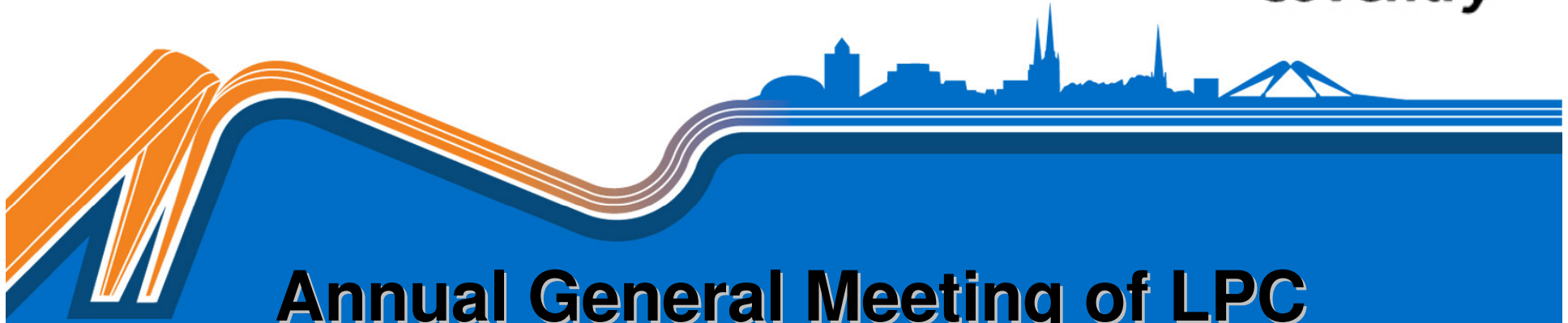




NHS

Coventry



Annual General Meeting of LPC

2nd September 2010

**Preconception Care in
Coventry**

Pharmacy Involvement So far...

- One of the Public Health Campaigns:
Preconception Care – June/July
- Extension for 2 months to embed health
messages to the Coventry population:
13th September – 15th November 2010



Pharmacy Involvement...

Evaluations so far.....

- **Example 1: ASC scheme** - 9 pregnancy tests & 7 Chlamydia tests
- **Example 2:** 7 referrals to GP or midwife
- **Example 3:** 8 referrals to stop smoking services

Any issues????



What is Preconception Care?

Pharmacy Campaign Aim

'maximise the health of prospective parents... to ensure that they are at the peak of their health potential at the point of conception and during organ development of the foetus, (Burden, 2003)



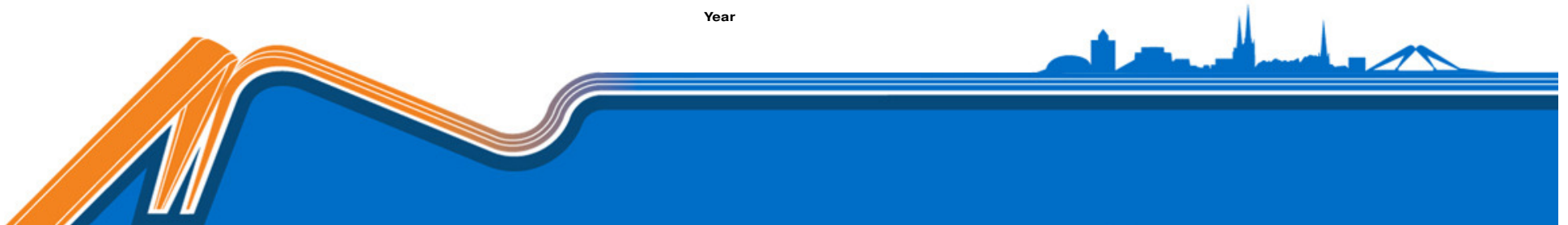
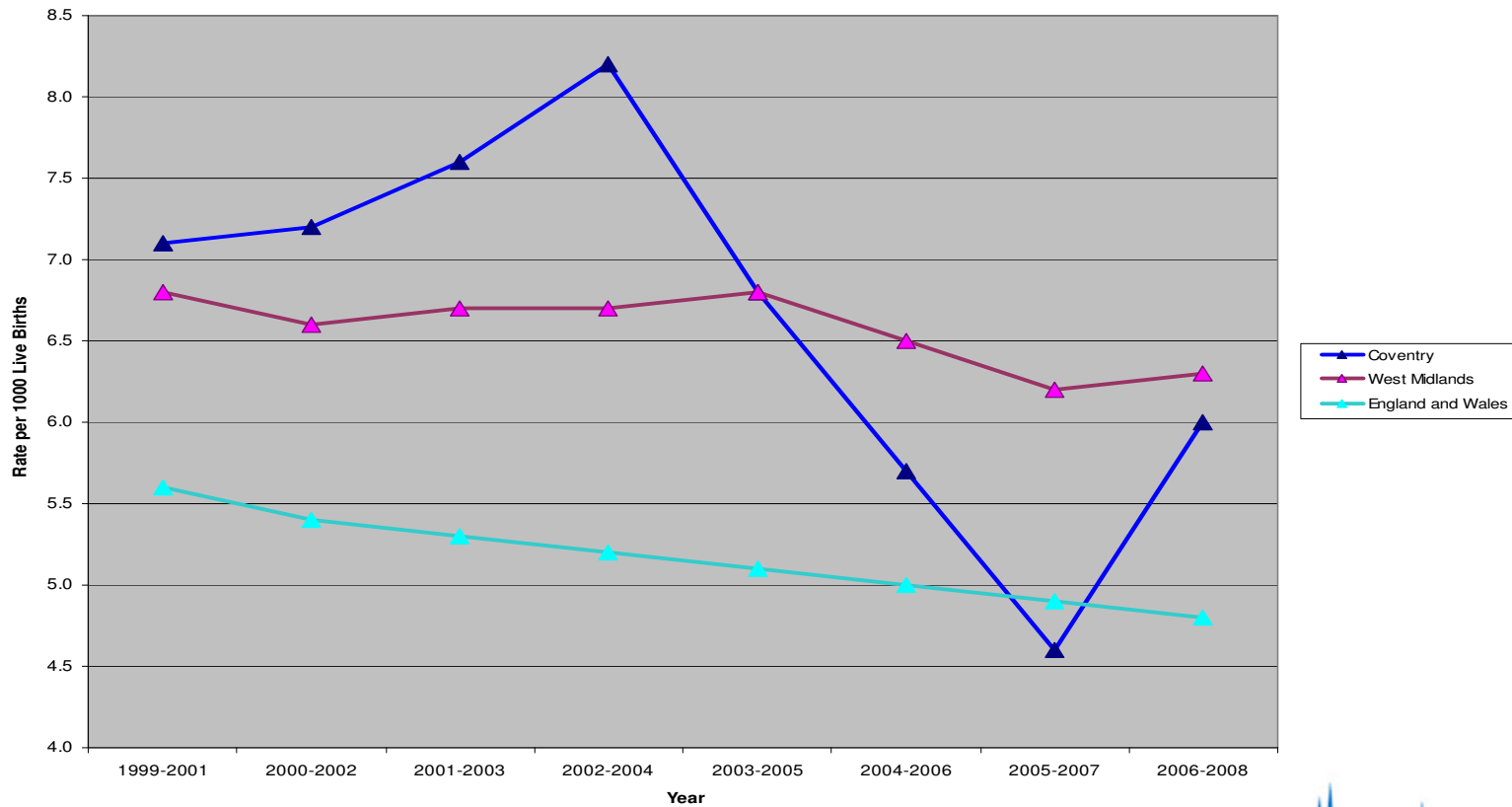
Why is this important?

- Increase in numbers of infant deaths
- 1 in 3 of all perinatal deaths in the UK are caused by smoking
- Late antenatal booking for some groups
- Access to information, may be limited e.g. Folic Acid, rubella immunity
- Conditions treated with medicines e.g. include epilepsy, schizophrenia & hypertension, ***need review***



Infant Deaths in Coventry

Infant Mortality Rate - Coventry, West Midlands and England and Wales



Objectives of the Pharmacy Campaign in Coventry

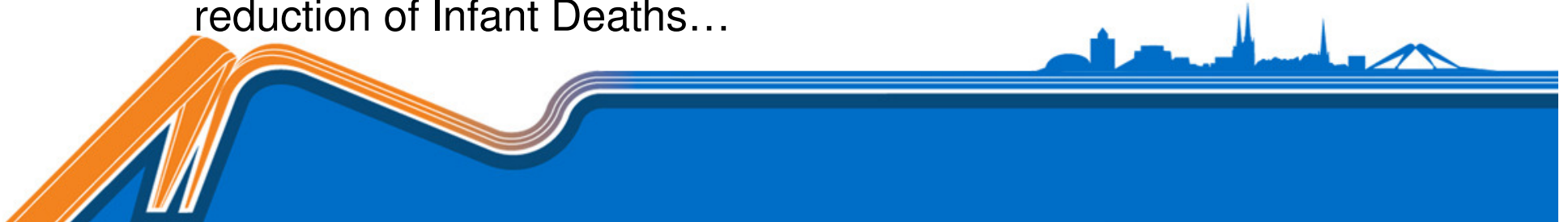
- Delivering key public health messages to the female population over the counter
- Messages/brief intervention delivered via 'trigger purchases' - pregnancy kits, folic acid/others, ovulation kits.
- Key messages on 'small cards'
- **Evaluation will provide essential information**



Pharmacy Contribution is Vital!

Why?

- 1 of the 6 public health campaigns - contractual
- Awareness raising at a population level in Coventry as to the importance of keeping healthy when planning pregnancy, **for women AND men**
- **Innovative for Coventry** - few of this kind in the country
- Often pharmacists may be 1st point of contact for women establishing a pregnancy test (whether planned or unplanned)
- Department of Health promoting its significance to support reduction of Infant Deaths...



Opportunities for Community Pharmacists

Benefits

- **MUR payments = £28.00**
- Possible increase in pregnancy kits, ovulation kits, folic acid/others sales
- Mystery shopper prizes - 3 x £50.00 vouchers
- Media coverage with the launch: 6th October 2010
- Credibility for community pharmacies
- Links with the ASC scheme

Pregnancy test- Potential Earning = £15.34

- £8.00 Consultation
- £2. 34 pregnancy test
- £5.00 Chlamydia screen



What you need to do...

Trigger for intervention

The customer either selects or requests an item that triggers an intervention as part of the scheme **e.g. folic acid, pregnancy test, or ovulation kit**

Intervention SOP (Standard Operative Procedure)

1. Prior to putting the item into a bag and taking payment please complete the brief intervention below....



What you need to do...



2. Inform the customer:


- ✓ ***We are supporting an NHS Coventry PRECONCEPTION CARE CAMPAIGN and I see you are buying item X...this information may be of interest to you***
- ✓ ***Are you UNDER 25? If YES, you are entitled to a free pregnancy test, Chlamydia screen, you just need to bring a urine sample in.***
- ✓ ***Select and show the customer the campaign credit card, pointing to the front side key messages***



What you need to do...

3. **Also inform customer:** *“There are also some useful numbers on the back”. (Show the customer the back of the card).*
4. **Advise customer:** *“If are planning a pregnancy and have a positive pregnancy test now or in the future see your Midwife or GP as soon as possible. This is a confidential service”.*
5. **Ask customer:** *Do you smoke? If YES, refer to Stop Smoking service.*
6. **Ask customer:** *Are you taking any regular medications? If YES, refer to MUR service.*
7. **Place goods and campaign credit card into bag and taken money for sale.**



9 KEY MESSAGES	CONTACT- REFERRAL
If you smoke you should get advice about stopping as soon as possible	Stop Smoking Signposting Service- Tel: 0800 051 1310 www.coventrypct.nhs.uk 
If you are pregnant or trying to conceive avoid drinking alcohol and taking illicit drugs	Swanswell Alcohol Services Tel: 024 76226619
Take 400 micrograms of Folic Acid a day (1 tablet per day)	Advise commencing Folic Acid
If taking any regular medication, herbal remedies or over the counter medicines, discuss this with your pharmacist	Advise MUR
Eat a balanced diet and work towards a healthy weight and take regular exercise	NHS Choices www.nhs.uk Coventry Public Health Nutrition Service Tel: 024 76832595
Make sure your immunisations are up to date, especially rubella	NHS Choices www.nhs.uk and check with your GP or Practice Nurse
Have you had your Chlamydia screen?	Coventry Sexual Health/GUM clinic Tel: 02476246507
Find out more about the benefits of breastfeeding	NHS Choices www.nhs.uk and ask your local Health visitor or Midwife
If you have a positive pregnancy test see your Midwife or GP as soon as possible	Refer to Midwife or GP



Items Provided to Community Pharmacies for Campaign

- Approx 50 message cards per pharmacy
- 1 brief intervention 'crib sheet'
- 1 x A4 or A3 poster per pharmacy
- 1 x evaluation form: current returns have shown-referrals to smoking, MUR, Midwife



Evaluation

START DATE: 14/06/2010				EVALUATION - PRECONCEPTION PHARMACY CAMPAIGN						
END DATE: 12/07/2010				Under 25's? ASC service delivered? Please tick appropriate box		INTERVENTION RESULTED IN REFERRAL TO: Please tick as appropriate			FREE GIFT GIVEN?	Intervention Refused?
PROMPT FOR INTERVENTION Please tick appropriate box				FREE PREGNANCY TEST	FREE CHLAMYDIA TEST	STOP SMOKING SERVICES	PHARMACY MUR	MIDWIFE OR GP		
FOLIC ACID	PREG KIT	OVUL KIT	OTHER							
1	X			X	X				X	
2...	X									X
30		X				X	X		X	
Name of Pharmacy: Coventry Pharmacy						Prise No: 100	Date: 25/05/2010			
COMMENT ON POSTERS BY PHARMACISTS: Poster enables pharmacists to easily link sales and open the conversation around preconception care.										



Any Questions?

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