

Carers award winner

Cray Hill Pharmacy is a fast paced community pharmacy that is surrounded by very busy surgeries and other secondary care facilities, so there is greater need for supporting carers.

What have they been doing?

The team aimed to expand their flu vaccination campaign so it focused on patients and carers who are not easy to get. This may be due to mobility issues or another illness that might require the services of carers in the home.

How they did this?

The team planned to go out into the community, and inform carers about the importance of flu vaccinations and to myth bust.

To help with this, the pharmacy team created a leaflet that targeted carers and informed them of their eligibility for a free flu vaccination.

The team then shared these leaflets with schools, local community centres and nursing homes, to help encourage carers to get their flu vaccination.

The pharmacy also extended the campaign to those with home care. To help them spread the message, the training delivery drivers informed carers who they met. This was a huge success and a large number of carers came to the pharmacy for a flu vaccination.

What have they achieved?

This pharmacy has played an important part in health promotion, as the general public will come to them for advice on healthcare issues. This also provides an opportunity to develop a rapport and trust with patients.

Their proactive campaign of actively seeking out carers was successful and the pharmacy has:

- given 600 flu vaccinations in 2015/16, which is a big increase from 2014/15 where there were only 60 vaccinations



Ruth Warden (NHS Employers), the winning team and Julia Ellis (Carers Trust)



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- earned them a popular reputation for providing the flu vaccination service within the community
- provided the local community with care and support throughout the winter season

Contact

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- Involve stakeholders, including patients, when planning your campaign
- Work with GPs and other healthcare professionals



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