

F5– LINK Representative Report to Core Group

Report from: Maria Kildunne/Pat Hannah

Report to: LINK Core Group

Date: 25th August 2010

Activity Brief

Name of Meeting, include Chair name and Lead Organisation:

Prescribing Communications Board, Chaired by Louise Hayes, Communications Officer, NHS Stockport

Introduction/Background: Purpose/Aim:

This group is a subgroup of the Prescribing Board and will run for at least the next 12 months. To communicate 6 key messages around prescribing and use of medications. These messages will be aimed at prescribers (GPs), pharmacists and the general public and will be published every 2 months

LINK members involved:

Maria Kildunne and Pat Hannah

Summary of meeting (continue overleaf is necessary):

Discussed Bramhall Event held at the end of July

The present financial situation has lead to a review of GP practices that have high levels of spending on medication, in particular the use of more expensive branded lines over generic medicines. To address these issues a patient's event was planned in the areas where some of these practices were based.

An event was undertaken in Bramhall to encourage local residents who were registered with GP's in the area, to discuss their present medication and to discuss generic options.

The event took place in a central venue at 'Centre Point' on the main street opposite the local pharmacist. This was a multi agency event that included the SMC's pharmacists' and the PCT's public health nurses.

Evaluation of the event showed in the time allocated to prepare for the event it went well although the focus did shift to the lifestyle interventions that were offered rather

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than targeting people to think about their medicine usage.

The first key message for August/September was discussed which is called 'Prescribe Wise' there will be different relevant messages going out GPs, Pharmacist and the general public.

After discussion it was agreed that the messages will be amended and a final draft will be circulated to the group for comment.

Posters and leaflets/flyers will also be produced to promote the key messages to the public.

Anything said / offered on behalf of the LINK/how did you influence discussion (if applicable):

Ensure key messages are portrayed in LINK News

Conclusion / Follow ups:

At the next meeting on 29th September Key message 2 will be developed and finalised

Actions for LINK:

- 1. Local community pharmacists produce a newsletter. Ask if LINK can be added to circulation list and can LINK provide an article for it.**
- 2. Put article in LINK News about Medicine Usage Reviews (MURs)**
- 3. There is a GM Roadshow Event happening in September and will be in Stockport Town Centre on September 9th. Ask Sarah Clarke for more details and promote on LINK Website.**

Next date of Report back to Core Group:

October 8th 2010

Report Resources if any (time/money/implications):

- 2 hours meeting time
- Article writing time