



The Home accident prevention campaign aimed to reduce the number of accidents in the home by raising community awareness of the risks and increase knowledge on how to eliminate risks. The campaign ran throughout December 2022 and January 2023.

The information used to develop this report is from our submissions of pharmacy team evaluation surveys from 95% of Living Well contracted community pharmacies.
Evaluation figures are an estimation provided by contracted community pharmacies.

“We increased our conversations with patients about the danger of out of date medications in the home and one person brought in a bin bag containing medication dated back to 1986.”

“Patients were encouraged to join the smoking cessation programme; conversations were had around vaping; when prescriptions were dispensed for skin care products, extra information was provided around paraffin-based products; advice to the elderly was well received regarding falls and prevention strategies.”

“A senior citizen asked for advice on reducing fall risks in her home. She had recently experienced a fall and was worried about it happening again. I reviewed her medicines from her pharmacy records and provided information on exercises to improve balance, recommended assistive devices like handrails, and suggested removing tripping hazards. As she left, she expressed how grateful she was for the information and support, and she felt more confident in her ability to stay safe at home. It was heartening to know that the campaign was reaching those who needed it the most, and see our efforts in helping older vulnerable people in our community maintain their independence and safety.”

“One of our customers explained that our advice and home safety leaflets mentioning about the non-slip bath mat probably saved his life!”

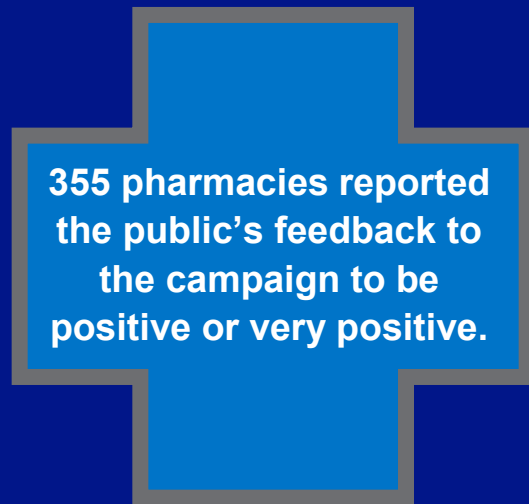
“A patient fell asleep and dropped their cigarette down the side of their chair which caught fire. Luckily they awoke before any serious damage occurred. They subsequently joined our ‘Stop smoking’ service and we referred them to the fire service for smoke monitors in the house.”

235 pharmacies handed leaflets to individual patients that they knew would benefit from it, e.g. those who are vulnerable, elderly, etc.

210 pharmacies handed leaflets to all patients at counselling.

The main queries addressed were in relation to **falls, burns and scalds and medicine safety.**

The main age group provided with campaign information were those aged **61-70** years old.



355 pharmacies reported the public's feedback to the campaign to be positive or very positive.



Over 52,850 patients were engaged with through **522** pharmacies on campaign messages.

Over 60,650 leaflets were distributed.



How did pharmacy engage?

- 53** Via their delivery driver
- 42** Via social media or their website
- 38** Created visual displays in windows and instore
- 261** Provided leaflets alongside prescriptions
- 37** Disseminated information to community groups

455 pharmacies felt campaign resources supported them to answer queries or know where to signpost patients to.

39 pharmacies referred patients onto another pharmacy service, such as Stop Smoking, etc.

43 pharmacies referred patients onto another healthcare professional.

78 pharmacies signposted patients to RoSPA.