



NHSE South Region Community Pharmacy Public Health Campaign Pilot Summary - Act FAST (May/June 2018)

Introduction

There were 280,309 strokes in the South region during 2016/17, making the need for public awareness of stroke and the Act FAST campaign an important public health issue (PHE Fingertips, 2018). During May and June 2018 at least 1715 (66%) community pharmacies in the South region took part and completed evaluations for the Act FAST public health campaign. The Act FAST campaign was the first of 3 public health campaigns being run in 2018 as part of a pilot partnership project between NHS England and Public Health England.

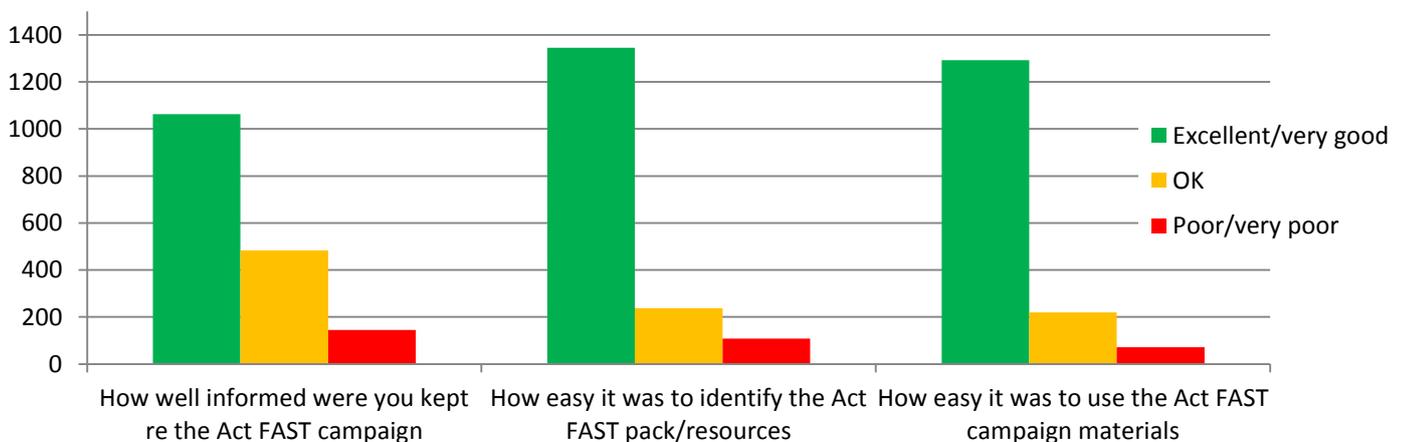
Table 1 - Number of community pharmacies in each NHSE area who took part in the Act FAST campaign

NHSE Area	South Southwest		Wessex	South central		South East						Total
Localities	DCIOS	BNSSG	Wessex	TV	BSW	Kent	BH	E Sussex	Medway	Surrey	W Sussex	
Pharmacies	339	289	505	370	157	278	56	270	57	145	163	2584
Engagement	326	288	349	158	109	112	40	169	17	74	109	1715
Percentage	96	100	69	43	69	40	71	63	30	51	67	66%

South region Act FAST campaign results

- 19394 conversations regarding the Act FAST campaign were recorded
- 9425 (49%) conversations occurred during Medicine Usage Reviews or New Medicine Service consultations
- 710 customers were signposted to GP or health services following stroke Act FAST conversations
- 101 pharmacies put on special events promoting the Act FAST campaign
- 96 pharmacies promoted the Act FAST campaign through social media channels
- 889 pharmacies requested online training to support future health campaigns

How pharmacies rated the Act FAST campaign support information



Campaign Impact

"A regular patient came in after the weekend when he suspected he had suffered a stroke. Symptoms matched perfectly with poster and an urgent referral was made to the GP with a positive diagnosis, further tests at the hospital and commencement of new meds for the patient".



NHS England Wessex Community Pharmacy Public Health Pilot Campaign Report Act FAST (May/June 2018)

Thank you to all pharmacies who participated in the Act FAST public health campaign. Act FAST is the first of 3 public health campaigns that will be promoted in pharmacies across the South of England as part of a pilot project between NHSE and Public Health England during 2018. We hope this campaign feedback report is useful.

Act FAST Campaign Activation

During May and June 2018, 349 (69% of) community pharmacies in the Wessex region took part and completed evaluations for the Act FAST public health campaign. The South region average was 66%.

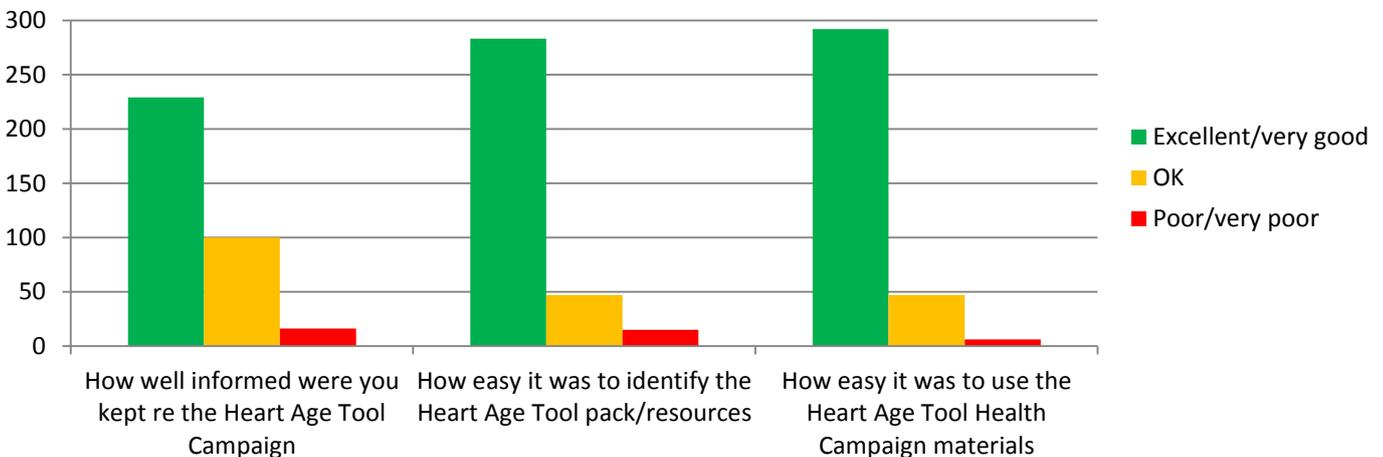
Table 1 - Number of community pharmacies in Wessex who took part in the Act FAST campaign

NHSE Area	Wessex									
CCG	Dorset	Fareham & Gosport	North East Hampshire & Farnham	North Hampshire	South Eastern Hampshire	West Hampshire	Isle of Wight	Portsmouth	Southampton	Total
Pharmacies	149	34	34	35	44	94	30	42	43	505
Engagement	105	21	20	27	29	71	25	24	27	349
Percentage	70%	62%	59%	77%	66%	76%	83%	57%	63%	69%

Act FAST South Southwest region campaign results

- 4048 conversations regarding the Act FAST campaign were recorded.
- 2002 (50% of) conversations occurred during Medicine Usage Reviews or New Medicine Service consultations
- 231 customers were signposted to GP or health services following stroke Act FAST conversations?
- 30 pharmacies promoted the campaign through social media channels
- 13 pharmacies put on special events promoting the campaign
- 189 pharmacies requested online training to support future health campaigns

How pharmacies rated the Act Fast campaign support information



Typical Act FAST Pharmacy Comments

What worked well?
Following blood pressure checks two patients were referred to their GP for atrial fibrillation.
It was very educative. We gained a good understanding of how to deal with symptoms of stroke.
We had lots of conversations regarding stroke whilst providing our NMS or MUR service. One in particular I can highlight where a patient didn't feel very well after he started to take an anticoagulant medicine - he also came in the pharmacy and didn't look his normal self. I urgently advised him to go to the Hospital and luckily, after a few days spent there, he was discharged with new medication that worked well.
The digital option worked very well for us on our website.
We took part in a number of summer picnics where the campaign was promoted. The setting made people want to engage more and talk about the campaign outside of a clinical setting.
We held a BP check day in the pharmacy encouraging customers to get a BP check and handing out healthy & wellbeing promotional materials on how to lower blood pressure and therefore your risk of stroke.
It was much appreciated with the patients and we have received good feedback from them.
It is a good team building activity and acts as a learning activity for all staff to improve their knowledge.
It was a great topic especially here with the older population.
What didn't work well?
We received all of the show material to display in store related to the Act FAST campaign. However, we were not given any support communication. Therefore I cannot give any evidence of any conversations that have happened as we were unaware these had to be recorded.

Conclusion

The majority of pharmacies found the resources stimulating and easy to use. We received some comments regarding not receiving pre campaign support information. Please note all pre campaign support material is provided via email in advance of the campaign. The resource packs do not contain pre campaign support information. Please regularly check your NHS email accounts to ensure you receive campaign updates.

Act FAST campaign display and blood pressure readings at Victoria Park Pharmacy, Dorchester



Thank you for making a difference to the health of your local communities by promoting the Act FAST public health campaign. We would love to hear if you have any feedback or good news stories regarding the campaign. Please contact our pharmacy mailbox: england.wessexpharmacy@nhs.net