

Healthwatch Doncaster

Community Pharmacy

Safeguarding Campaign Event

Doncaster Trades Club, Frenchgate Centre,

Wednesday 11th March 2015

10.15am – 1.00pm

Aims of Event

Healthwatch Doncaster (HWD) planned the Pharmacy and Keeping Safe Event as part of HWD commitment to their strategic engagement priorities, cross boundary working and signposting. In addition the presentations aimed to impart information and knowledge, which attendees and HWD members can share with all relevant partners.

Programme

Speakers:

Pharmacy Services Presentation:

Dale McVeigh on behalf of Doncaster Local Pharmaceutical Services.

The Keeping Safe Campaign Presentation:

Shabnum Amin of the Adult Safeguarding Board

Promotion of the Event

The Event was advertised on: Social media including Twitter, Facebook, HWD Web Page, HWD membership and partner agencies. HWD members were invited to the event via requested contact method. The event was advertised at various HWD events and Hubs. Members of the Engagement Group took posters advertising the event, to be displayed in various locations around the Doncaster Borough.

Event Details

Pharmacy Services

Within the Pharmacy Services Presentation, Dale explained the Doncaster Local Pharmaceutical Services Committee, represents all Community Pharmacies in the Doncaster Borough. It was explained that Pharmacies are independent contractors just as Doctors, Dentists and Opticians are. The Main message of the presentation was, pharmacies are “more than a packet of pills” and offer 4 domains of service.

1. Optimising use of medicine-including medicine reviews, repeat prescriptions and safe disposal of medication.
2. Supporting people in self-care—including advice around long term conditions, signposting to other services, minor ailment and over the counter medication.
3. Supporting people to live healthy lives—including advice on healthy lives as part of NHS services. Pharmacies also take part in 6 public health campaigns a year.
4. Supporting people to live independently-including home delivery of medication, monitored dose dispensing systems, identifying emerging health problems and supply of independent living aids.

Dale then went on to try and dispel common medicine myths, introduce the New Medicine System (NMS) and explain pharmacy staff roles.

Keeping Safe Campaign

Shabnum introduced the background surrounding the Keeping Safe Campaign. A community based project that came from multi agency consultation in which the theme “what is safeguarding” arose. From this question a leaflet was produced which asks, What is abuse? Who can abuse? (Leaflet on display stand at the back of the room).

Shabnum explained the types of abuse which include:

Physical Financial Sexual Psychological
Institutional Discriminatory Neglect

Shabnum pointed out that from April 2015 the Care Act includes 2 new forms of abuse which are self- neglect and exploitation.

A film was shown which was set in Doncaster locations and highlighted forms of abuse with the tag line “see something say something”. Shabnum highlighted the point that over 600 cases of abuse a year are investigated.

Shabnum spoke about the Doncaster Safe Guarding Forum which every person within the Doncaster Borough is welcome to attend. At present the meetings are held on Wednesdays from 10.30 till 12.30 at Doncaster Trades Club. When asked if they required people to become “champions” Shabnum suggested if people wish to become involved they can ring Doncaster Adult Contact Team (leaflets at the back of the room).

Feedback

There were 40 attendees and 21 feedback forms.

The feedback forms were overwhelmingly positive with 11 rating the event as excellent and 8 as good and 2 fair

When asked: Did you get what you wanted from the event? The replies were 12 fully 8 mostly and 1 a little.

Before and during the event Sarah Whyte, University of Sheffield Student (on placement at HWD) accessed each table and asked attendees to complete an awareness of HWD services form. By using this approach 31 forms were completed, this information provided useful data for engagement and service appraisal purposes.

Points arising from feedback

- 7 mentioned the words informative, educational, and learnt.
- The poor quality of the sound equipment was mentioned and poor signposting at the event entrance.
- 2 people requested more group discussion

In terms of gaining as much feedback as possible from events it may be beneficial to ask HWD Ambassadors to visit each table in order to encourage attendees to complete forms designed to check the aims of the event are being met.

Findings

In terms of meeting objectives/aims 21 attendees completed feedback, 9 attendees filled out forms requesting details of next event and 31 completed the questionnaire on awareness/quality of HWD services. In terms of meeting the aims of the event feedback suggests attendees gained or furthered their knowledge from the presentations. Additionally HWD will take forward its role in signposting with regard to the information presented at the event

Action Points

- SH to make and display HWD event signs directing the public to the room being used.
- Address sound quality by checking equipment before presentations begin
- Explanation of aim of event by HWD representative who is delivering introduction in order to dispel any confusion regarding participation
- Pre planning of the event is crucial in order to gain maximum engagement and outcomes
- To promote The Safe Guarding Forum through the HWD information service

Report by

Sarah Whyte, University of Sheffield: 24/03/201