

Take5

steps to wellbeing

Build these steps into your everyday life.



The 'Take 5 steps to wellbeing' campaign aimed to encourage people to think about their mental health and to build the Take 5 steps to wellbeing into everyday life. The campaign ran throughout December 2023 and January 2024.

Community Pharmacy
Living Well
Campaign

Over 57,950 patients were engaged through 513 pharmacies on campaign messages.

Over 57,700 leaflets were distributed.

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

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

The main age groups provided with campaign information were those aged 31-50, 51-60 and 61-70 years old.

The main queries addressed were in relation to **anxiety, general mental health and wellbeing** and **sleep**.

269 pharmacies handed a leaflet to patients they knew could benefit from it.

114 pharmacies referred patients to their GP.

35 pharmacies referred patients to a community or voluntary service.

50 pharmacies signposted to organisations listed online.

400 pharmacies felt the campaign helped to support their pharmacy team's health and wellbeing.

17 pharmacies completed additional training/professional development as a result of the campaign.

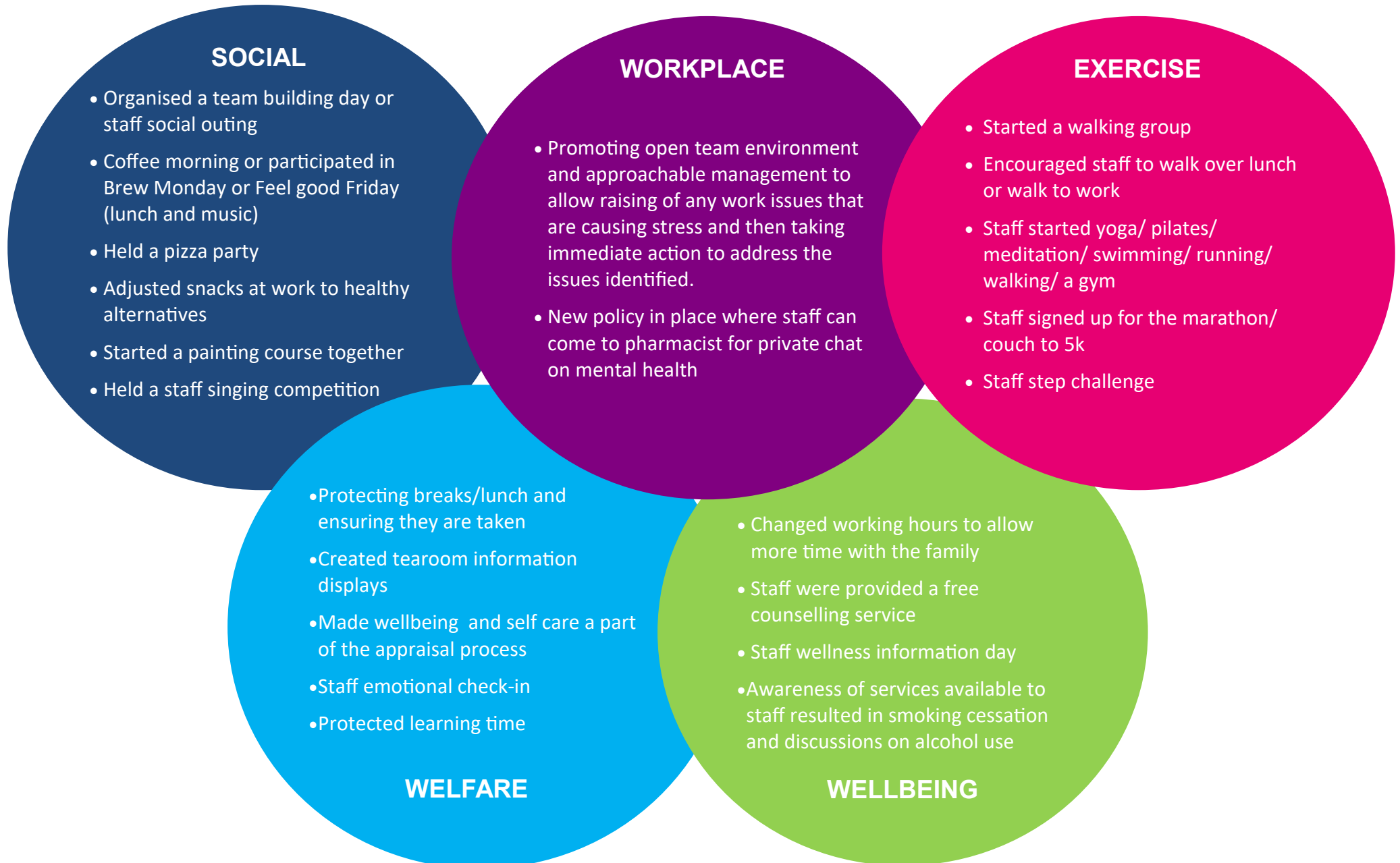
How did pharmacy engage?

- 65** Via their delivery driver
- 77** Via social media or their website
- 117** Applied stickers to prescriptions
- 299** Provided leaflets alongside prescriptions
- 301** Verbally informed patients

Number of pharmacies that provided campaign information to the following:

- 404** Elderly
- 200** Housebound
- 174** Those living in poverty or deprivation
- 286** Socially isolated
- 325** Those with long term health conditions
- 308** Young families
- 243** Those with drug or alcohol addiction issues

What did pharmacy teams do to help their own health and wellbeing?



The information used to develop this report is from our submissions of pharmacy team evaluation surveys from 96% of Living Well contracted community pharmacies.

Evaluation figures are an estimation provided by contracted community pharmacies.

“A patient joined a local football club as a result of seeing our display in the shop.”

“A middle-aged man joined the leisure centre as a result of the campaign. He is enjoying it, has made new friends and is very appreciative.”

“An elderly patient who had recently lost his wife, took the opportunity to share his loneliness with me. I was able to advise him on the importance of connecting with others at this time and recommend Age NI’s ‘check in and chat’ service which he has since found to be very comforting.”

“The pharmacist helped a ‘socially vulnerable’ patient, who had no family support. The patient has dementia and had been released from hospital with home help support. The pharmacist got the patient’s house cleaned and arranged a new bed and furniture from local charities. They also worked with social services to ensure the patient got adequate daily care in relation to food and personal hygiene needs.”

“A woman appeared very overwhelmed and stressed so we discussed some tips to help manage this and to help with her anxiety.”

“I spoke to a regular patient of ours, who suffers from a mental health illness. She was so grateful that I explained what each of the 5 steps meant. She came back to tell me a few weeks later that my interaction gave her the push that she needed to join the local netball club as she loved playing netball as a child. She has made many new friends as a result and is benefitting from the exercise also.”

“A couple of people have been encouraged to check out the local ‘Men's Shed’ as a social outlet for them when they talked of being retired and missing the craic at work.”

“We helped those socially isolated realise the support resources within the community so that they do not feel alone.”

“We spoke to a recently bereaved patient. We gave the patient considerable time, showed them empathy and advised them to speak to their GP after such a major change in their life. We encouraged them to keep in contact with people, exercise and that we are always there if they needed a chat or company. We also advised them to make sure they were eating, and if possible healthily.”

“We spoke to our patients that are under the care of addiction services, about the ‘keep learning’ step, building a sense of purpose and connecting them with organisations to support self confidence and raising self esteem. Other support involved signposting for courses and library access.”

“We had conversations with young mums who visited our baby department to raise awareness about mental wellbeing and mindfulness.”

“Our foundation pharmacist spoke to specific patients about SMART goals and the website www.mindingyourhead.info “

“A gentleman said he was very lonely and isolated since his wife had passed away. I listened sympathetically and suggested that he should join a group or perhaps meet people through going to church and stressed the importance of connecting with people.”

“A student struggling with their workload and feeling overwhelmed attended the pharmacy. We signposted them to support services and now six weeks later, they are feeling much better.”

“Having tried to fit in a lunchtime walk ourselves, we have encouraged others to do so and a few have said it helps them forget about work for a while. Another person talked of having retired early due to poor health, but still wanting to contribute something. I encouraged her to contact some of the local charities who may be able to give her a role for a few hours a week that she can cope with and allow her to feel the reward of helping her community. She has since said that she has done this and will work for a few hours a week in the local charity shop.”

“We referred children with anxiety to a specific children's counsellor. They are now more at ease with going to school.”

“We discussed loneliness and isolation with a local church group. We decided to set up a WhatsApp group whereby people could check in with each other and meet for tea over winter months.”

“A victim of domestic abuse approached a staff member. Staff were able to console the lady and give her help and advice. She left much happier and felt confident she could come back and ask for advise when needed.”

“We discussed the 5 steps to wellbeing with a patient who suffers from depression, stress and sleep problems. The patient left the pharmacy and said ‘it was a load off their shoulders’ and thanked me for my time. They said the information given was very useful and that they would go home, read through the leaflet again and take action on the steps to improve their wellbeing.”

“A widower spoke to me about loneliness. I provided him with the leaflet and some advice to allow him to connect to social groups to improve his health and wellbeing. Sometimes a chat with someone lifts the weight off their shoulders and this chat made him realise that there were groups out there to help people in his situation.”

“A middle aged man was struggling with work and was not involved with any social groups. He was having difficulty with his mental health and felt isolated. We encouraged him to attend the local ‘Men’s Shed’ and also return to the GP for review.”

“Two patients entered our Stop Smoking service and another two of our patients (who are under the care of addiction services) took up educational activities.”

“A patient currently supported by community addictions team used to be very active at the gym, but hasn’t been recently due to new medication. They were sleeping in and getting up feeling lethargic and depressed. They said they felt they were wasting their days. We had multiple conversations with this patient including chats about a good sleep routine. We signposted to local activities using our Living Well poster. Over the last week the patient has been visiting us in the mornings, washed and dressed for the day (previously we might not have seen them until after 4pm). They have also started back to the gym this week.”

“A very lonely lady was given information regarding local groups where she could meet other people and feel more a part of the community. This was well received; she really appreciated it.”

“We encouraged a patient who felt isolated to join our local Building the Community Pharmacy Partnership group who meet once a month. She is now part of the group and attends the monthly meetings.”

“One woman, recently bereaved, was finding it hard to function on a daily basis. We were delivering her prescriptions to her and noticed that she had gotten into a bad habit of not coming to the door. She would ask us to leave it in her porch and then as we drove off, she would come out. We reached out to her and she very quickly broke down. We were able to liaise with the GP who referred her to the mental health team. We are not yet sure of the outcome, as this is quite recent, but she did tell us she was waiting for grief counselling.”

“We had a patient who was having anxiety issues and feeling very low. We listened and signposted them to professional help. The patient was very grateful and called back a few days later to thank us.”

“A young man was dealing with drug addiction and was suffering with his mental health as a result. He had been trying to seek help but was unsure how to go about it. I was able to go through the different options. After discussion I referred him to his GP (I phoned the surgery in advance to ensure he got an urgent appt) as I could see he was in distress. The GP has been dealing with the situation since and the patient is getting the help he needs.”

“We had a patient with severe anxiety ask how she can improve this as she was already on medication. I counselled her and showed her one of the leaflets about how to take 5 steps to improve her wellbeing. She came back to inform us that journaling and making an effort to get out for a walk with her dog every day had really helped her mood.”

“A man hadn’t heard of the local ‘Men’s Shed’ project we signposted him to and asked if I could go with him.”

“A young male patient who had recently lost his mother and brother entered the pharmacy claiming he was suicidal. I took the patient into the private consultation room, asked him to chat about his anxiety, depression and feelings of fear. After this I contacted the GP to alert them to the patient’s current mental state. I then signposted the patient to a local mental health charity in the city. I contacted the charity initially and arranged for the patient to call over immediately. The patient returned a week later and thanked me for my help and compassion. This is a great example of how effective signposting can be the best tool for community pharmacy.”