

Community Pharmacy Newsletter

July 2018

Here is the monthly Public Health update within the community pharmacy newsletter. This month we cover the latest advice on Be Clear on Cancer – 'Blood in Pee' campaign; launching in July 2018, the latest guidance from NICE on e-cigarettes and smoking, Stoptober 2018, the Wellbeing Hubs and we introduce the Wellbeing Lead, Tamsin Cornwall.

Be Clear on Cancer – 'Blood in Pee' campaign launching in July 2018

Public Health England (PHE) is launching the Be Clear on Cancer 'Blood in Pee' campaign from 19 July to 23 September 2018. The campaign aims to raise public awareness of the symptoms of bladder and kidney cancer.

The campaign aims to reach men and women over 50 years of age from lower socio-economic groups. The key message for the public is: If you notice blood in your pee, even if it's 'just the once', tell your doctor.

For further information

More information about the Be Clear on Cancer – 'Blood in Pee' campaign and pre-ordering of key materials is now available from the Campaign Resource Centre. Here you will find useful resources; including a range of posters, leaflets and symptom cards, to enable your pharmacy to support the campaign.

Below are the links to the Campaign Resource Centre where materials can be [downloaded](#) and/or ordered directly from the Health Promotion Resource Centre at WSCC – contact nicky.gale@westsussex.gov.uk.

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NICE guidance latest advice

This guidance includes key messages you can use to support smokers who use your pharmacy;

For people who smoke and who are using, or may be interested in using, an e-cigarette containing nicotine on general sale to quit smoking, explain that:

- Although these products are not licensed medicines, they are regulated by the Tobacco and Related Products Regulations 2016
- Many people have found them helpful to quit smoking cigarettes
- People using e-cigarettes should stop smoking tobacco completely, because any smoking is harmful
- The evidence suggests that e-cigarettes are substantially less harmful to health than smoking but are not risk free
- The evidence in this area is still developing, including evidence on the long-term health impact. [2018] (NICE, 2018)

For further advice and evidence used, please see reports by Public Health England ([E-cigarettes and heated tobacco products: evidence review](#)), the British Medical Association ([E-cigarettes: balancing risks and opportunities](#)) and the Royal College of Physicians ([Nicotine without smoke: tobacco harm reduction](#)).

For further advice on NICE guidelines; including advice on 'Evidence-based stop smoking interventions', 'Engaging with people who smoke' and 'If a person who smokes wants to quit', please visit the website [here](#).

Stoptober is back for 2018!

Stoptober 2018 is coming, please keep an eye out on the [Public Health England \(PHE\) Campaign resource Centre](#) which will be able to provide you with resources for Stoptober 2018. We will provide more information as we get it. It would be great to hear about the innovative ways you can reach smoking customers in your community.

For further information on campaigns, please visit [PHE resource center](#), where you can order various toolkits for your pharmacy and get involved with the campaigns.



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The Wellbeing Hubs

West Sussex Wellbeing is provided by the District and Borough Councils in West Sussex. The programme supports adults and families who live and or work in the county.

Key resources for pharmacies

1. Resources and programmes available in your local area can be found on the main [wellbeing website](#).
2. The [professionals'](#) area of the website is tailored to support health practitioners.
3. Resources to support referrals, such as prescription pads or cards, can be accessed [here](#).

Core function: A universal support, advice and signposting service to adults who live and work in West Sussex to help them improve their health and wellbeing. This can be delivered face-to-face, over the telephone or online through the information available on the local wellbeing websites. Within this function is the offer to clients of a "wellbeing MOT". This is a holistic assessment by trained wellbeing advisors to assess an individual's health and wellbeing. Following an MOT, the client may be referred to evidence based services which address their needs.

Each wellbeing hub also delivers or amplifies national and local campaigns for public health topics such as winter warmth, PHE One You and Change4Life campaigns, cancer prevention and early diagnosis and immunisations.

Wraparound programmes: These are delivered or commissioned by the wellbeing hubs to address local specific health and wellbeing requirements within their communities. Examples include weight management programmes, strength and balance sessions to help prevent falls, cooking classes to support healthy eating and cooking on a budget or programmes to increase physical activity and reduce sedentary behaviour. Each area designs programmes to suit the needs of the local population. Please look at the Wellbeing website for up to date information on what is available in your area www.westsussexwellbeing.org.uk.

For pharmacies: The wellbeing website now has a developing section just for professionals. This contains information on different pathways and programmes and how you can refer individuals securely for support. Although West Sussex Wellbeing is primarily a self-referral programme, the secure referral form can be used by pharmacies to help support clients if you and they prefer. Other methods of referral pharmacies may include using 'prescription pads' and referral cards, these are available from each hub and enable you to signpost individuals to the service.



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For more information please visit the professionals section found [here](#), where you will also find a list of contact details for your local Wellbeing Hub.

Meet the team

This month we introduce Tamsin Cornwall, the Public Health Lead for Wellbeing Hubs, based at County Hall in Chichester.



Tamsin has worked in Public Health for over 10 years and has a background in Public Health Nutrition. She has worked in a number of roles including as a specialist public health practitioner for Weight Management and Physical Activity, and providing Business Management to the Director of Public Health. She has been in her current role since 2015. The Health Promotion Resource service is also managed by Tamsin, who can be contacted in Nicky Gale's absence should you have any queries.

Tamsin is based in the Chichester office and works Tuesday to Friday. She has lived in Worthing for 11 years, moving to West Sussex from the New Forest to work for the NHS after completing her Master's in Public Health.

Community Experiences

West Sussex Public Health, Healthy Lifestyles team would like to celebrate success stories and discuss challenges faced by NHS Health Check and Smoking Cessation providers to enable you to share your experiences.

Roddy Crockett, the Primary Care Liaison Officer for the Public Health, Healthy Lifestyles team (introduced in the February newsletter), has visited pharmacies across West Sussex and would like to showcase some of the good work that is happening in community pharmacy as well as highlight challenges and how these can be overcome.

Please contact Roddy at roddy.crockett@westsussex.gov.uk if you have a story you would like to share, or a challenge you have faced. These stories could include use of



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resources, challenges faced and how you overcame these, targeting of specific demographics and what works well.

Useful links:

- <https://www.westsussexwellbeing.org.uk/>
- www.westsussex.gov.uk/healthpromotion
- <https://campaignresources.phe.gov.uk/resources/campaigns/43-blood-in-pee/resources>
- <https://www.nice.org.uk/guidance/ng92>
- <https://www.rcplondon.ac.uk/projects/outputs/nicotine-without-smoke-tobacco-harm-reduction-0>
- <https://www.bma.org.uk/collective-voice/policy-and-research/public-and-population-health/tobacco/e-cigarettes>
- <https://www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review>
- <https://campaignresources.phe.gov.uk/resources/>