

Changing Consumer Attitudes

**Making the case for pharmacy
supported self care**

Gopa Mitra, PAGB

**PSNC Community Pharmacy Conference 2008 - *Healthy
people – healthy future*, 17 November 2008**

People are already actively involved in self care

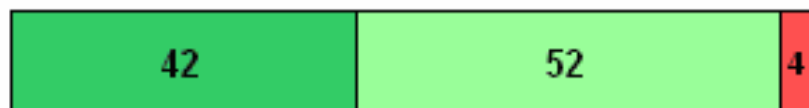
- Over three-quarters of people (77%) say they often lead a healthy lifestyle (but less in reality)
- Nearly 9 out of 10 people often treat minor ailments themselves - 42% do it all the time
- 82% of people with a long term illness actively take a role in caring for it
- 64% of those who have been to hospital take an active role in monitoring the illness they went to hospital for

People are confident to self care

Q How confident are you that you have the knowledge and understanding to...?

■ % Very confident
 ■ % Fairly confident
 ■ % Not very confident
 ■ % Not at all confident
 ■ % Don't know

Lead a healthy lifestyle overall



Treat your own minor ailments without seeing a doctor



Source: MORI Survey

Base: All, General Public (1,638)

- Even though people are confident to self care and already do so their main source of information on health is their doctor
- With implications for GP workload

Sources used to get information about health



% Using a lot or a little

Doctor	85%
Family / friends	73%
Pharmacist	68%
Product leaflet / pack	64%
Newspapers / Magazines	61%
Internet (general Health sites)	61%
Nurse at surgery	59%
Health leaflets in surgery or store	57%
TV / Radio	56%
Medical reference books	50%
Pharmacy counter assistant	47%
Supplier's product helpline / website	42%
NHS Direct	33%
Alternative health	21%
NHS Walk-in centre	14%
Community nurse / midwife	12%

Source: Everyday Healthcare, July 2005, NOP World

The Evidence Base - IMS

- Quantification of the amount of GP time utilised in relation to minor ailments and the number of prescriptions issued for minor ailments in General Practice
- Assessment of the cost of consultations and of prescriptions for minor ailments in general practice

Key Findings

**57 million consultations p.a. involve minor ailments
220,000 consultations every day**

90% of these consultations (51.4 million) are for minor ailments alone

**91% of minor ailments consultations result in a prescription,
at a cost of £370 million**

Total NHS resource cost devoted to treatment of minor ailments is £2 billion

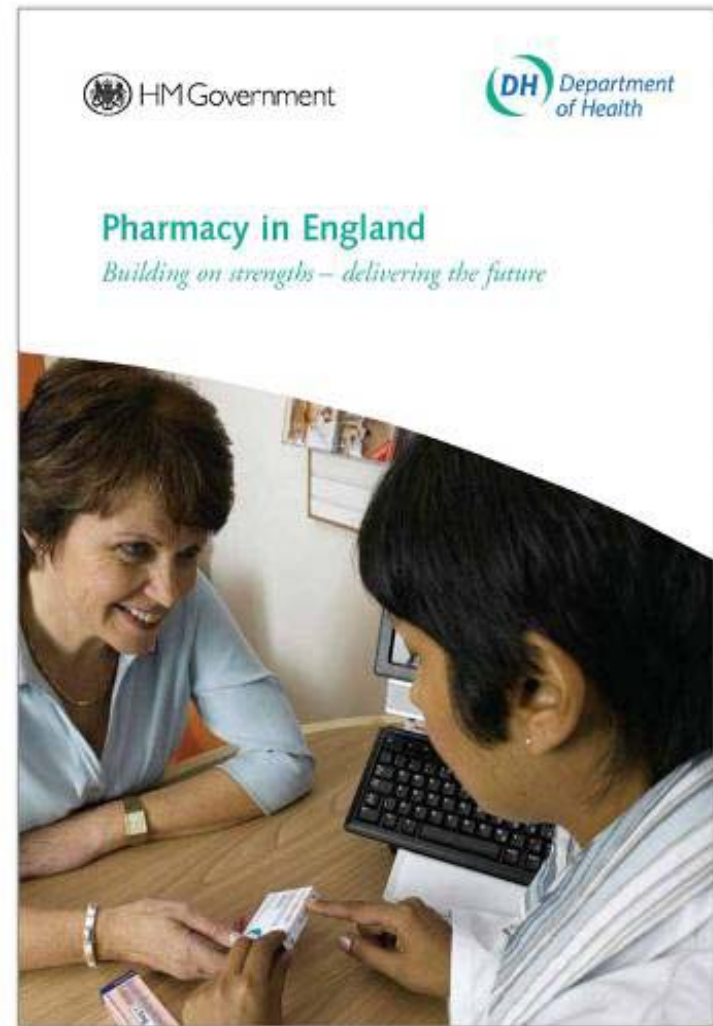
20% of GP consultations involve minor ailments; 18% are for minor ailments alone

Joint PAGB/PSNC submission to DH White Paper team

The Pharmacy White Paper

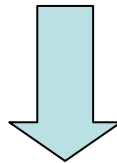
Pharmacies will:

- become "healthy living" centres promoting health and helping people to take better care of themselves
- be the first port of call for minor ailments



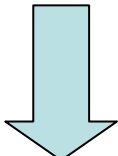
White Paper Communications

- “Government will plan a programme of communications that seeks to:
 - highlight the breadth of services and skills available within pharmacies;
 - illustrate the role that pharmacies can play in promoting good health



- Scope for a collaborative campaign

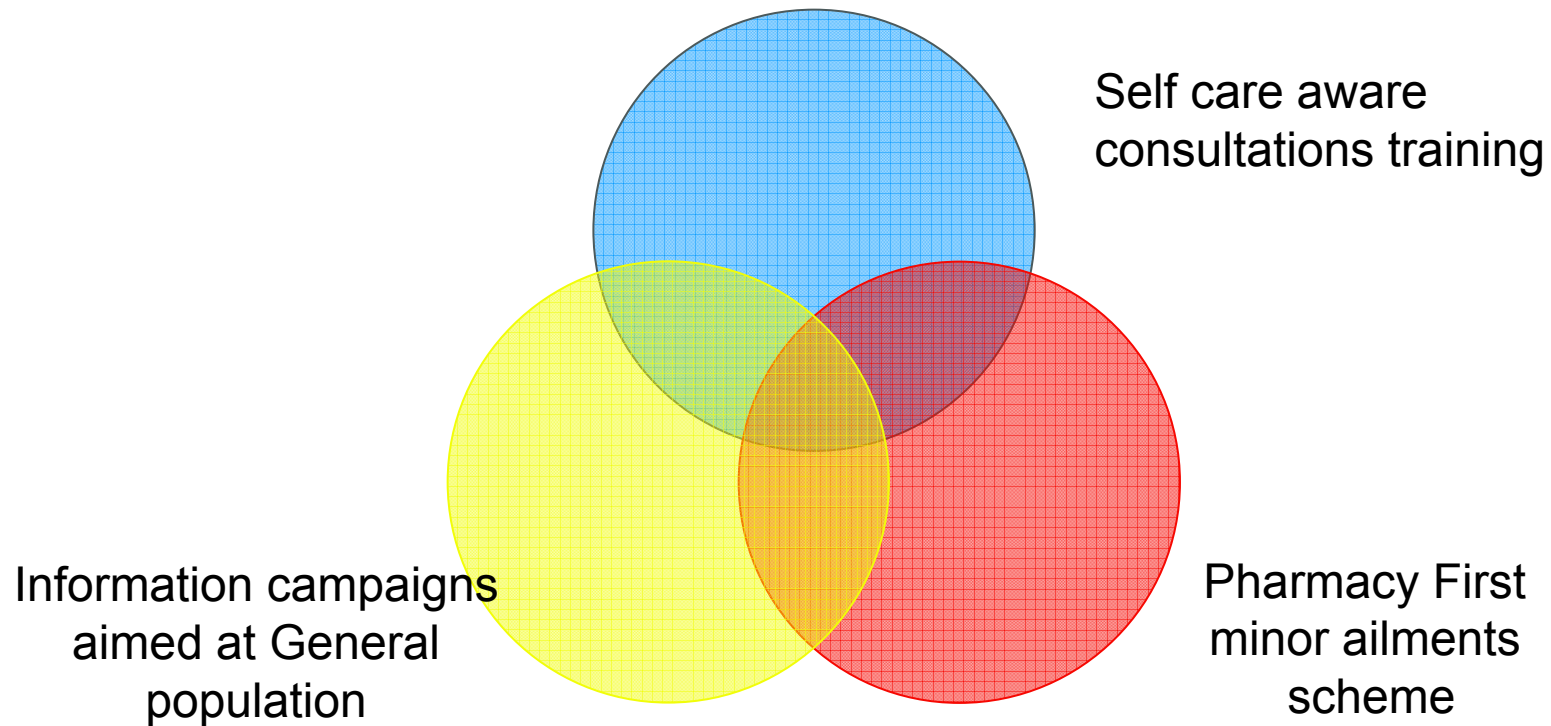
Change people's preferences

- "If I am unsure about a problem, I always look for professional medical advice" - 79% (PAGB research 1997)
 - Minor ailments take up 57 million GP consultations per year
(Source: IMS Dec 2007)
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- Joint PAGB/PSNC proposal to Minister for £15m consumer campaign over 3 years

Joining up Self-care in Erewash PCT – an Exemplar Study



Minor ailment module aimed at mothers of young children



Better health at home and at work



A self-care guide
by Dr Ian Banks

Caring for kids

A self-care guide to childhood illnesses



Seasonal Campaigns



- 4 Campaigns: Hay fever, Summer ailments, including bites, stings, allergies, 'Back to school' including head lice, threadworm, Winter ailments, including cough, cold, antibiotics
- Leaflets distributed through community wide outlets
- PR campaigns run for each and executed in the usual way

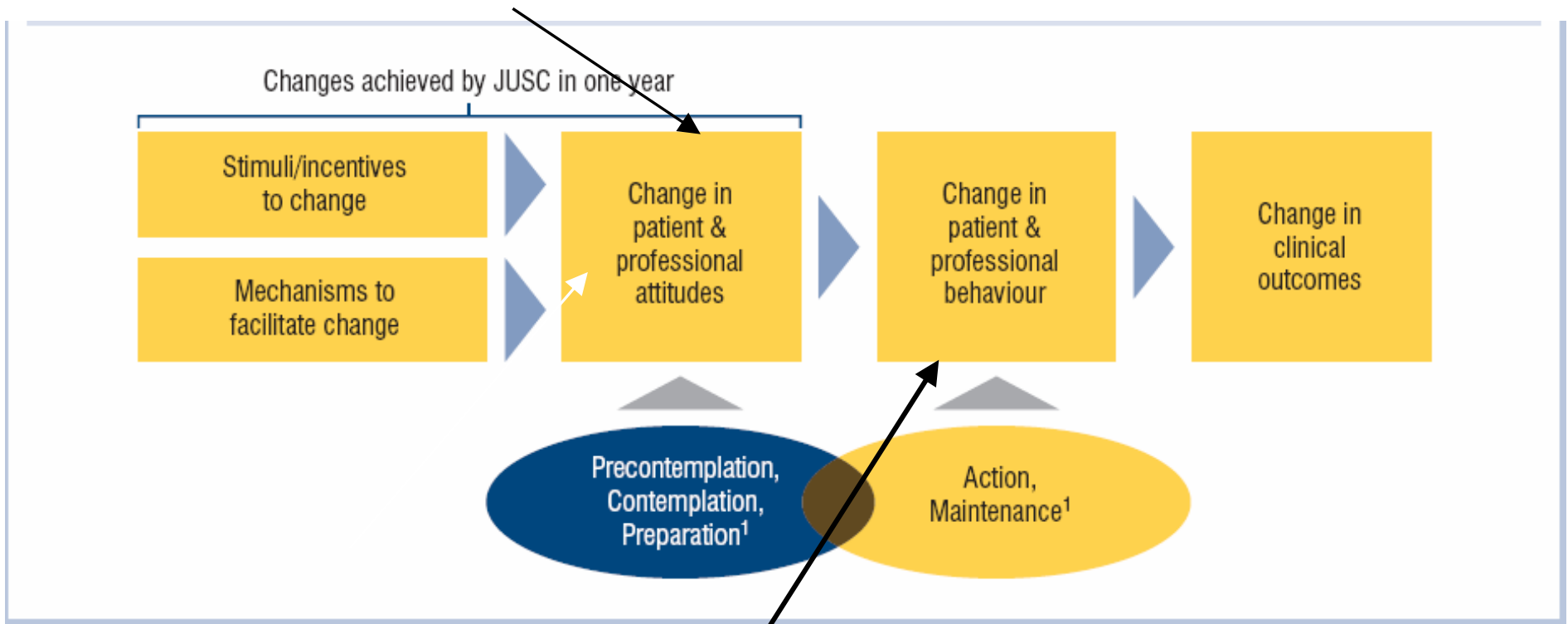
'Self care Aware' Training for GPs



- Education days planned quarterly through 2005 starting in March
- Materials to be developed with Dr Pete Smith and Prof Mike Pringle
- 'Making room in any interaction between **all** professionals, their practice staff and individuals, regardless of the setting, to use the person's own potential for independent action on subsequent occasions, providing support where necessary'

Change learnings from Erewash in 12 months

Positive attitudinal shifts among health professionals supporting self care



Mothers' willingness to self treat, rather than to see a health professional

Pharmacy as the first port of call for minor ailments

Consistent message, at home, at work, at play, at school, in the NHS and in partnership