

Community Pharmacy Living Well: Service Specification

January 2026

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1. Service description

The service promotes key public health messages by providing opportunistic information and advice to patients attending the pharmacy for prescriptions or other reasons, and proactive participation in campaigns during agreed periods.

There are **two core** elements to the service:

Opportunistic intervention - community pharmacists and pharmacy staff provide opportunistic verbal advice and written materials (if appropriate) to patients presenting prescriptions and to general pharmacy visitors, to promote a healthy lifestyle.

Targeted campaign-based service – community pharmacists and pharmacy staff will pro-actively deliver a schedule of healthy lifestyle campaigns each year. This schedule will be aligned with health promotion priorities identified by the Public Health Agency (PHA), and agreed by the Strategic Planning and Performance Group (SPPG) and Community Pharmacy Northern Ireland (CPNI) each year. A total of up to six campaigns will be promoted each year.

In addition, opportunities may arise to deliver specific brief intervention services supported by validated tools, that align with the targeted campaign-based component of the service to individual patients. These services will be delivered in accordance with their own specific service specification and details are not included in this document.

2. Background

The Living Well service was established in 2019 to support implementation of Northern Ireland's Public Health Strategic Framework [Making Life Better - A Whole System Framework for Public Health 2013-2023](#). It is delivered in partnership with PHA, CPNI and SPPG.

PHA has recently launched the [PHA Corporate Plan 2025-2030; Protection, Improvement: Better health for everyone](#) and key priorities will inform Living Well campaigns.

The [Community Pharmacy Strategic Plan 2030](#) acknowledges the crucial role that community pharmacies play within the integrated health and social care system in Northern Ireland. This strategy aims to *“empower community pharmacies to further support and manage patients so that they live longer and healthier lives at home and contribute to a healthier society.”*

It is recognised that community pharmacies are well placed to provide a focal point for the provision of health advice, information and services to help people live longer, healthier lives. Community pharmacies are often open when other healthcare providers are unavailable and they offer convenient access to a trained healthcare professional without the need for an appointment.¹

Community pharmacies are embedded in their communities with over 30% located in disadvantaged areas. People regularly access pharmacy services; it is estimated that approximately 9% of the population in Northern Ireland visit community pharmacies each day. Studies show that people interact with community pharmacists at an average of 12 to 15 times each year, often using the same pharmacy each time. Community pharmacies are very often the first point of contact for many people with the health service and so they are a key resource to help patients within their communities live longer, healthier lives.²

Through the Living Well service pharmacies can help support many of the priorities outlined in the [Public Health Agency's Corporate plan for 2025-30](#) such as:

- Supporting people to adopt healthier behaviours and reduce the risks to health caused by low physical activity, smoking and vaping, poor diet and sexual risk behaviours
- Supporting those living with long-term conditions to live well

¹ “Community pharmacies: promoting health and wellbeing.” [Community pharmacies: promoting health and wellbeing](#)

² “Community pharmacy strategic plan 2030.” [Community Pharmacy Strategic Plan 2030](#)

- Raising awareness of prevention and early intervention approaches, to protect and improve physical and mental health and emotional and social wellbeing.
- Supporting prevention and early detection of illness through vaccination and screening programmes.
- Providing targeted information and support to help everyone, including those who experience multiple barriers to health, to adopt healthy behaviours, avail of preventative services and access high quality care.

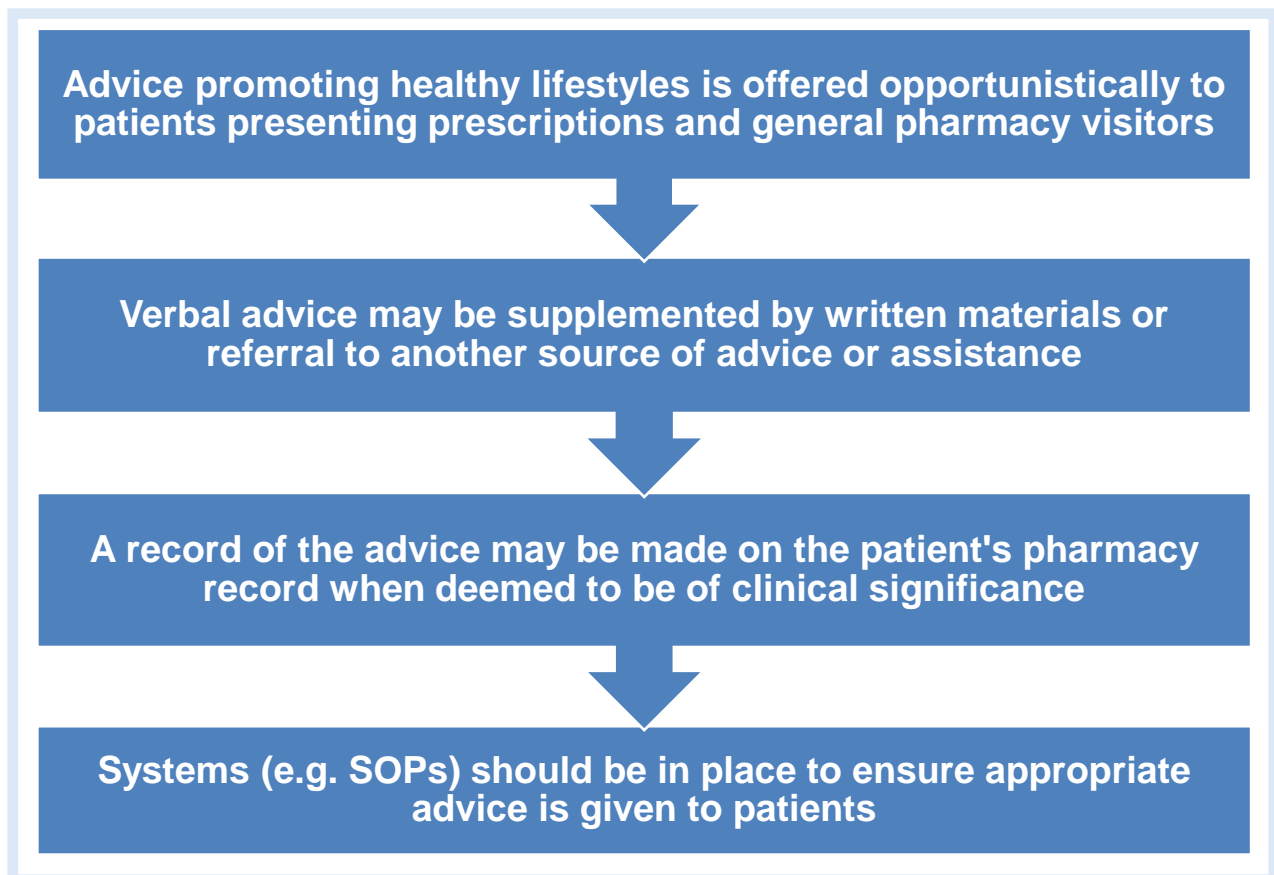
3. Service aim and objectives

The aim of this service is to help address risk factors which contribute significantly to the overall prevalence of disease in Northern Ireland through the promotion of key public health messages.

The objectives of this service are to:

- Increase patient and public knowledge and understanding of key healthy lifestyle and public health messages so they are empowered to take actions which will improve their health.
- Target the 'hard to reach' sectors of the population who are not frequently exposed to health promotion activities in other parts of the health or social care sector.
- Provide a health promoting environment in the community pharmacy with a health promotion area displaying campaign materials to allow the public access to appropriate health information and support materials.
- Promote the messages of the targeted campaigns.

4. Service overview – Opportunistic Intervention



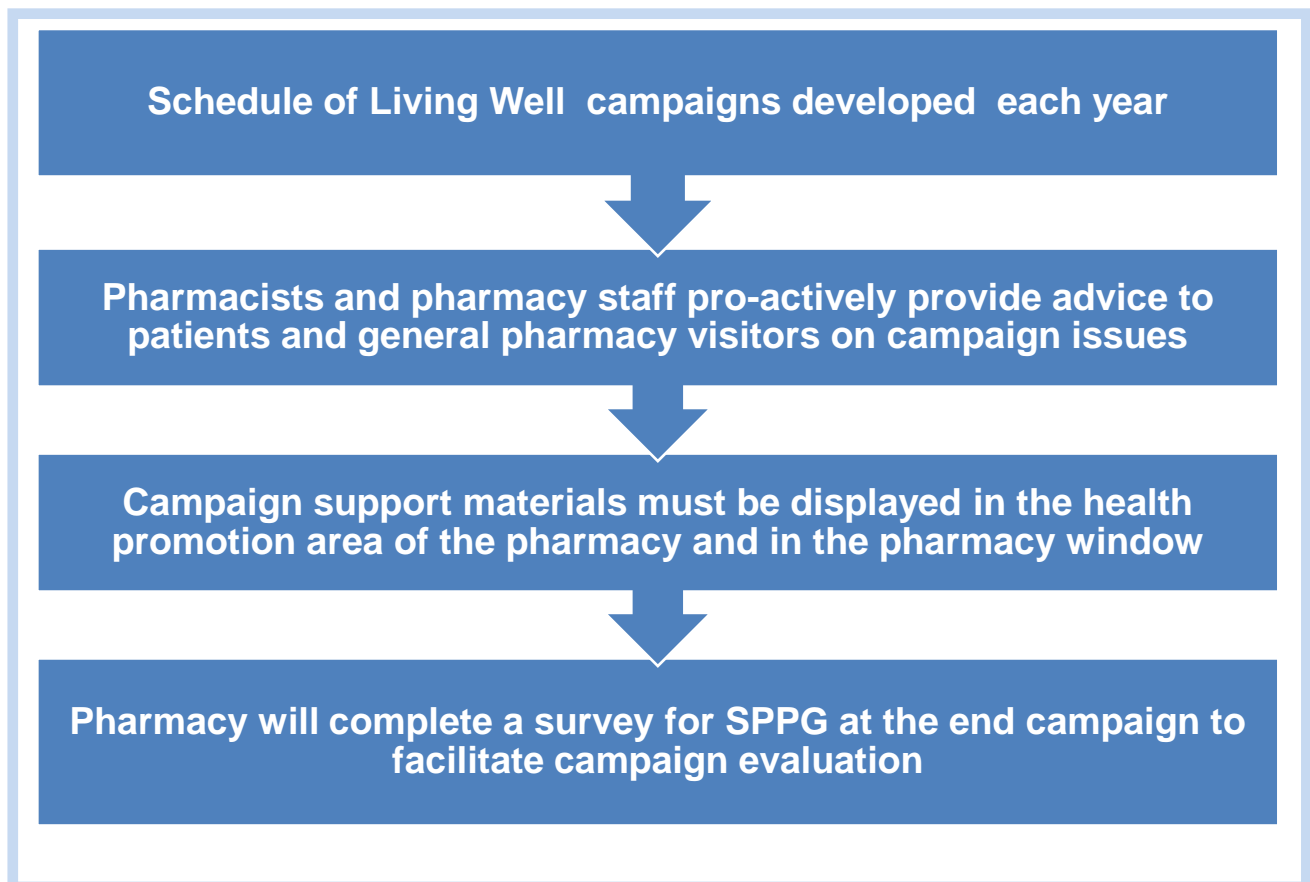
To promote healthy lifestyles, community pharmacists and pharmacy staff should provide opportunistic verbal advice to patients who are presenting prescriptions and to general pharmacy visitors. Suitable patients and pharmacy visitors to whom advice may be offered include people:

- with diabetes
- at risk of coronary heart disease
- with high blood pressure
- who smoke
- who are overweight

If appropriate, the advice given may be supplemented by the provision of written materials such as patient information leaflets. Patients and pharmacy visitors may also be referred on to another source of advice or to another healthcare professional who could offer further assistance.

For patients known to pharmacy staff and when the pharmacist deems it to be of clinical significance, a record of the advice given may be made on the patient's pharmacy record. The record should be in a form that facilitates future follow-up care for the person who has been given the advice.

5. Service overview – Targeted Campaign Service



Community pharmacists and pharmacy staff should proactively participate in the delivery of an agreed schedule of public health campaigns each year.

A campaign schedule will be developed each year and agreed by PHA, SPPG and CPNI. The schedule will be aligned with public health priorities identified by the PHA. A maximum of six campaigns will be promoted each year.

SPPG/PHA will produce a campaign support pack to accompany each campaign. The packs, containing the campaign materials, will be distributed to community pharmacies in advance of each campaign.

6. Campaign support packs

A campaign support pack, developed by SPPG/ PHA, will be sent to community pharmacies in advance of each campaign. The support pack will provide:

i. Overview of the campaign

This will help inform the rationale for the campaign and will clearly state the aims and objectives of the campaign.

ii. Details of target audience

It is important that campaign advice is targeted towards those who will benefit most. The pack will outline the campaign's target audience e.g. age-group, sex, socio-economic factors.

iii. Details of the key campaign message(s)

This will outline the specific information that should be communicated to patients and general pharmacy visitors to help promote living a healthier lifestyle.

iv. Details of campaign activities

This will provide information on the procedure to follow during the campaign period.

v. Resources to support the campaign

Posers for display in pharmacy window, patient information leaflets for distribution and any additional resources will be included in the campaign pack.

vi. Campaign evaluation

Information will be provided in the campaign start letter with details of the upcoming evaluation survey.

To participate effectively in each campaign, pharmacies must display the provided campaign materials and ensure they are readily available to the public. To enable this, pharmacists are required to:

- Identify a specific area within the pharmacy that will be used as a “public health display area”. This area should be clearly sign-posted and accessible to the public.
- Make space for campaign materials available in at least one window unit of the pharmacy for the full duration of the campaigns
 - unless by agreement with SPPG because of unforeseen or special circumstances e.g. the absence of any suitable window.

The pharmacy should only use the campaign materials provided. Commercial advertising materials should not be used in the designated health promotion area and window space. Inclusion of any other materials in the health promotion area and window space should not distract from the health improvement message of the campaign. The campaign should not be used to promote any particular product.

Community pharmacists and pharmacy staff should provide information and advice on the campaign topic to patients presenting prescriptions and to general pharmacy visitors. This advice may be supplemented by providing the person receiving the advice with a copy of the campaign materials.

7. Campaign Survey and Evaluation

As part of the evaluation of each campaign, pharmacies are required to submit a survey to SPPG at the end of each campaign. Surveys are submitted using MS Forms and advice on survey completion and proof of survey submission is included with each campaign start letter (See Appendix 1 for more information).

Communication about survey “Go Live” and closure dates will be shared with all participating pharmacies by SPPG. Closure dates will be four weeks after the survey go live date. The following communications will be provided:

- Campaign starting letter: Proposed “Go Live” and closure dates will be stated.
- Survey “Go Live” email: Survey link and reminder of “Go Live” and closure dates will be sent by SPPG & CPNI.
- Follow up to non-responders:

- SPPG will send a reminder email to those yet to respond to a survey, two weeks before the closure date.
- CPNI will send a reminder email to those yet to respond to a survey approximately one week before the closure date.
- Survey will be closed at the publicised closure date.
 - NB on occasion, the timeframes may vary depending on public holidays.

8. Training, educational and other staff requirements

The pharmacy contractor has a duty to ensure that all pharmacists and pharmacy staff have appropriate knowledge and training to allow delivery of the service, including patient centred communication skills.

Provision of the service is by all pharmacy staff. A Living Well lead or “champion” may be identified within the pharmacy from any member of the pharmacy team.

All pharmacy staff to have awareness of the content of the briefing document for each targeted campaign, and the patient resources provided both printed and online at [BSO Living Well webpage](#).

It is recommended that [NICPLD](#) ‘Brief Intervention’ eLearning training is undertaken and additional training resources may be identified for specific campaigns.

Supporting patients with communication difficulties

The BSO Living Well webpage can be translated to over 30 languages to support people for whom English is not their first language to access the information on the webpage.

SPPG has also produced a booklet to signpost community pharmacists to resources to support good communication with people who may have specific communication needs. It is available at:

https://primarycare.hscni.net/download/DocLibrary/community_pharmacy/news_update_history/Communication-support-resources.pdf

9. Standard Operating Procedure (SOP)

A written SOP should be in place for service delivery which covers the identification of suitable people to be offered health improvement information as part of this service, to ensure appropriate advice is given.

10. Remuneration

The remuneration for this service will be £500 per contractor for participation in each two-month campaign with £250 paid monthly. For payment, pharmacies are required to:

- Display the campaign poster
- Complete and submit the campaign survey.

11. Monitoring

Compliance with remuneration requirements will be assessed by the following assurance processes:

1. Compliance with campaign surveys

Pharmacies that fail to submit the campaign survey by the closure date will have their funding recouped and will be notified by email by SPPG.

2. Compliance with poster display

Currently posters are checked as part of the Drug and Appliance check visits.

13. Schedule of campaigns

Campaign Dates	April	May	June	July	August	September	October	November	December	January	February	March
Campaign 1												
Campaign 2												
Campaign 3												
Campaign 4												
Campaign 5												
Campaign 6												

Appendix 1 – Advice on survey completion

- Completion of the evaluation survey allows SPPG to collate data to demonstrate the value and impact of the service to other sectors. Data also supports future commissioning and service development.
- Completion of the survey is a requirement of the service specification. SPPG monitors compliance with the specification and where failure to comply is identified, such as failure to submit evaluation data, SPPG reserves the right to recover all, or part of, the funding via an adjustment to the pharmacy's BSO payment account.
- Once the survey link is live, please check to ensure you are able to access it. If your pharmacy experiences a problem accessing or submitting a survey, please contact your local office **immediately** so this can be resolved.
- Survey submission: On clicking the link on the BSO "Living Well" [webpage](#) or in any email account, the respondent will be directed to the Microsoft Forms survey for completion.
- **Please ensure you use the correct contractor number.**
- Comments or stories submitted may be used as anecdotes for campaign evaluation purposes or to support publicity for the 'Living Well' service. **All stories submitted must be anonymised and not patient-identifiable.** Permission must be gained from those involved to allow sharing of any story.
- **On completion of the survey, click submit.**
- **A message, 'you have successfully responded to 'X' survey' then appears as confirmation that it has been completed appropriately. A screen-shot of this could be retained for a further audit trail. On a PC or laptop, a screenshot can be taken by hitting Windows logo key + shift (up arrow) + S**