewal Area. LVC manages a volunteer workforce of 70+ pathway volunteers who support all the LCDI projects and other voluntary groups. All the projects are delivered to clients who are among the most vulnerable in our society such children, older people, and adults with learning/physical disabilities.

LVC have recently completed a Level Two Building the Community-Pharmacy Partnership Programme with a local pharmacist, Brendan Gormley. The need for a BCPP project came after LVC co-ordinated the strategic Community covid-19 response in the Limavady Legacy council, and they found that single men living alone, local women of menopausal age, local parents of pre-school children, adults living with a disability and adults living with an addiction were groups with the lowest levels of health literacy. The aim of the project is to enable LVC to work in a collaborative partnership with relevant stakeholders and address health inequalities in the local area, by developing both individual and community health and wellbeing literacy.

Brendan Gormley pharmacies are long time collaborators with the Programme and have participated in many Projects. They recognise that a safe warm and cosy

environment where you feel welcome offers the opportunity to share and experience true community and make lasting connections to ease everyone's path.

LVC and Brendan worked together to develop and plan a year-long programme aimed at developing relationships between the community and the pharmacy, enabling them to recognise and address health inequalities within their communities. The pharmacist delivered sessions on 'The role of the Pharmacist,' flus and colds, healthy eating, and checks. The group greatly benefited from these sessions and one participant commented *'I didn't know I could call with the pharmacist, and he would support me if I wasn't feeling the best'* and another participant stated that *'new information about what the pharmacist offers will mean that I don't have to wait to see the Doctor.'*



“ I wasn't aware I was entitled to community transport. I will definitely be making use of it in the future.”

Project Participant

NISRA (Northern Ireland Statistics and Research Agency) data which suggests that there is a causation link between dispensing in local pharmacies and deprivation. Government statistics has revealed that Limavady is Northern Ireland's 10th most deprived area. In 2019/20 there were 8.8 million items dispensed to patients living in the most deprived quintile (this included Limavady Neighbourhood Renewal Area), whereas 5.9 million were dispensed to those residing in the least deprived quintile. A particular topic that the group were keen to explore was financial management, debt management and benefits checks. To address this Limavady Advice Services came along to deliver an interactive informative session.



The group have established an identity of their own now and the friendships forged will last beyond the length of the Programme and relationships will continue to develop going forward and that is the true legacy of this type of work. Intimacy and trust hold the key to powerfully effective group work.



MEDICATION SAFETY RESEARCH UPDATE

CDHN have just completed a one-year research project – ‘Community Medication Safety’ to inform the Transforming Medication Safety Plan in Northern Ireland. Funded and delivered in partnership with HSC, it aims to: Discover the social circumstances behind unsafe medication practices and avoidable medication-related harm to inform the implementation of the Transforming Medication Safety in NI plan using a community-based participatory research (CBPR) approach.

Medicines are the most commonly used medical intervention in NI. At any time, 70% of people take prescribed or over-the-counter medicines to treat or prevent ill health. In NI, the number of prescription items dispensed in the most deprived areas is over 50% higher compared to the least disadvantaged areas. This research explores medication safety through a social determinants of health lens. This approach recognises that the social determinants of health have a more significant impact on health outcomes than genetic makeup or lifestyle behaviours and that social circumstances constrain individuals’ ability to change. CDHN uses a community-based participatory research (CBPR) approach to involve people throughout the research. CBPR is a collaborative approach that seeks to address a locally relevant health issue; it intentionally and equitably engages researchers and community members in the research process. We established a research steering group with key community and voluntary sector leaders, academic institutions, and health and social care. It provides oversight and guidance and informs the research process.

A short online survey for the community and voluntary sector was open for completion in February (250 responses). The purpose was to find out more about awareness of medication safety in the community and voluntary sector, and to identify potential participants for interviews and focus groups. We then completed 12 interviews (6 with leaders from community and 6 leaders in health and social care). During summer 2022 we completed 12 workshops (8 with people in the community and 4 with health and social care staff) to gather the insights and lived experience of people around medication safety. The interim findings show that the social determinants of health and health literacy impact on medication safety.



The final report will be available in January 2023, it will help address health inequalities that may arise with medicine and poly-medicine use in current and future services. We will also use the evidence in the planning and implementation of the medication safety plan, including supporting the future rollout of the Know, Check, Ask Campaign.

For more information on this research contact Helzzzen.



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Before you take it...



! **Know**
your medicines
and keep an
up-to-date list

✓ **Check**
that you are
using your
medicines in
the right way

? **Ask**
your healthcare
professional if
you're not sure

**For more information about
the My Medicines List
scan the QR code**



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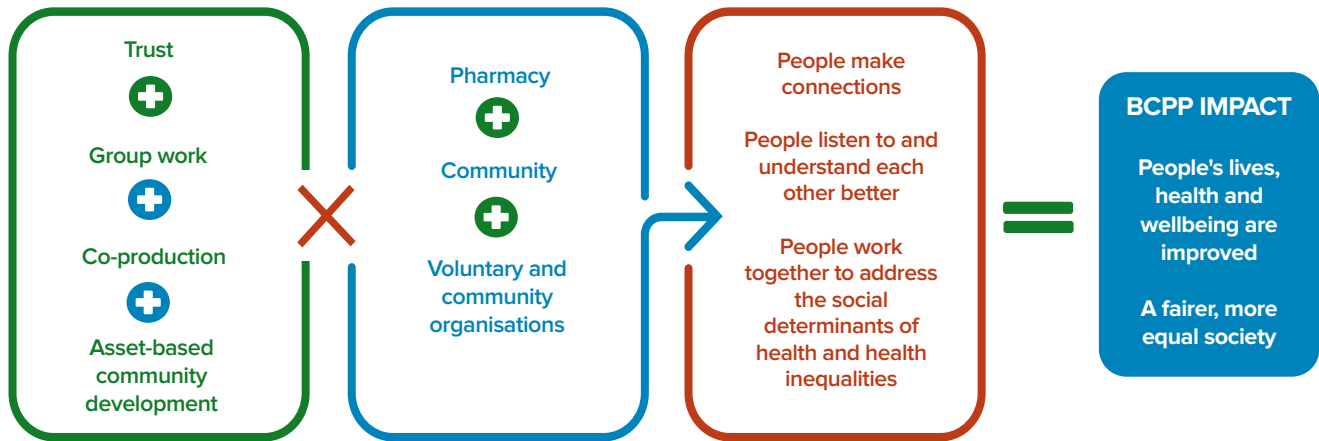
scan me

To Scan the QR code
On your mobile phone open the camera.
Point the camera at the QR code.
Tap the pop up banner that appears.

<https://online.hscni.net/know-check-ask>



To bring pharmacy and community together to reduce health inequalities using an asset based community development approach



LEVEL 1 funding – grant up to
£2,500
project lasting up to six months

LEVEL 2 funding – grant up to
£12,000
project lasting up to one year

Application forms and guidance notes are available from cdhn.org/bcpp along with the closing dates for the next round of funding. If you have an idea for a project, please contact a member of the BCPP team who will be happy to guide and support you.

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