

# Chapter 5 - Patient and Public Engagement

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- 5.1** This chapter discusses the results of the patient and public engagement that was carried in the Royal Borough of Greenwich between the 18th of October and 11th of November 2017. We also examine the health needs specific to protected characteristics and vulnerable groups that we have engaged with during this process and the implications they may have on the PNA.
- 5.2** A “protected characteristic” means a characteristic listed in section 149(7) of the Equality Act 2010. There are also certain vulnerable groups that experience a higher risk of poverty and social exclusion than the general population. These groups often face difficulties that can lead to further social exclusion, such as low levels of education and unemployment or underemployment.
- 5.3** A community questionnaire (Appendix B) was used to engage with residents to understand their use and experience of local pharmacies. This questionnaire was approved for use with the local population by the PNA Steering Group and the communication team of the Royal Borough of Greenwich.
- 5.4** A detailed engagement plan and methods of dissemination of the questionnaire are referenced in Appendix C. We worked with Greenwich Action for Voluntary Sector, HealthWatch and members of the Steering Group to identify several key stakeholders and groups within the statutory and voluntary sector to facilitate engagement.
- 5.5** The community questionnaire was disseminated using online survey software and paper copies. We engaged with 453 residents in Greenwich, Table 5.1 outlines the type of community engagement activity for this PNA.

**Table 5.1: Engagement activity for the Greenwich PNA from the 18<sup>th</sup> October to the 11<sup>th</sup> of November 2017**

Type of engagement activity	Numbers of questionnaires
Community Pharmacies	
• Neem Tree Pharmacy	67
• Whinchat Pharmacy	
Outreach within Libraries	
• The Woolwich Centre Library	
• The Greenwich Centre Library	200
• Thamesmere Library	
• Eltham Library and Leisure Centre	
Outreach at the Big Red Bus Club	10
Caribbean Social Forum	41
Sheltered Residential Schemes and Extra Care	66
Online	69
<b>Total</b>	<b>453</b>

- 5.6 The three main protected characteristics we aimed to capture as part of the engagement process were:
- BME communities (42% of respondents)
  - Over 65's (31% of respondents)
  - Pregnant and breastfeeding women (12% of respondents)

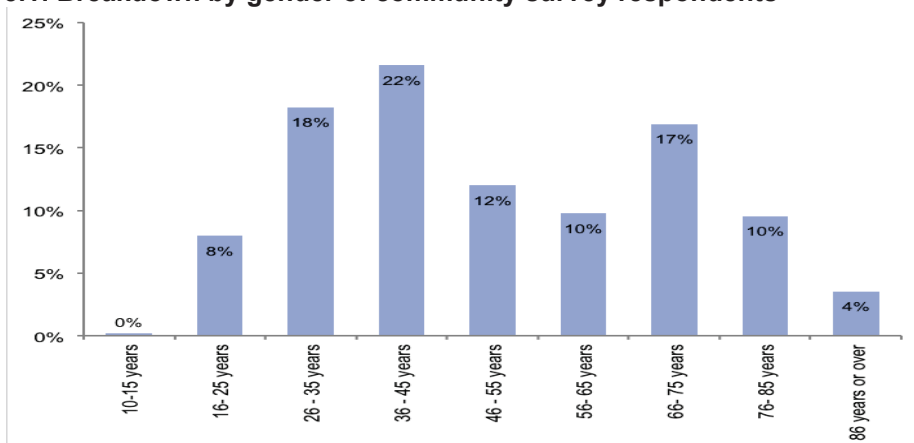
## Results of the Community Pharmacy Questionnaire

- 5.7 The 453 questionnaires collated were analysed to better understand the use of community pharmacies by residents of Greenwich and identify any potential gaps in service provision for the protected characteristics.

### Demographics of sample population

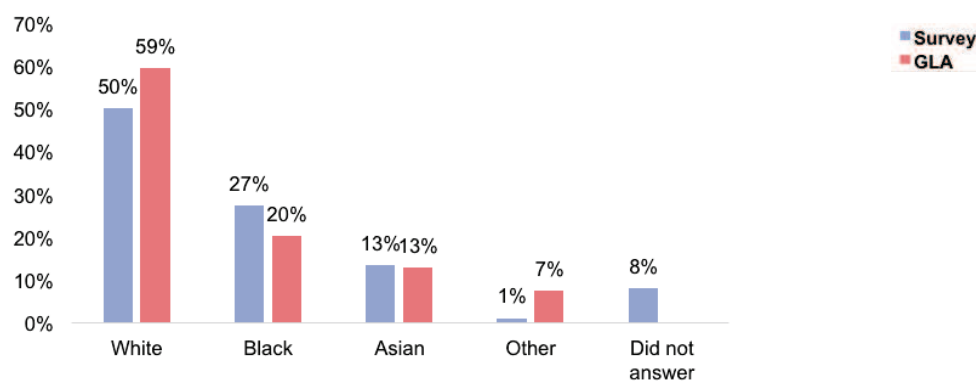
- 5.8 A breakdown of **gender** shows that 68% of our respondents were female and 32% were males.
- 5.9 The survey sample represented a good mix of different **age** groups. We have a comparatively high representation of the over 65's (see Figure 5.1).

Figure 5.1: Breakdown by gender of community survey respondents



- 5.10 Ethnicity is also broadly representative of the ethnic breakdown of the population of Greenwich. Figure 5.2 shows a comparison of the ethnicity of the survey respondents and overall Greenwich population.

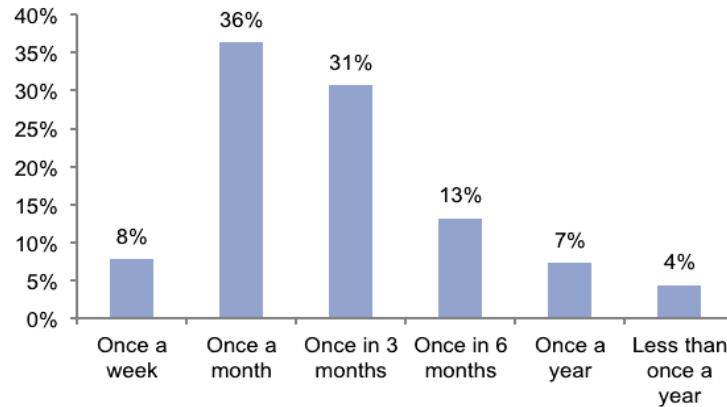
Figure 5.2: Breakdown by ethnicity of community survey respondents and overall Greenwich population (GLA Projections 2017), 18<sup>th</sup> October to the 11<sup>th</sup> of November 2017



## Overall use of Pharmacies

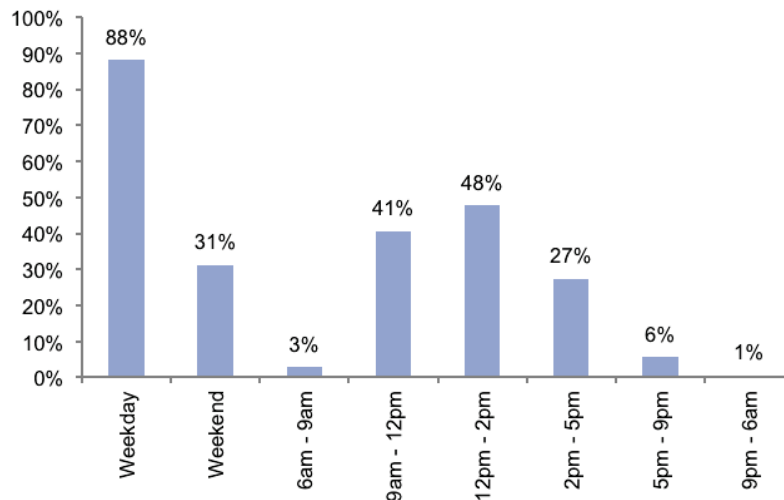
**5.11** When asked about **how they use the pharmacy**, about 36% of our respondents use the pharmacy monthly and 31% use it once every three months. Only about 8% of our respondents use the pharmacy weekly (Figure 5.3).

**Figure 5.3: Breakdown of frequency of use in pharmacies by respondents, 18<sup>th</sup> October to the 11<sup>th</sup> of November 2017**



**5.12** Most respondents (88%) use the pharmacy on weekdays. The most popular times of use are between 12pm- 2pm and 9am to 12pm. More than a quarter of the respondents use the pharmacy between 2-5 pm (see Figure 5.4).

**Figure 5.4: Breakdown of day and time of use of survey respondents**



**5.13** When asked **why they use their chosen pharmacy most often**, 53% of respondents stated that they are satisfied with the overall service they receive from their pharmacies. 76% of respondents said that the most important reason for using a pharmacy was its location; this was followed by: friendly staff, the pharmacy being open when they need it and convenience by public transport.

**5.14** Nearly 95% respondents use the pharmacy for their own needs, about 43% use it for their spouses/partners and 35% for their children.

**5.15** The top five **pharmacy services respondents are using** are:

- Obtaining prescription medication (92%)
- Over the counter medication (70%)
- Repeat prescriptions (63%)

- Advice from pharmacist about how to take prescription medication or what over the counter medication to buy (55%)
- Advice from pharmacist on how to manage minor ailments/injuries such as cold, cough etc. (49%)

**5.16** The top six **pharmacy services respondents are aware of but do not use** are:

- Prescription collection service (24%)
- Home delivery service (24%)<sup>1</sup>
- Electronic prescription service (24%)
- Flu vaccination service (20%)
- Advice from pharmacist on healthy lifestyles (20%)
- Stop smoking/nicotine replacement therapy (20%)

**5.17** The top 5 services **respondents would use if available** are:

- Home delivery and prescription collection service – (8%)
- Health checks including glucose Health checks including blood glucose, cholesterol, blood pressure and BMI (height and weight) – (8%)
- Emergency supply of prescription medicines – (7%)
- StrepA sore throat test and treatment – (6%)
- Travel vaccination service – (5%)

**5.18** Only ninety respondents commented on how their pharmacy could be improved. Of those, 30 respondents are happy with the service being provided. Longer opening hours and reduction of waiting times were the top **changes people wanted to see** in their pharmacies. Having friendly and efficient staff, proper seating while people waiting for medications and having medication in stock were other improvements suggested by users. A few users suggested that blood tests should be made available at pharmacies.

**5.19** Thirty respondents left **additional feedback**. Seventeen were happy with the services being provided; a few of them rating their pharmacy as excellent. Those respondents expressed that they really valued the friendly and knowledgeable staff and the fact that pharmacists have the time to talk them through their medication and conditions.

**5.20** Only eight respondents were unhappy with their pharmacies and the reasons for this included: their specific medication not in stock, no private room for consultation and lack of proper seating.

**5.21** Overall, the community survey shows that current pharmacy provision is sufficient for providing a necessary service.

## Protected Characteristics

### Age

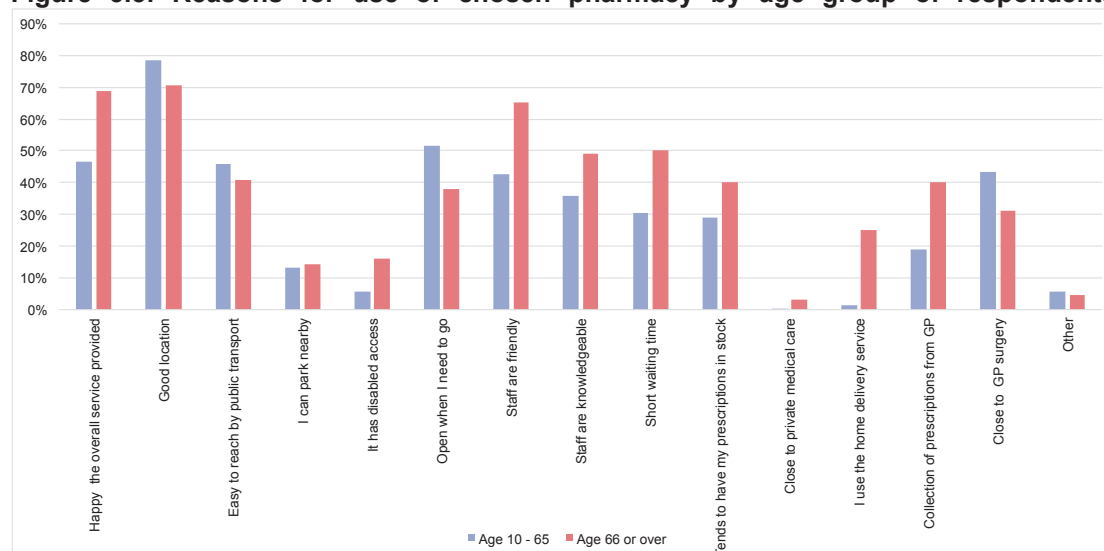
**5.22** The current age profile and projections of the borough are discussed in Chapter 4. Pharmacies provide essential services to all age groups such as dispensing, promotion of healthy lifestyles and signposting patients to other healthcare providers. Pharmacies providing services to vulnerable adults and children are required to be aware of the safeguarding guidance and local safeguarding arrangements.

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<sup>1</sup> Some of these services are not commissioned by NHS, but can be delivered privately

- 5.23** To understand any differences in the use and experience of pharmacies in older people we have carried out the analysis by grouping the age groups that are over 65 and comparing this with the age groups under the age of 65.
- 5.24** We found that the weekly and monthly use of pharmacies in the Over 65's group is higher than the Under 65 population. They also tend to use the pharmacy less over the weekends as compared to the Under 65 population.
- 5.25** The use of home delivery services is more prevalent in the Over 65s. Thirty-eight of respondents who are over 65 use the home delivery service as compared to 14 in the Under 65 age group.
- 5.26** Overall satisfaction with pharmacies in the Over 65 age group is higher at nearly 70% as compared to 46% in the Under 65 group. Good location, friendly staff and not having to wait too long for prescriptions are their top reasons for choosing the pharmacy they frequent (see Figure 5.5).

**Figure 5.5: Reasons for use of chosen pharmacy by age group of respondents**



- 5.27** The top three services used by Over 65s are:
- Obtaining prescription medicines
  - Repeat prescriptions
  - Over the counter medication
- 5.28** The top three services the Over 65s are aware of but do not use are:
- Flu vaccination service
  - Home delivery service and prescription collection service<sup>2</sup>
  - Advice from pharmacist on healthy lifestyles
- 5.29** The top four services the Over 65s will use if available are:
- Health checks
  - StrepA sore throat test and treat

<sup>2</sup> This is not commissioned by NHS

- Travel vaccination
- Blood pressure measurement

**5.30** Out of 135 respondents who are over 65, 31 responded to the question about what could be improved about their pharmacy. 50% of them were happy with the service they received. The main improvement respondents suggested was around opening hours (16%).

**5.31** Based on the sample that we surveyed, we did not identify any gaps in access to the provision of pharmaceutical services based on age.

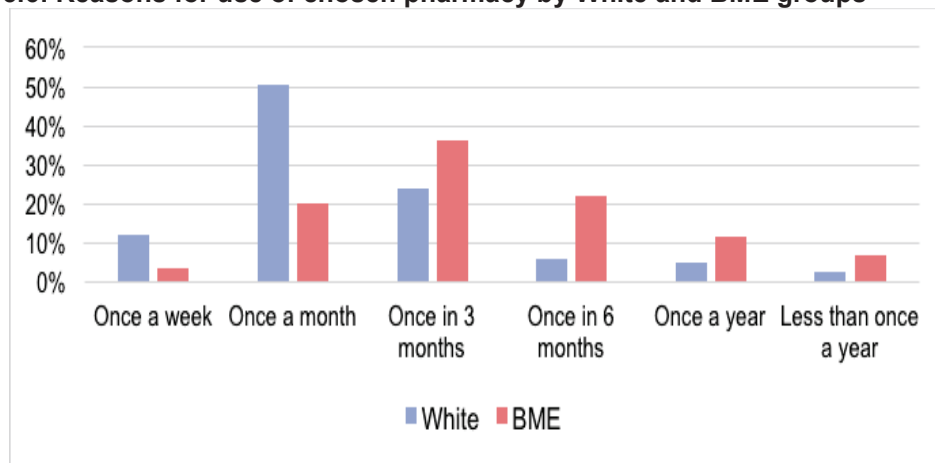
### Ethnicity

**5.32** The sample population surveyed for this PNA was slightly under represented BAME groups. 227 of the respondents identified as White, 124 as Black African/Caribbean or other Black, 61 as Asian. 38% of the white population was Over 65 as compared to 31% in the overall sample.

**5.33** For the purposes of studying differences in the use and experience of pharmacies, we compared all Black and Ethnic Minority populations with groups identifying as White (including British, Irish, and other White).

**5.34** The sample data suggests that the BME population's weekly and monthly use of pharmacies is lower than the white population (see Figure 5.6). However, on further analysis we found that 40% of the White population is over 65 whereas in the BME groups this age group was only 20% which reflects the ethnicity difference by age group across the borough. Therefore, more frequent use of pharmacies by the White population is most likely due to the age profile.

**Figure 5.6: Reasons for use of chosen pharmacy by White and BME groups**



**5.35** The overall satisfaction with the pharmacy of their choice is higher in the White population as compared to the BME population (60% versus 38%); but this again could be because older people tend to have better satisfaction levels with pharmacies.

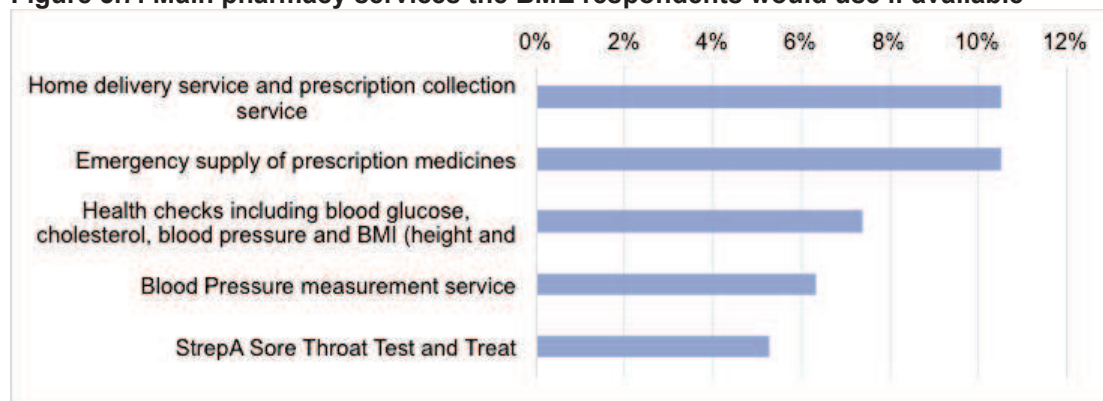
**5.36** No significant differences were noted in the day and time of use by White and BME populations.

**5.37** The top three services being used by the BME population are similar to those in the general population; obtaining prescription medication, over the counter medication and repeat prescriptions.

**5.38** The top three services that they would use if available are:

- Home delivery service
- Emergency supply of medication<sup>3</sup>
- Health checks (see Figure 5.7)

**Figure 5.7: Main pharmacy services the BME respondents would use if available**



**5.39** When asked about what could be improved about their pharmacy, only 23 BME respondents left comments. Seven were happy with the service provided and the main improvement the remainder wanted was around opening hours.

**5.40** In the White ethnic groups, 39 respondents commented, 18 of whom were happy with the services provided. Reduced waiting times, longer opening hours and having more friendly and knowledgeable staff were the key improvements this group wanted to see.

**5.41** Based on this community survey analysis, no gaps were identified in the provision of pharmaceutical services to different ethnic groups, however improvements could be made in the provision of opening hours.

### **Pregnancy and maternity**

**5.42** Fifty-one (12%) respondents to our community survey were pregnant or breastfeeding. Of these, 50 were in the 26-45 age group.

**5.43** Women in this group are more likely to use the pharmacy once every three months rather than weekly or monthly. Other than that, there is no significant difference in their use of pharmacies in comparison to the rest of the survey population.

**5.44** The top three services this group uses already are:

- to obtain prescription medication
- over the counter medication
- advice from the pharmacist about how to take prescription medication or what over the counter medication to buy

**5.45** The top three services they are aware of but do not use are:

- prescription collection service

<sup>3</sup> This is available as NUMSAS or privately



- electronic prescription service
- emergency supply of prescription medication.

5.46 The top three services they would use if available are:

- Home delivery of prescription medication
- Advice from pharmacist on healthy lifestyles
- Health checks

5.47 Respondents in this group did not leave qualitative comments for analysis on suggested improvements or gaps.

5.48 Based on the sample population, no gaps have been identified in the provision of pharmaceutical services for pregnant and breastfeeding women.

### Gender and gender reassignment

5.49 Of the survey respondents, 304 identified as female and 141 identified as male. No respondents identified as transgender.

5.50 Overall women are more satisfied with their pharmacies than men. They also tend to use the pharmacies for their children more than their male counterparts.

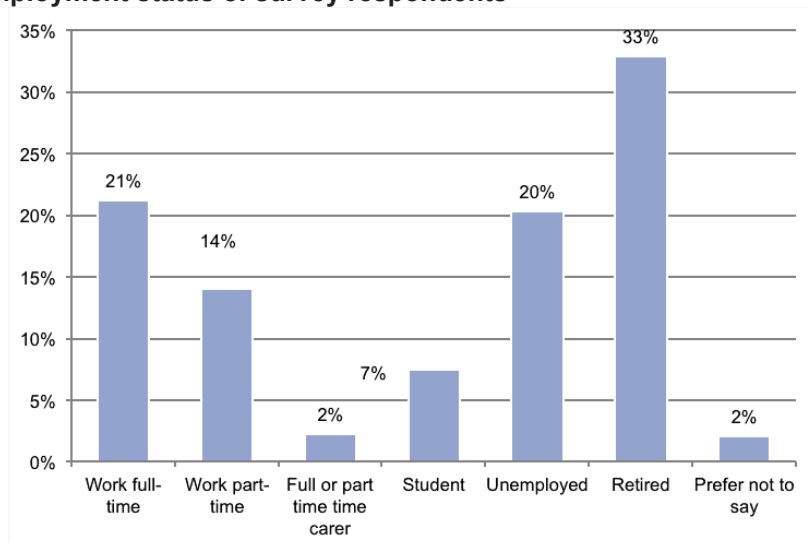
5.51 The use and experience of pharmacies across genders was quite similar. Therefore we found no gaps in the provision of services pertaining to gender.

### Employment Status

5.52 A breakdown of employment status is shown in Figure 5.8. Most respondents were retired or full time employed.

5.53 Students use pharmacies either yearly or less than yearly. Other than that, no significant differences are noted in the use and overall experience of local pharmacies. We found no gaps in the provision of services pertaining to employment status.

Figure 5.8: Employment status of survey respondents



### Disability and Long-Term Conditions

5.54 All pharmacies must comply with the Disability Discrimination Act 1995. Pharmacy contractors may have assessed the extent to which it would be appropriate to install



hearing loops, or provide access ramps wide aisles to allow wheelchair access. Accessible information formats are alternatives to printed information, used by blind and partially sighted people, or others with a print impairment.

- 5.55** Seventy-six respondents identified as disabled, 172 identified as having a long-term condition and 66 said they had both.
- 5.56** The frequency of pharmacy use by the group with disability and/or long-term conditions is mainly weekly and monthly.
- 5.57** 77% of respondents with a disability and about 70% who have a long-term condition are happy with the overall services being provided at their pharmacy of choice. Good location and friendly staff are important factors in their choice of pharmacy. Weekdays between 9 am-12pm seems to be the most popular time for use of pharmacies.
- 5.58** Twenty-seven respondents with disability commented on whether improvements can be made to their pharmacies; 12 were happy with the services being provided. Suggestions for improvement are around reducing waiting times, and friendly and knowledgeable staff.
- 5.59** Forty-six respondents who have a long-term condition commented on whether improvements were needed to their pharmacies. Twenty-one respondents are happy with the service they receive. Suggestions for improvement include longer opening hours, reduced waiting times and friendly and knowledgeable staff.
- 5.60** The top three services being used by disabled respondents are similar to the general sample. Top three services they will use if available are:
- StrepA sore throat test and treat
  - Specialist medication service such as palliative care
  - Travel vaccinations
- 5.61** The top three services that respondents with long-term conditions will use if available are:
- StrepA sore throat test and treat
  - Health checks
  - Travel vaccination service
- 5.62** Based on the response to the questionnaires, the pharmacies are meeting the needs of this protected characteristic and no gaps have been identified. There were no comments on disability specific access requirements or any barriers to use.

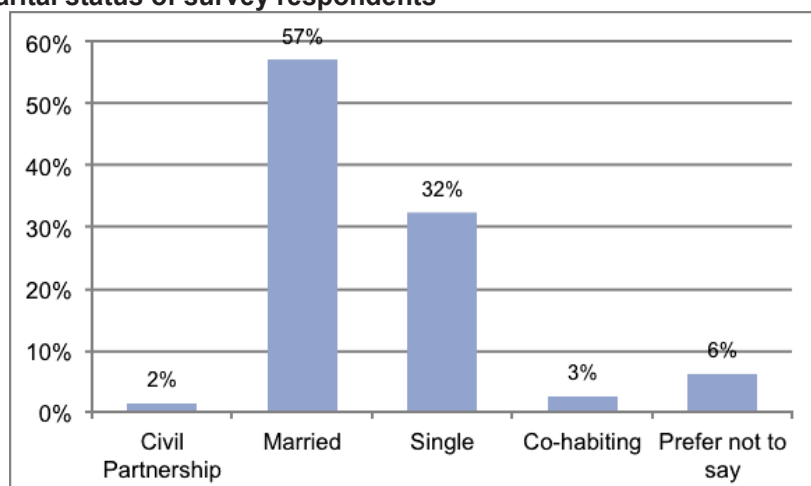
### **Sexual Orientation**

- 5.63** Of the total respondents, 392 identified as heterosexual, eight identified as LGBT and 39 respondents preferred not to disclose their sexual orientation. The sample size for non-heterosexual orientations was too small to comment on any differences between these groups in terms of use and needs with respect to pharmaceutical services. Therefore no gaps were identified for this protected characteristic.

### **Marital Status**

- 5.64** 251 respondents identified themselves as married, seven were in a civil partnership and 12 were co-habiting. 142 identified as single (see Figure 5.9).

**Figure 5.9: Marital status of survey respondents**



- 5.65** No differences were noted in the use and experience of those who are single and those who are married, co-habiting or in a civil partnership. Therefore no gaps were identified pertaining to marital status.
- 5.66** The patient and public engagement undertaken as part of the PNA 2018-2021 process, shows that the current provision of pharmaceutical services is sufficient to meet the current needs of the population and overall well received. No need has been identified for any specialist services for specific populations or the vulnerable.

### **Summary of the Patient and Public Engagement and the Protected Characteristics**

Patient and public engagement in the form of a survey was undertaken to understand how people use their pharmacies, what they use them for and their views of the pharmacy provision. It included an exploration of the health needs specific to protected characteristics and vulnerable groups.

Overall, 453 Greenwich residents and workers responded to the survey. Results showed that residents choose their pharmacy based on ease of location, friendly staff and accessibility in regards to opening times and public transport.

Pharmacies are predominantly used for obtaining prescription medications, over the counter medications or repeat prescription medications.

Overall, people are happy with the pharmacy services they receive in Greenwich. A small number of survey respondents made some suggestions for improvement, these were mainly around provision of opening hours and a reduction in waiting times.

**Overall findings show that the pharmacy provision is sufficient for supplying a necessary service with no gaps in the borough.** However opportunities exist for commissioners and the current network to align opening hours.