

Healthwatch Dudley The Priory Community Pharmacy

People's views on what it
does for them



July 2015

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Executive Summary

The 2011 Census shows that 13,739 people live in the Castle and Priory Ward in the Dudley borough.¹ Historically, the area has experienced high levels of disadvantage and unemployment with substantial regeneration works undertaken in recent years aimed at improving housing, community facilities, and people's quality of life.

However, for a significant number of people levels of disadvantage and ill-health remain problematic.

The Castle and Priory ward population is mainly White/British (83.5%) with significant ethnic representation in the form of Asian (6.7%) and Black/Caribbean (3.3%) communities. The numbers of young people aged from 0-25 is relatively high at 35.6% of the total population compared to the England average. All the community pharmacies provide essential services which include: dispensing of prescriptions, repeat dispensing of prescriptions, prescription linked interventions, disposal of unwanted medicines, signposting, public health campaigns the promotion of healthy lifestyles, and support for self-care. Advanced services can be provided by pharmacies once accreditation requirements for pharmacists and premises have been met.

Young Pharmacists Group and Priory Community Pharmacy

The Young Pharmacists Group (YPG) was established in 1986 and in its first twenty years of existence became one of the most pro-active voluntary organisations in pharmacy. With over a thousand members, its main area of activity has been to constantly seek innovation and new ways of working so that pharmacy can support the continuously developing needs of the public. In 2003, the YPG decided that it was time to get directly involved in the operation of a community pharmacy on the Castle and Priory Estate, operating on a not-for-profit basis. It is supported by the Priory Community Association and is overseen by a Stakeholder Group that includes representatives from the local community. The pharmacy operates on a not-for-profit basis and aims to provide services on the Priory Road Estate.

Methodology

The intention was to undertake a review and analysis of public views and experiences of using services provided by The Priory Community Pharmacy for people living in the Castle and Priory neighbourhood (and sometimes further afield). The research would mainly focus on getting different people's stories or accounts of how the pharmacy was helpful (or not) for them. The research methods comprised a questionnaire survey, semi-structured interviews and focus

¹ 2011 Census

<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadAreaSearch.do?a=7&r=1&i=1001&m=0&s=1408623100716&nc=1&areaSearchText=castle+and+priory&areaSearchType=14&extendedList=false&searchAreas=>

group work. In total there were 87 responses to the questionnaire survey comprised of 53 female and 30 male respondents (in four instances the question on gender was not answered). Focus group work was undertaken at two separate sessions with people accessing services at The Priory Community Pharmacy (The Priory Community Association and Friends of Priory Park Walking Group). In-depth semi-structured interviews were undertaken with key stakeholders with a particular interest in The Priory Community Pharmacy.

Key findings

- Strong local support exists for the Priory Community Pharmacy
- Being not-for-profit means pharmacy financial surpluses are reinvested in services
- An holistic and person-centred approach is taken to understanding people's circumstances and needs
- A Stakeholder Group involves local people in running the pharmacy
- Much health promotion and capacity-building work is undertaken through various outreach and community-based activities
- There are good relations with a range of organisations and groups some of whom hold their own events in the pharmacy

Introduction

The population of the Castle and Priory Ward in the Dudley borough have historically and in some cases continue to experience high levels of deprivation and disadvantage. In 2003, the Young Pharmacists Group got involved in setting up the not-for-profit Priory Community Pharmacy. This research focused on getting different people's views on how they used the pharmacy and its services. The research methods comprised a questionnaire survey, semi-structured interviews and focus group work. Key findings show there is strong local support for the pharmacy, the way it operates and the different services that it provides.

Background

Dudley Metropolitan Borough is centrally located within the Black Country. It includes the three main towns Dudley, Halesowen and Stourbridge. It is divided into five townships, which are Brierley Hill (including Kingswinford), Dudley and Netherton, Sedgley, Halesowen, and Stourbridge. The borough has been adversely affected by the decline of traditional heavy steel and manufacturing industries and the 2008 global recession impacted particularly severely on the area. Historically, the area has experienced lower than average earnings and qualifications and there have been above average increases in unemployment. At present there is still a low growth local economy and lack of business investment in high growth, knowledge and technology intensive sectors.² In 2012 there was an official population of 314,000 with most people (92.5%) describing themselves as White British. Other significant ethnic groups are Pakistani, Indian, Polish, Latvian, Lithuanian, and Mixed White/Black Caribbean.

The number of people aged 65 and over is higher than regional and national averages (18.6% compared to 16.9% regionally and 16.3% nationally) and is expected to continue to increase over time.³ In a mainly urban area the better off households are concentrated on the southern and western fringes and the least well off households are concentrated in deprived parts of central Dudley, Netherton, Brierley Hill and Lye. Three identified priority vulnerable localities are Wrens Nest Estate (Castle and Priory Ward), Pensnett (Brockmoor and Pensnett Ward) and Kates Hill (St Thomas Ward). The growth strategy for the Black Country prioritises economic regeneration and prosperity, new and improved housing, and a better living and working environment for people.

² All About Dudley, Joint Strategic Needs Assessment 2011, Dudley Metropolitan Borough Council, Health and Wellbeing Board,

[file:///C:/Documents%20and%20Settings/Admin/My%20Documents/Downloads/JSNA%20Synthesis%202012%20Final%20\(1\).pdf](file:///C:/Documents%20and%20Settings/Admin/My%20Documents/Downloads/JSNA%20Synthesis%202012%20Final%20(1).pdf)

³ 2011 Census Area Profile for Dudley

[file:///C:/Documents%20and%20Settings/Admin/My%20Documents/Downloads/Dudley%20Borough%202011%20Census%20Profile%20\(Compared%20to%20England\).pdf](file:///C:/Documents%20and%20Settings/Admin/My%20Documents/Downloads/Dudley%20Borough%202011%20Census%20Profile%20(Compared%20to%20England).pdf)

The health of people living in the borough is mixed compared with the England average. Life expectancy in the most deprived areas is 9.5 years lower for men and 5.8 years lower for women than in the least deprived areas. In 2012 estimated levels of adult 'healthy eating' and physical activity were low with 27.8% of adults classified as obese, worse than the England average. The rate of hospital stays for alcohol related harm was 778 per 100,000 people in the population, which is equivalent to 22,381 stays per year and is worse than the England average. About 22.8% or 13,100 children live in poverty and around 22.7% or 759 year 6 children are classified as obese, which is higher than the England average. Meanwhile, 31% of 18-24 year olds have poor self-reported mental health (significantly higher for females at 42.2%, BME groups and the most deprived quintile). Health priorities in Dudley include continued action to deal with inequalities in access to services and improving wellbeing, reducing levels of obesity and tackling alcohol-related harm.⁴

Castle and Priory Ward

The 2011 Census shows that 13,739 people live in the Castle and Priory Ward in the Dudley borough.⁵ Historically, the area has experienced high levels of disadvantage and unemployment with substantial regeneration works undertaken in recent years aimed at improving housing, community facilities, and people's quality of life. However, for a significant number of people levels of disadvantage and ill-health remain problematic. The Castle and Priory ward population is mainly White/British (83.5%) with significant ethnic representation in the form of Asian (6.7%) and Black/Caribbean (3.3%) communities. The numbers of young people aged from 0-25 is relatively high at 35.6% of the total population.

Nearly 25% of residents aged 16 and over have no qualifications and the numbers of pupils achieving level 4+ at Key Stage 2 in English and Mathematics is significantly lower than the percentage rate for England. There are 7.4% of people with bad or very bad health which is greater than the figure for the Dudley borough and England. At the same time, the day-to-day activities of 10% of the population are significantly limited. A significant number of households live in housing that is rented from the council (27.4%) compared to the Dudley borough as a whole (16.8%) and England (9.4%). The long-term unemployment rate stood at 3%, higher than for the Dudley borough as a whole and nearly twice the rate for England.⁶

⁴ Dudley Unitary Authority, Health Profile 2014, Public Health England, [file:///C:/Documents%20and%20Settings/Admin/My%20Documents/Downloads/HealthProfile2014Dudley00CR%20\(2\).pdf](file:///C:/Documents%20and%20Settings/Admin/My%20Documents/Downloads/HealthProfile2014Dudley00CR%20(2).pdf)

⁵ 2011 Census <http://www.neighbourhood.statistics.gov.uk/dissemination/LeadAreaSearch.do?a=7&r=1&i=1001&m=0&s=1408623100716&nc=1&areaSearchText=castle+and+priory&areaSearchType=14&extendedList=false&searchAreas=>

⁶ Office for National Statistics <http://www.neighbourhood.statistics.gov.uk/dissemination/LeadAreaSearch.do?a=7&r=1&i=1001&m=0&s=1408623100716&nc=1&areaSearchText=castle+and+priory&areaSearchType=14&extendedList=false&searchAreas=>

Pharmacies

In the Dudley borough there are seventy-two pharmacies ranging from small independent providers through pharmacy-led health and beauty retailers, large pharmacy chains, supermarket pharmacies, some distance selling pharmacies that cover the whole of the borough and a Local Pharmaceutical Services contract - The Priory Community Pharmacy.⁷

All of the community pharmacies provide essential services which are the dispensing of prescriptions, repeat dispensing of prescriptions, prescription linked interventions, disposal of unwanted medicines, signposting, public health campaigns the promotion of healthy lifestyles, and support for self-care. Advanced services can be provided by pharmacies once accreditation requirements for pharmacists and premises have been met. They include medicine use reviews, appliance use reviews, and the stoma appliance customisation service. In addition, enhanced services that are commissioned locally in response to the needs of the local population in Dudley include those outlined in Table 1 below.

Pharmacy Enhanced Services	
Care home services	Needle exchange/methadone supply
Prescription collection	Immunisation and vaccination jabs
Home delivery	Alcohol advice
Smoking cessation	Minor conditions advice
Chlamydia screening	Long-term conditions advice
Emergency contraception	Health checks
HIV testing	

Table 1: Pharmacy enhanced services

Pharmacies provide services to the public and are available in a wide variety of locations within neighbourhoods, for example, at doctor's surgeries, on the high street and at shopping centres. They open at various times from early in the morning until late in the evening and on Saturdays and Sundays. Many pharmacies provide a range of products including health foods and drinks, toiletries, cosmetics and items for infants and children in addition to prescription and non-prescription medicine services. There is also the Healthy Living Pharmacy, which aims to improve the health and wellbeing of local people and help reduce health inequalities by delivering various high quality public health services (such as smoking cessation, alcohol interventions, help with weight loss, treatment for minor ailments, and contraception and sexual health advice and targeted medicines use reviews). In these pharmacies employees with extra training are able to proactively engage with the public to deliver services.⁸

⁷ Pharmacy Consumer Research, Pharmacy usage and communications mapping - Executive Summary, Royal Pharmaceutical Society, June 2009

⁸ Public Health England, Developing Pharmacy's Contribution to Public Health: A progress report from the Pharmacy and Public Health Forum, June 2014, https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/323365/PPHF_progress_report.pdf

From November 2014 the national pharmacy minor ailments scheme called ‘Pharmacy First’ was made available for people registered with a general practice in the borough that are exempt from prescription charges. The services that the minor ailments scheme includes are listed in Table 2 below:

Pharmacy First Minor Ailments Scheme		
acute cough	vaginal thrush	head lice
sore throat	nappy rash	dry skin/simple eczema
earache	dyspepsia	cold sores
cold and flu	acute headache	sunburn
hay fever	acute fever	mouth ulcers
bites and stings	diarrhoea	constipation

Table 2: Pharmacy First Minor Ailments Scheme

Pharmacies in the scheme are able to provide advice and support to eligible people on the management of minor ailments, including where necessary, the supply of medicines for people who would have otherwise accessed General Practitioner services.⁹

The Young Pharmacists Group

The Young Pharmacists Group (YPG) was established in 1986 and in its first twenty years of existence became one of the most pro-active voluntary organisations in pharmacy. With over a thousand members, its main area of activity has been to constantly seek innovation and new ways of working so that pharmacy can support the continuously developing needs of the public. In 2003, the YPG decided that it was time to get directly involved in the operation of a community pharmacy on the Castle and Priory Estate, operating on a not-for-profit basis. A steering group of fourteen pharmacists were elected from amongst the YPG membership to make this happen. As the YPG Priory Community Pharmacy operates on a not-for-profit basis any proceeds go back into innovation and service development to the benefit of the local community and the wider healthcare service.¹⁰

The Priory Community Pharmacy

The Priory Community pharmacy is a joint project between the NHS and the Young Pharmacists’ Group. It is supported by the Priory Community Association and is overseen by a Stakeholder Group that includes representatives from the local community. The pharmacy operates on a not-for-profit basis and aims to provide services on the Priory Road Estate. It is a multi-disciplinary healthcare facility that strives to address wider issues of personal and social well-being for individuals using it and living in the surrounding area. A ‘drop in centre’ is a valuable addition

⁹ Dudley Clinical Commissioning Group Supports Pharmacy First Minor Ailments Scheme, <http://www.dudleyccg.nhs.uk/dudley-ccg-supports-pharmacy-first-minor-ailments-scheme/>

¹⁰ YPG Pharmacy Project: A project Overview, https://search3.openobjects.com/mediamanager/dudley/dudleyci/files/ypg_pharmacy_project_-_project_overview.pdf

to the pharmacy where local people can meet and learn more about a wide range of health and wellbeing or come to attend generalist clinics. In 2014 the pharmacy won two national and two local awards:

- Super Team of the Year (Dudley Healthy Living Pharmacies)
- Raising Public Health Awareness (Dudley Counter Weight).
- Pharmacy Team Learning and Development (Independent Pharmacy Awards)
- Public Health Pharmacist of the Year (Pharmacy Business Awards)

As well as the standard pharmacy services such as dispensing the extra NHS funded services outlined in Table 3, below are also provided:

Additional Pharmacy Services		
Minor ailments	Asthma control Check	Prescription collection
Smoking cessation	NHS Health Checks	Prescription delivery
Weight management	Healthy Start Vouchers	Fitness studio
Sexual health	Safe Place Scheme	Flu vaccination
Substance misuse	Community Information	Health promotion
Inhaler recycling	Training support	Annual Health Fun Fayre

Table 3: Additional pharmacy services

The pharmacy provides a free prescription collection and delivery service for people living within 3 mile radius of it. It also operates a NHS Minor Ailment Scheme enabling medicines to be provided free to people who do not normally pay for their prescriptions. It is a walk-in service and no prior appointment is needed. Both NHS and private funded flu vaccinations are provided by the pharmacy team.

The pharmacy team also provides a range of other services which include walk-in smoking cessation services including free nicotine replacement products and weight management help through Dudley Counterweight and Lipotrim meal replacement. Sexual health services provided at the pharmacy include Chlamydia testing and treatment, emergency contraception ‘the morning after pill’, condoms and pregnancy testing. There is also an instant HIV testing service and substance misuse and harm reduction services that include alcohol brief intervention and advice, needle exchange and supervised administration of medication. An inhaler recycling scheme means people in the community are encouraged to bring their empty inhalers into the pharmacy to be recycled. The pharmacists can provide an asthma control check for people using inhalers.

At the pharmacy it is possible to have an NHS health check (blood pressure, cholesterol and diabetes) at a dedicated clinic on Thursday and Saturday but people can also attend without an appointment known as ‘walk-in’ on other days of the week. The service is available for people between the ages of 40 and 74.

The Healthy Start Vouchers scheme at the pharmacy means it is possible to accept vouchers for milk and Multivitamins. In turn, by taking part in the Safe Place Scheme there is a focus on stopping hate crime, bullying and abuse of people who are from vulnerable groups within the community. A logo displayed on the pharmacy door provides information for people who feel vulnerable who are encouraged to come in and be supported by pharmacy staff. This might involve calling another family member, carer or the police. The pharmacy is also a part of the Dudley Community Information Point Network which is an innovative approach to information giving and support for local communities. All the pharmacy team members are signed up to be Community Information Point Champions.

Healthwatch Dudley has taken an innovative approach to information giving with information champions that give community information. They have teamed up with Dudley Citizens Advice Bureau and Dudley Council and Information Points are setting up across the borough in libraries, cafes, pharmacies and other places where people access information about local services. The Information Champion is a member of staff, community leader or a volunteer from an organization, who is already in contact with local people through their work or voluntary activities. They provide signposting to health, wellbeing and care services, or help people to understand where to go for benefits or debt advice.

The Priory Community Pharmacy is a training partner with local universities and colleges providing educational and work placements for students and is proud to be able to allow them to experience how it operates to provide a range of services and promote health and wellbeing. It has been especially gratifying to be able to provide work placements for students from the St Thomas Network Kick Start program supporting young people between the ages of 16 and 19 looking to prepare themselves for an apprenticeship position, move into further education or secure employment. An annual Health Fun Fayre held at the pharmacy is an opportunity for the community to get involved in health promotion and other fun activities.

Recent events have included a display of classic cars, bric-a-brac sales, Tombola, raffle draws, bouncy castle and face painting. Local organizations are also invited to get involved including the local authority (and especially the Dudley Office for Public Health), faith-based groups and other community groups. In particular, the Mayor of Dudley and local councilors are asked to come along to the event. Proceeds from the day are donated to the Mayor's chosen charity. In turn, the pharmacy team offers a fitness studio in the evening for people in the local community and organizes health promotion events in supermarkets, work places, colleges, community and youth centres.

The research team

Healthwatch Dudley (HWD) is the consumer champion for both health and social care services provided for adults and children in the Dudley borough.¹¹ It listens to people's views and experiences on services provided by hospitals, pharmacists, doctors, dentists, opticians and care and nursing homes. It shares its findings with organizations and individuals who make decisions about the design and procurement of health and social care services. HWD forms part of a national network of local Healthwatch organisations that have responsibility to provide local intelligence to Healthwatch England, the national consumer champion of health and social care services. HWD has a statutory seat on the Dudley Health and Wellbeing Board and a seat on the Dudley Clinical Commissioning Group board.

How we carried out the research

The intention was to undertake a review and analysis of public views and experiences of using services provided by The Priory Community Pharmacy for people living in the Castle and Priory neighbourhood (and sometimes further afield). The research would mainly focus on getting people's stories or accounts of how the pharmacy was helpful (or not) for them. At the same time, the views of people with a special interest in the pharmacy would be obtained by attending meetings of the Priory Community Pharmacy Steering Group as well as other relevant organisations or community groups. A key objective was to have in-depth conversations with key individuals such as local councillors and community activists in order to raise awareness of public and service user voices. The aim was to better understand people's perspectives on how they accessed and used Priory Community Pharmacy services or were involved in activities that they organised. Key questions on The Priory Community Pharmacy to be addressed were:

- What difference does it make?
- What would happen if it was not operating?

The emphasis was on getting a detailed impression of how the delivery of more traditional or commonplace core (or enhanced) services worked at the pharmacy and also the various other extra services and activities that it provides or is involved in. The research methods comprised:

- Questionnaire survey
- Semi-structured interviews
- Focus group work

¹¹ Healthwatch Dudley: <http://healthwatchdudley.co.uk/>

Scoping and planning work

A focused literature review was undertaken to gain an understanding of the background and context surrounding the wider pharmacy environment and the setting up of The Priory Community Pharmacy. Then detailed plans were devised to establish key research deadlines and prioritise dates for the recruitment and briefing of volunteers, the collection and analysis of people's views and experiences of using the pharmacy and drafting of a report. An integral feature of the research was the involvement of Healthwatch volunteers in door-knocking at residential properties in the area surrounding the pharmacy and at meetings where the questionnaire survey was used to obtain people's views on Priory Community Pharmacy services.

Questionnaire survey

The questionnaire survey was available as a paper-based document that people could take away and return in a pre-paid addressed envelope to Healthwatch Dudley's offices. Alternatively, it was possible to access the questionnaire survey online through the Healthwatch Dudley website. It contained a mix of closed, multiple choice and open questions (that enabled respondents to enter their own comments). The questions were derived from information obtained about the different services that community pharmacies provide, conversations with people at Dudley Office for Public Health and meetings with the Superintendent Pharmacist at The Priory Community Pharmacy and the chair of the Priory Community Pharmacy Steering Group (see Appendix 1 on page 31). A frontispiece to the questionnaire survey set out its purpose, the role of Healthwatch Dudley and the Dudley Office for Public Health, matters relating to confidentiality and how any findings would be used (see Appendix 2 on page 35).

Focus group work

Focus group work was undertaken at two separate sessions with people accessing services at The Priory Community Pharmacy (The Priory Community Association and Friends of Priory Park Walking Group). Each of these groups received a payment of one hundred pounds to help with the organisation of the sessions. Each focus group session stimulated a discussion about the operation of the pharmacy and options for the future of pharmacy services in the Castle and Priory Ward area. People were, for the most part, allowed to tell their own stories with a facilitator (a Healthwatch Dudley staff member) using some previously identified themes to guide discussions when they moved too far away from helping to answer the key questions about Priory Community Pharmacy services. In addition the facilitator might intervene to seek clarification or ask for some more detail on a matter. In addition a Healthwatch Dudley staff member attended meetings of the Priory Community Pharmacy Steering Group held at the pharmacy premises. Consequently, it was possible to get some deeper insights on the management of

the pharmacies operations and the views of steering group members on the services that it provides.

Semi-structured interviews

In-depth semi-structured interviews were undertaken with key stakeholders with a particular interest in The Priory Community Pharmacy. They were Olutayo Arikawe, the Superintendent Pharmacist, Mark Koziol, chair of the Priory Community Pharmacy Steering Group and Duncan Jenkins, Specialist in Pharmaceutical Public Health, Dudley Office for Public Health. A schedule of potential questions was developed that could be used if needed but in the first instance the objective was to let these key stakeholders tell their own stories about their involvement with the pharmacy.

What people were saying

In total there were 87 responses to the questionnaire survey comprised of 53 female and 30 male respondents (in four instances the question on gender was not answered). The different ages of the respondents are outlined in Figure 1, below.

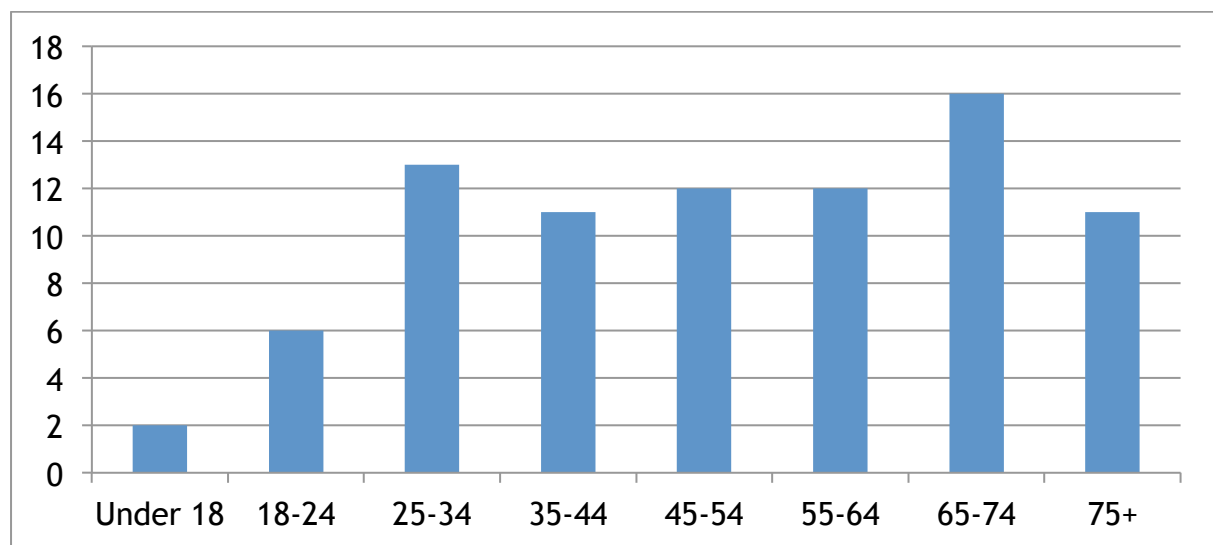


Figure 1: Age of respondents

A breakdown of the ages of the 84 respondents who answered the question on age shows 2 were aged under 18, 6 aged 18-24, 13 aged 25-34, 11 aged 35-44, 12 aged 45-54, 12 aged 55-64, 16 aged 65-74, 11 aged 75 and over (with one prefer not to say and 3 instances where the question was not answered). The first part of respondents home address postcode is shown in Figure 2 on page 16.

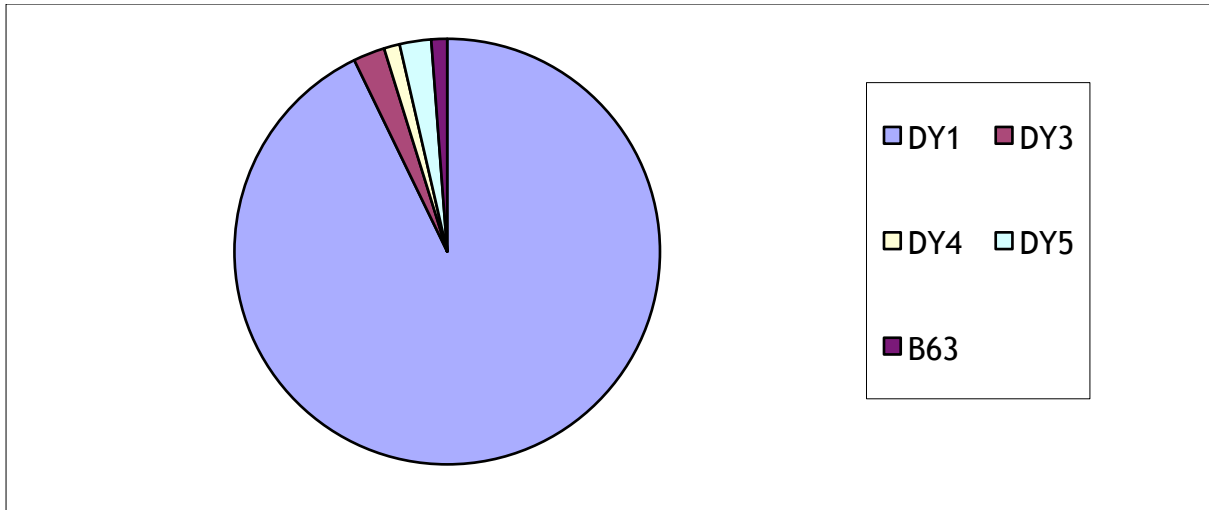


Figure 2: First part of postcode of respondents

Most respondents, 78 out of 84 answering the question indicated that they were resident in the DY1 postcode area, which covers the Dudley town centre area (including the Castle and Priory Ward where The Priory Community Pharmacy is located), 2 respondents were resident in the DY3 postcode area that covers Sedgley, 1 respondent was resident in the DY4 postcode area that covers Tipton (and includes a small area in the Dudley borough close to Priory Road and the Priory Community Pharmacy), 2 respondents were resident in the DY5 postcode area that covers Brierley Hill and 1 respondent was resident in the B63 postcode area that covers Cradley Heath. There were 3 instances where the question on postcode area was not answered.

82 responses to the question on ethnic origin comprised 78 persons describing themselves as White British, 1 person describing themselves as White Irish, 1 person describing themselves as White and Black Caribbean and two persons describing themselves as African (see Figure 3, below). Five respondents declined to answer the question on ethnic origin.

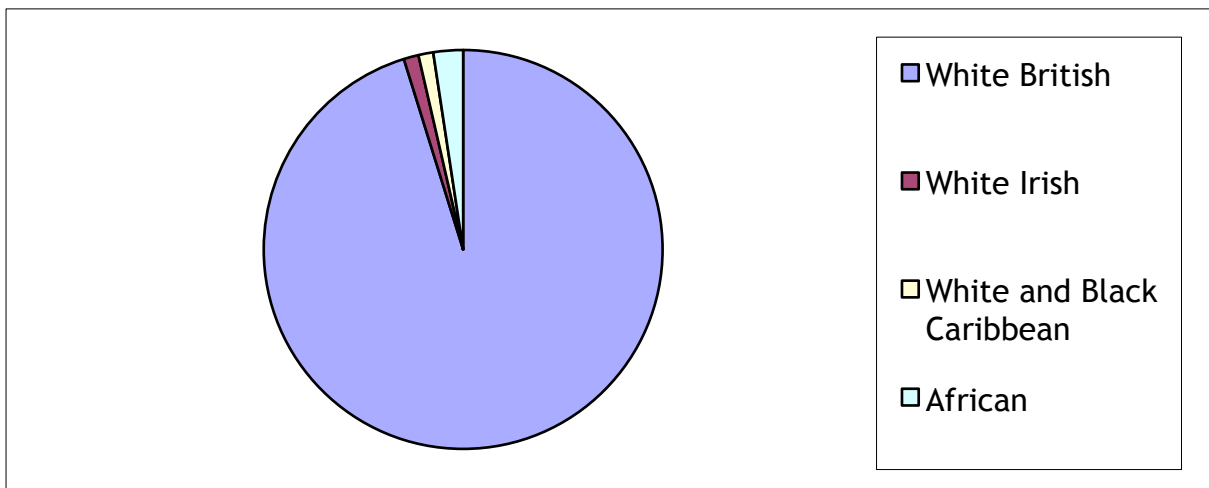


Figure 3: Ethnic origin of respondents

In total 8 respondents asked Healthwatch Dudley to contact them to talk further about The Priory Community Pharmacy.

A question on who respondents were using the pharmacy for garnered 85 responses (with 2 non-responses). Respondents were able to tick all the applicable boxes (see Figure 4, below).

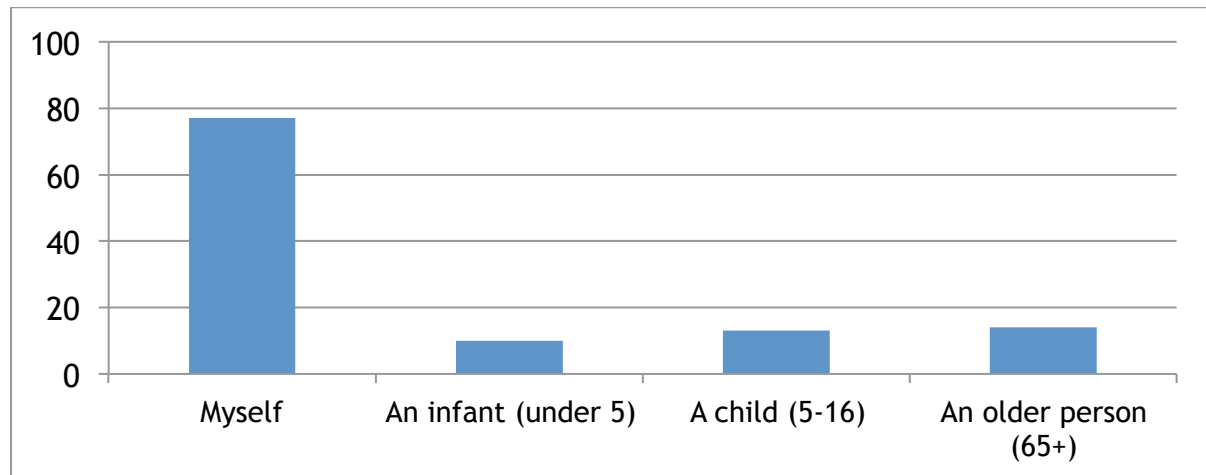


Figure 4: Who people are using the pharmacy for

There were 77 of the 85 respondents answering the question indicating they used the pharmacy for themselves, 10 respondents were using it for an infant aged under 5, 13 respondents were using it for a child aged 5 to 16, 14 respondents were using it for an older person aged 65 and over. There were 22 respondents indicating they used the pharmacy for someone else not covered by these age categories (that is aged between 17 and 64). A total of 22 respondents did not select one of the category options myself, an infant or child or older person and 2 respondents did not answer the question.

A question on why the pharmacy was being used garnered 81 responses (with 6 non-responses). Respondents were able to tick all of the applicable multiple choice options (see Figure 5, below).

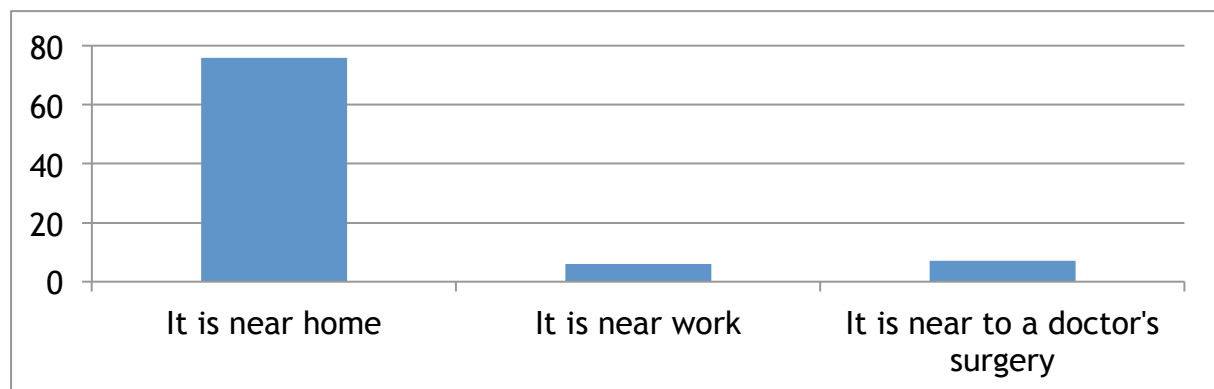


Figure 5: why the pharmacy was used

A large number of responses, 76 in total, indicated the pharmacy was used because it was near to home. In turn, it was used by 6 respondents because it was near to work and by 7 respondents because it was near to a doctor’s surgery. And 11 respondents indicated that they used the pharmacy for some other reason.

*“It’s only round the corner”; “I do my shopping in this area”;
 “There’s a pharmacy next to my GP but I prefer this one [The Priory Community Pharmacy] because of the really helpful staff”;
 “Wouldn’t want to go anywhere else I have got to know the staff and the service is excellent”; “Staff are friendlier at the Priory”.*

There were 71 responses to a question on opening times and whether they are a barrier to getting access to pharmacy services. If opening times were a barrier respondents were able to tick all the applicable multiple choice opening time options. A total of 16 respondents did not answer the question on opening times (see Figure 6, below).

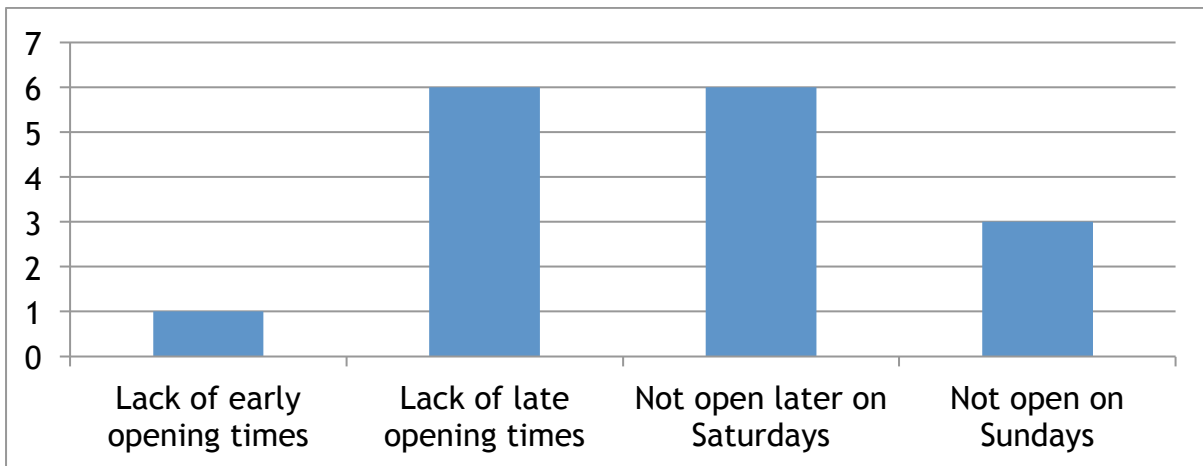


Figure 6: Opening times and access to pharmacy services

A barrier to getting access to the pharmacy were in 1 instance a lack of early opening times, in 6 instances a lack of late opening times, 6 instances not being open late on a Saturday, 3 instances not being open on a Sunday.

“Opening times are convenient”; “Always open when required - brilliant pharmacy”; “Access is good - fits with my needs”.

A total of 84 responses were obtained for a question on how often the pharmacy was used with 3 non-responses (see Figure 7, below).

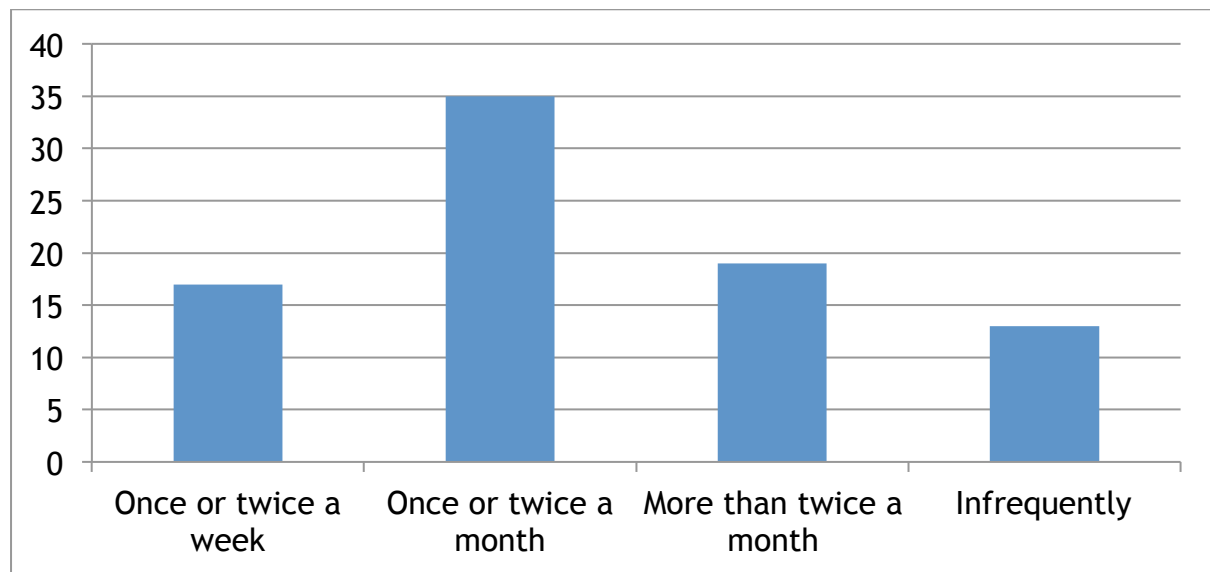


Figure 7: How often the pharmacy is used

Of the 84 responses 17 indicated the pharmacy is used one or twice a week, 35 responses indicated it is used once or twice a month, 19 responses indicated it is used more than twice a month and 13 responses indicated is used infrequently.

A question on what pharmacy services are known about and used, known about and not used or not known about attracted 86 responses and there was 1 non-response. Respondents were able to tick all of the multiple choice options that were applicable (see Figure 8 on page 21 - a full table of results is provided at Appendix 3 on page 37).

The findings show that of the 86 respondents the most commonly known about and used pharmacy services are prescription collection and delivery (49), medicines use review (38), minor ailments scheme (37) and the disposal of unwanted medicines (25).

The pharmacy services known about by half (43) or more of the respondents but not used by them were: alcohol advice (62); stop smoking (57); emergency contraception (57); blood pressure monitoring (55); pregnancy testing (54); flu vaccination (51); NHS health checks (50); allergy screening (48); Chlamydia screening (44); diabetes screening (44) and community information points (44).

The pharmacy services not known about by a third (28) or more of the respondents were: weight management (43); HIV testing (39); supervised methadone consumption (39); safe place (39); needle exchange (38); dispensing of private and veterinary prescriptions (36); weight loss programmes (36); fitness classes (35);

slips trips and falls prevention (34); inhaler recycling (33); healthy start vouchers (32); travel advice and vaccination (32); diabetes screening (28); Chlamydia testing (28) and allergy testing (28).

There were 16 responses where it was indicated the pharmacy was used for other events. These included a fun day, open days and councillor meetings held at the pharmacy.

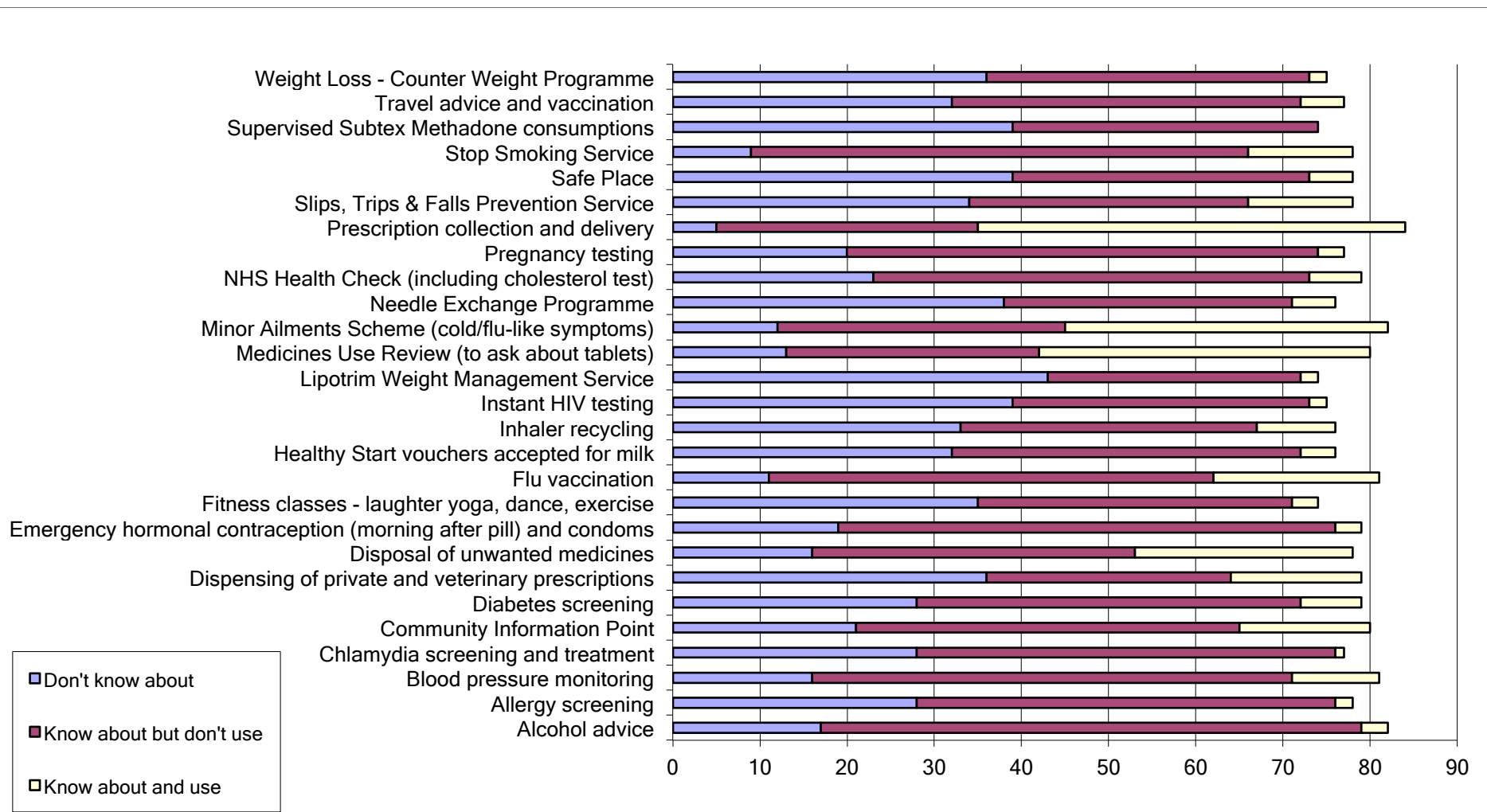
“Fun day was very enjoyable and occupied the kids, great to see them [The Priory Community Pharmacy] supporting the local community”.

In terms of other services that could be provided at the pharmacy there were 23 responses. Many respondents were very satisfied with the services provided.

*“Happy with everything as it is and the pharmacists are lovely”;
“They do everything beyond their duty”; “They are brilliant”;
“They really look after me, get me things that they wouldn’t normally stock if I ask”.*

Suggestions for additional services included some extra opening times, more information available about the different services provided at the pharmacy, a chiropody service and blood and hearing tests.

*Suggested improvements: “Open on Sundays”; “More information about services offered on information boards in the pharmacy”;
“Didn’t know it [The Priory Community Pharmacy] offered such a wide range of services”; An NHS chiropodist service, maybe once a month”; “Blood testing”; “Hearing tests and aids”.*



A series of statements on the pharmacy premises, staff and accessibility attracted 85 responses (and there were 2 non-responses). The findings are set out in Figure 9, below).

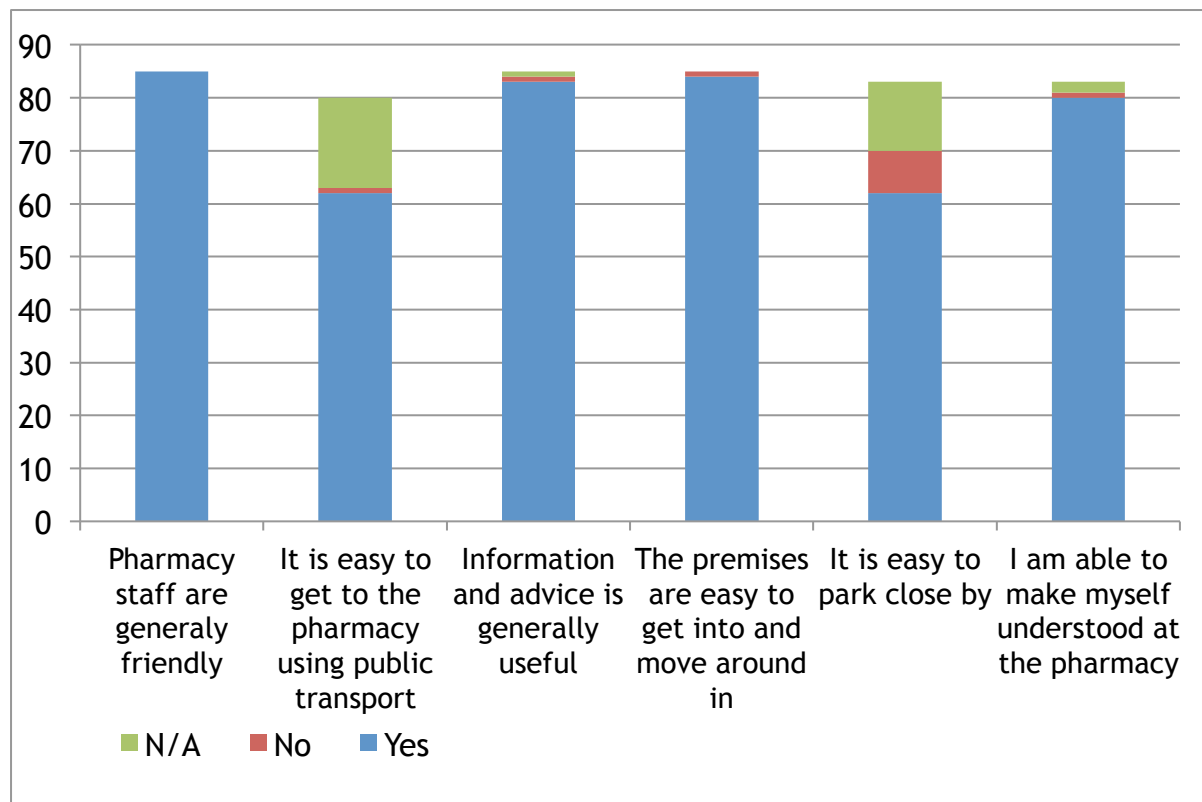


Figure 9: Pharmacy premises, staff and accessibility

There were 85 respondents who indicated the pharmacy staff were friendly, 62 indicated it was easy to get to using public transport (with 17 indicating the question was not applicable and 1 indicating that it was not easy to get to the pharmacy using public transport). In turn, 83 respondents indicated they got useful information and advice at the pharmacy (with 1 respondent saying the question was not applicable) and 84 respondents indicated the pharmacy premises were easy to access and move around in (with 1 respondent indicating this was not the case).

There were 62 respondents indicating it was easy to park close to the pharmacy (with 13 respondents indicating the question was not applicable and 8 indicating it was not easy to park close to the pharmacy). A total of 80 respondents indicated they were able to make themselves understood at the pharmacy (with 2 respondents indicating the question was not applicable and 1 respondent indicating they could not make themselves understood). There were 9 respondents providing additional comments.

“Best thing that has happened on the Priory [estate] - [The Priory Community Pharmacy] what we needed”; “Staff are great”; “No matter what I say they [staff] try to help”; “The staff do not rush you when you are making enquiries or trying to explain”.

A question on what inconvenience would be caused if the pharmacy was no longer operating was answered by 85 respondents (with 2 non-respondents). The findings are set out in Figure 10, below.

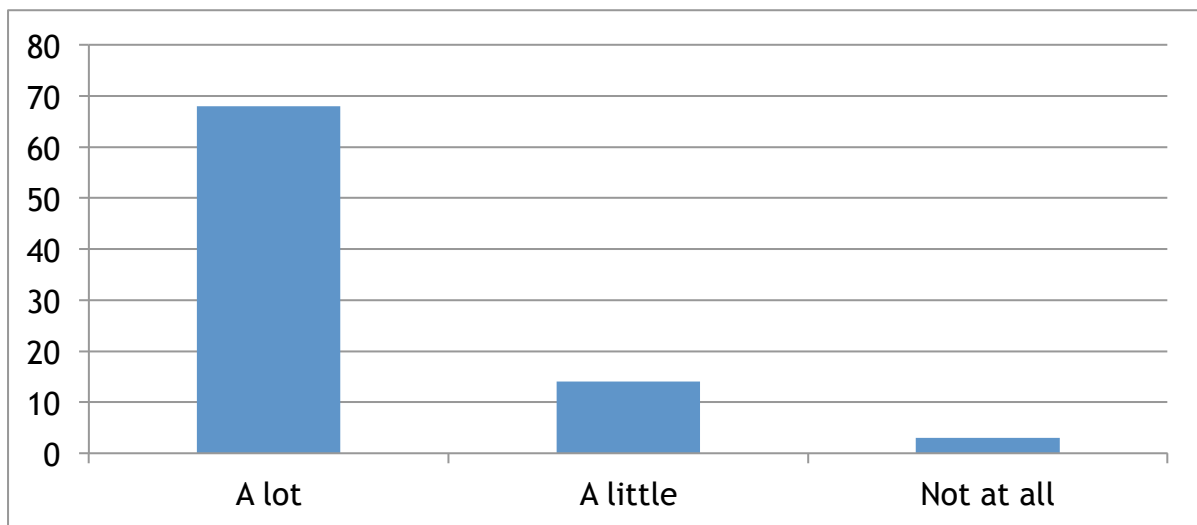


Figure 10: Level of inconvenience if the pharmacy was not operating

There were 68 respondents indicating it would be very inconvenient if the pharmacy was not operating, 14 indicating it would cause a little inconvenience and 3 respondents indicating it would not be at all inconvenient. A number of respondents commented on the adverse impacts on them and their families of an absence of a pharmacy operating on the Priory Community Pharmacy site.

“Would have to go into town or Coseley for prescriptions”; “If the pharmacy was no longer available the inconvenience would be considerable especially the ordering and collection of prescriptions monthly, also the range of goods for sale is most helpful saving journeys into town”; It would be very difficult to get repeat prescriptions due to reduced mobility”.

“It’s local, I use it rather than going to my doctor’s and it’s really convenient. It takes too long to wait in big town chemists so wouldn’t want to go to them”; “It is close to home and easy to get to in an emergency”; “Staff know all about my medication and I would have to travel a lot further”; “Other pharmacies too far away and not as friendly”. “Prescriptions are fast and it’s really convenient for the area, I really value the service”.

“Brilliant service, very helpful and efficient”; “Other chemists not so good or understanding”; “A devastating blow to the estate [if the pharmacy was to close]”; I am unable to walk long distances so would be a cost to have to go up to my doctor’s surgery every couple of weeks”; “It is a local pharmacy which offers many services, it is now run by helpful, friendly staff and importantly it serves local people, young and old alike”.

The Priory Community Pharmacy Stakeholder Group

Visits were made to The Priory Community Pharmacy Stakeholder Group on 13 May and 23 June 2015. At the meetings there were representatives from Dudley Office for Public Health, the Priory Community Association (including Margaret Aston, councillor for the Castle and Priory ward and Mayor of Dudley), the Young Pharmacists Group and district nursing. It was noted the pharmacy had 4.5 whole time equivalent employees, prescription volumes had increased to 2,500 per month and 24 different services were being provided. In turn, turnover had increased with extra profits going back into the provision of services and being more than just a straightforward dispensing business. In addition, the pharmacy has regularly scored 100 percent in independent externally organised mystery shopping visits designed to measure the quality of service provision and customer satisfaction.

The range of services provided by the pharmacy has grown over time and will continue to develop (and respond, for example, to new needs created by the building of new homes in the area). Meanwhile, it is becoming increasingly important to find ways to take pressure off local hospitals and doctors surgeries. In 2014-15 there were over 100 flu vaccinations administered to people visiting the pharmacy who qualified for them against NHS criteria. Free slippers were given out to 204 people visiting the pharmacy and 403 people in other places as a result of outreach activities as part of a slip and trip prevention campaign. According to the

Dudley Office for Public Health the pharmacy is amongst the top five in the borough for smoking cessation, Chlamydia screening and health check take up. At the same time, there are visits made to Dudley College to talk with students and local universities to build research links.

Olutayo Arikawe the Superintendent Pharmacist at the Priory Community Pharmacy remarked that the operating model they used meant it was possible for her and other staff members to spend more time listening to people and helping them with advice on treatments and care. In addition, there is space in the pharmacy that people can use for meetings and activities (which includes local councillors, police and representatives from mental health and social services - with fitness classes held on the upper floor of the building). There are plans for a garden area to be developed and used to promote healthy eating.

A suggestions box, on the pharmacy counter, is well used and has flagged up issues around, for example, opening hours that were increased to better match with the opening times of local doctors' surgeries. Olutayo pointed out that the pharmacy does much work in the community visiting colleges, libraries and supermarkets and holding workshops on issues such as sexual health and alcohol use. In turn, local universities and colleges send students to the pharmacy on work placements and for pre-registration work prior to completing their pharmacy training. There are plans to extend drop in services to include a credit union, housing and benefits advice, Yoga, a baby clinic and activity clubs for the elderly.

“We’re here because of community demand, so we tailor all our services to meet local needs” (Olutayo Arikawe).

Dudley Office for Public health information shows the pharmacy is performing well (especially in terms of its outreach work) and is the top performer locally for interventions to reduce alcohol consumption and is in the top five for Chlamydia screening and health checks. The pharmacy is always keen to support public health campaigns.

Mark Koziol of the Young Pharmacists Group and a Priory Community Pharmacy Steering Group member commented that you need to be doing good things to get awards such as those recently received by the pharmacy. He pointed out that as a social enterprise business the pharmacy was keen to build local social capital and not to be preoccupied with having to make profits. This way of working sets it apart from other commercial operators (most of whom would be unlikely to be able to offer the range of services provided at the pharmacy). A need for a

pharmacy in the Castle and Priory ward had been identified through Primary Care Trust research.

A doctor's surgery in the area had been burned down and a pharmacy adjacent to it closed. The Young Pharmacists Group raised £200,000 through fundraising for the purpose of setting up a pharmacy in the area. The Dudley Clinical Commissioning Group that came into existence in 2013 decided it wanted a pharmacy to meet a public demand for something different. They had heard about the Young Pharmacists Group and wanted to explore what it could do in the Castle and Priory ward. There were challenges setting up the pharmacy and negotiating a lease on the premises (it took about three years to eventually end up with a key to the front door - following various planning applications and a total refurbishment of the interior and exterior).

“YPG [Young Pharmacist Group] colleagues turned up at the shop and were confronted by a group of young lads, some with stones in their hands. They asked what we were there for and we said to open a pharmacy that your grandma might use, they then became much friendlier”.

Community groups and residents

At a meeting of the Priory Community Association held on 4 March 2015 there were 8 attendees (seven women and one man) including local councillor Margaret Aston. People remarked that they felt there was a good take up of services at the pharmacy. One person said “The no smoking service is good’ another that they “Didn’t want to go to the GP, they won’t give the same level of advice you are in and out”. It was pointed out the local community was growing and a local pharmacy will be needed more than ever in the future. Someone said ‘It [the Priory Community Pharmacy] is a god send for me”. At the outset the pharmacy did not open on a Saturday but now it does in response to feedback from the community and representations made through the Priory Community Pharmacy Stakeholder Group. It was felt it was helpful that it had started doing flu jabs (five people in the group had used the pharmacy for flu jabs because it was easy and convenient they could just walk in and have it done). For some people it would be a less convenient journey to the doctor’s surgery to have the vaccination.

Attendees at the meeting remarked that when local people were asked what was the main thing they wanted on the estate it was overwhelmingly a pharmacy. At the same time, they had witnessed the loss of local pubs and the building of hundreds of new homes in the area. The Young Pharmacists Group had been

chosen to provide a pharmacy service in the area because they were offering a range of services and were community minded. They also commented that it is helpful to be able to “Phone a prescription through and the pharmacy will collect it from the doctor’s surgery”; be on a “Diet programme [where the pharmacy] check your weight and medical history” or “use the minor ailments scheme when it is difficult to get to the GP” (two people at the meeting were registered with the scheme).

People like talking to pharmacy staff that know their names, are friendly and spend time getting to know them and “If they have not got what you want they will get it for you quickly the same day or next, not in a week’s time”. It is also convenient for local people to get to the councillors surgeries that are held each Friday morning at the pharmacy and meet with representatives from the police who come into the pharmacy.

“If it [the Priory Community Pharmacy] was not there it would be terrible, there would be riots, chaining to railings, protest”.

At a meeting of the Friends of Priory Park Walking Group held on 4 March 2015 there were 18 attendees. A number of the people present were not aware of the full range of services on offer at the pharmacy. However, one attendee remarked they “Had attended the pharmacy for a flu jab and they also took the time to chat to him about anything else he might need or require support with”. It was suggested the “Staff at the pharmacy had not been so good in the past [before the Priory Community Pharmacy was set up] but that is not the case now”. Also the “Repeat prescription service is very efficient” and a member of the group commented that “They [the pharmacy staff] are so helpful”.

*“Priory Community Pharmacy is extremely valuable for my family and it saves my doctor time. I think that they are extremely good and I really value their service. I took my son to see a specialist about his epilepsy last week but I had more faith in the information given to me by my local pharmacist. I wasn’t sure so checked things through with my pharmacist when I got back and he gave me much more confidence about medicine that had been prescribed. Whenever I visit they [pharmacy staff] always tell me about local services and I have also signed up for their minor ailments scheme too. I also find the shop side of the business really convenient ...”
(resident views obtained during door knocking on the Castle and Priory estate, 5 March 2015).*

What does it all mean?

The questionnaire survey work and conversations with local people provided evidence of much passionate support for The Priory Community Pharmacy. Young Pharmacist Group members and local champions had put a considerable amount of time and effort into securing the funds and getting the planning and other permissions needed to set up the pharmacy. A pharmacy (offering a very limited range of services) that had been operating in the area had closed down together with a doctors' surgery. Attempts to stimulate interest in setting up a pharmacy using a standard business model had been unsuccessful. At the same time, social and economic data for the area indicated that something more sophisticated than the typical high street pharmacy, in terms of the range of services provided, would be beneficial for people.

The pharmacy is a not-for-profit enterprise with any surpluses re-invested in the pharmacy and activities in the community. Its development and operations are overseen by a Stakeholder Group that includes local councillors and other community representatives that means it is accountable to local people and responsive to local people's views on pharmacy services. In addition it takes a holistic approach to understanding people's health and wellbeing, which is apparent in the work it undertakes with different organisations and community groups and the activities that take place inside and outside of the pharmacy.

The questionnaire survey work captured views from a range of people, of different ages, on the services provided by the pharmacy. Most of these people live on the estates close to the pharmacy and report they use it for themselves and sometimes on behalf of an infant, young person or older person as well. People using the pharmacy:

- Welcomed it being close to where they live
- Indicated opening times meet their needs
- Visit it more than twice a month
- Most frequently make use of prescription services
- Value the medicines use review service
- Feel the Minor Ailments Scheme is useful

A number of the services provided by the pharmacy were known about but not necessarily used (this is not surprising since a number of the services are of a specialist type). In turn, many of the services that were not known about by people were, in the main, of a specialist type such as HIV testing, pregnancy testing and needle exchange. However, it might still be useful to consider whether there are opportunities to further promote some services such as travel advice and vaccinations, trips and fall prevention and weight management.

People were keen to stress how friendly the pharmacy staff are and how they had spent time getting to know more about them and their needs. They remarked that the staff provide very useful information and advice on health and wellbeing matters for them and their families. In turn, a number of people very much enjoy taking part in events and activities organised by the pharmacy including its fun and open days. People also go along to the regular councillor surgeries held at the pharmacy to get information about services and help with problems. Many people felt they would find it very inconvenient to have to travel somewhere else and try to find a pharmacy that provided the same level of service that they get at The Priory Community Pharmacy.

Findings from the focus group sessions and conversations with stakeholders with an interest in the pharmacy emphasise the value of having a locally provided service that means people do not have to travel far to get help and advice. Meanwhile, the time that staff spend getting to know people and finding out about their different circumstances means it is more likely that potential health or wellbeing problems are recognised early. Suggesting this may help to prevent deterioration in health or wellbeing from happening later on. The pharmacy is also in a strong position through its networking activities to work with other organisations and individuals using the premises or located in the area who can help people with problems impacting on their health and wellbeing.

The pharmacy has a well-developed capacity building role in the community, promoted through its extensive outreach work that includes visits to local venues including pubs, supermarkets and colleges. Also the close work with local colleges and universities organising student placements and work experience for people thinking about a career in pharmacy or looking to complete their pharmacy training. The pharmacy appears to have commitment to working with people and communities to improve services which demonstrates a willingness to put extra effort into ensuring people get the help and support they need.

A suggestion box at the pharmacy enables visitors to leave comments on staff and services or suggest ways that services could be improved. Opening hours, for example, were changed so that they were more in line with doctors' surgery opening times following comments left in the suggestion box. The national and local awards that the pharmacy has received are also a testament to its success and ongoing commitment to providing high quality services.

Findings

The principal findings obtained from an analysis of questionnaire survey responses and conversations with stakeholders with an interest in the Priory Community Pharmacy are outlined in Table 4, on page 30.

Strong local support exists for the pharmacy
Demographic data shows the Castle and Priory ward has significant amounts of disadvantage and deprivation
Being not-for-profit means pharmacy surpluses are reinvested in services
A pharmacy stakeholder group is accountable to local people
The pharmacy takes an holistic approach to understanding people's needs
A wide range of non-standard services are provided at the pharmacy
Pharmacy staff spend time getting to know people
Networking and relations with other agencies has helped people to get access to a range of different information and support services
The pharmacy has a well-developed capacity-building role in the community promoted through various outreach activities
Awards received are evidence of the success of the pharmacy
For many people it would most likely be inconvenient and difficult to find a similar pharmacy elsewhere

Table 4: Findings

It seems there is a considerable amount of local support for the Priory Community Pharmacy which is further embedded through a history of campaigning for services to meet the needs of people living on the Priory estate. Since the pharmacy began operating much goodwill has been built up between local people, organisations and groups. This has been facilitated through extensive networking and outreach work with universities, schools and colleges, and community groups. In turn, the development of relations and high levels of trust with key local representatives and organisations has helped to facilitate partnership working and capacity building at the local level. The range of agencies using the pharmacy to hold surgeries and meetings and activities such as the fitness classes, work with young people in schools and annual fun day all contribute to capacity building in the area. Damage to this goodwill, trust and capacity building activity could be difficult to rectify.

The non-standard pharmacy activities are beneficial in helping to address the disadvantage and deprivation in the area identified in demographic data at a national census level and by the borough council. A loss of this extra contribution towards dealing with difficult local problems would not be useful. Meanwhile, the pharmacy's not-for-profit ethos means surpluses are reinvested in community-based outreach services that support capacity building and improvements in people's wellbeing through proactive pharmacy activity. The extent to which such work might be able to continue under different services provision models is unclear. A strong democratic element of the pharmacy is the stakeholder group which includes local representatives who contribute to its work overseeing the management of the pharmacy and its operations. There is a special focus on putting people at the centre of developing pharmacy services and thinking about how their needs can best be met that seems both desirable and worth supporting and maintaining.

Appendix 1

Questionnaire survey

1. Who do you use Priory Community Pharmacy services for? (tick all that apply)

- Myself
- An infant (under 5)
- A child (5-16)
- An older person (65+)
- Someone else

2. Why is Priory Community Pharmacy being used? (tick all that apply)

- It is near to home
- It is near to work
- It is near to a Doctors surgery

Other (please specify)

3. Are opening times a barrier to getting access to Priory Community Pharmacy services? If yes, please tick all that apply

- Lack of early opening times
- Lack of late opening times
- Not open later on Saturdays
- Not open on Sundays
- Not applicable

Other (please specify)

4. How often are Priory Community Pharmacy services used?

- Once or twice a week
- Once or twice a month
- More than twice a month
- Infrequently

5. Which of the following Priory Community Pharmacy services are known about and/or used? (tick all that apply)

	Know about and use	Know about don't use	Don't know about
Alcohol advice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allergy screening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blood pressure monitoring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chlamydia screening and treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Information Point	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diabetes screening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dispensing of private and veterinary prescriptions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disposal of unwanted medicines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emergency hormonal contraception (morning after pill) and condoms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness classes - laughter yoga, dance, exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flu vaccination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthy Start vouchers accepted for milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inhaler recycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instant HIV testing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lipotrim Weight Management Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medicines Use Review (to ask about my tablets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minor Ailments Scheme (cold/flu-like symptoms)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Needle Exchange Programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NHS Health Check (including cholesterol test)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pregnancy testing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prescription collection and delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Slips, Trips & Falls Prevention Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe Place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stop Smoking Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supervised Subtex Methadone consumptions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel advice and vaccination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weight Loss - Counter Weight Programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. If Priory Community Pharmacy is used for any events/activities not listed, please specify below.

7. Is there any service that should be available at Priory Community Pharmacy?

8. Please answer all of the following statements that are applicable?

	Yes	No	N/A
Pharmacy staff are generally friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to get to the pharmacy using public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information and advice is generally useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The premises are easy to get into and move around in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to park close by	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am able to make myself understood at the pharmacy (please provide comments below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. What inconvenience would be caused if Priory Community Pharmacy was no longer open?

- A lot
- A little
- Not at all

Please specify below

If you are accessing Priory Community Pharmacy for yourself please fill in your details below, or if you are using Priory Community Pharmacy for someone else, please fill in their details below;

10. Sex

Male	<input type="checkbox"/>	Female	<input type="checkbox"/>	Trans	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>
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11. Age

Under 18	<input type="checkbox"/>	35-44	<input type="checkbox"/>	65-74	<input type="checkbox"/>
18-24	<input type="checkbox"/>	45-54	<input type="checkbox"/>	75+	<input type="checkbox"/>
25-34	<input type="checkbox"/>	55-64	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>

12. First part of postcode?

DY1	<input type="checkbox"/>	DY5	<input type="checkbox"/>	B62	<input type="checkbox"/>
DY2	<input type="checkbox"/>	DY6	<input type="checkbox"/>	B63	<input type="checkbox"/>
DY3	<input type="checkbox"/>	DY8	<input type="checkbox"/>	B64	<input type="checkbox"/>
DY4	<input type="checkbox"/>	DY9	<input type="checkbox"/>	WV14	<input type="checkbox"/>
Outside Dudley Borough		<input type="checkbox"/>			

13. Ethnic origin

White British	<input type="checkbox"/>	White and Asian	<input type="checkbox"/>	Caribbean	<input type="checkbox"/>
White Irish	<input type="checkbox"/>	Any other mixed background	<input type="checkbox"/>	African	<input type="checkbox"/>
Gypsy/Traveller	<input type="checkbox"/>	Indian	<input type="checkbox"/>	Any other Black background	<input type="checkbox"/>
Any other White background	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>	Chinese	<input type="checkbox"/>
White and Black Caribbean	<input type="checkbox"/>	Bangladeshi	<input type="checkbox"/>	Arab	<input type="checkbox"/>
White and Black African	<input type="checkbox"/>	Any other Asian background	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>

Other ethnic group

<input type="text"/>

14. Would you like Healthwatch Dudley to contact you to talk further about Priory Community Pharmacy matters?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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PLEASE PROVIDE YOUR CONTACT DETAILS IF YOU ANSWERED YES TO THE PREVIOUS QUESTION: Your contact details:

Name

Address

Postcode Telephone.....

Email

Appendix 2

How do you feel about Priory Community Pharmacy services?

Healthwatch Dudley would very much appreciate your help in answering some questions. You do not have to provide personal information unless you want to talk further about your experiences.

Healthwatch is the consumer champion in health and social care. It has significant statutory powers to ensure your voice is heard and taken into account by people who commission, deliver and regulate health and social care services. Healthwatch Dudley is undertaking a review of Priory Community Pharmacy Services on behalf of Dudley Office of Public Health.

By answering as many questions as you can you will help us to gain a broad view of people's experiences of using Priory Community Pharmacy services. Your views will be confidential and not attributable to yourself or passed on to anyone without your consent. Findings will be published on the Healthwatch Dudley website and used to inform future decisions about the provision of Priory Community Pharmacy services.

**THE QUESTIONNAIRE SHOULD TAKE NO MORE THAN 10 MINUTES
PLEASE RETURN THE QUESTIONNAIRE IN THE ENCLOSED POSTAGE PAID
ENVELOPE BY FRIDAY 20 MARCH 2015**

The questionnaire can also be completed online at www.healthwatchdudley.co.uk/surveys or if you prefer to give us your views over the telephone please call 03000 111 001.

Healthwatch Dudley contact details

Telephone: 03000 111 001
Web: www.healthwatchdudley.co.uk
Email: hello@healthwatchdudley.co.uk

Healthwatch Dudley
7 Albion Street
Brierley Hill
DY5 3EE

Appendix 3

What pharmacy services are known about and used or not

Which of the following Priory Community Pharmacy services are known about and/or used? (tick all that apply)				
Answer Options	Know about and use	Know about but don't use	Don't know about	Response Count
Alcohol advice	3	62	17	82
Allergy screening	2	48	28	78
Blood pressure monitoring	10	55	16	81
Chlamydia screening and treatment	1	48	28	77
Community Information Point	15	44	21	80
Diabetes screening	7	44	28	79
Dispensing of private and veterinary prescriptions	15	28	36	79
Disposal of unwanted medicines	25	37	16	78
Emergency hormonal contraception (morning after pill) and condoms	3	57	19	79
Fitness classes - laughter yoga, dance, exercise	3	36	35	74
Flu vaccination	19	51	11	81
Healthy Start vouchers accepted for milk	4	40	32	76
Inhaler recycling	9	34	33	76
Instant HIV testing	2	34	39	75
Lipotrim Weight Management Service	2	29	43	74
Medicines Use Review (to ask about tablets)	38	29	13	80
Minor Ailments Scheme (cold/flu-like symptoms)	37	33	12	82
Needle Exchange Programme	5	33	38	76
NHS Health Check (including cholesterol test)	6	50	23	79
Pregnancy testing	3	54	20	77
Prescription collection and delivery	49	30	5	84
Slips, Trips & Falls Prevention Service	12	32	34	78
Safe Place	5	34	39	78
Stop Smoking Service	12	57	9	78
Supervised Subtex Methadone consumptions	0	35	39	74
Travel advice and vaccination	5	40	32	77
Weight Loss - Counter Weight Programme	2	37	36	75
<i>answered question</i>				86
<i>skipped question</i>				1

