



Quality Care
Pharmacy Program

HEALTH PROMOTION

Supporting Excellence in Pharmacy

Health promotion in the context of community pharmacy is where the pharmacy actively engages consumers and the community to promote health and wellbeing at a population or group level. Health promotion includes strategies such as health education, health counselling, provision of health information and skills development.

Health promotion activities can provide huge benefits to the local community. The QCPP Health Promotion Checklist (T3H) outlines the requirements for health promotion under QCPP and provide an opportunity to encourage the community to have a better understanding of the health care services you offer in your pharmacy.

STEPS TO HEALTH PROMOTION IN A COMMUNITY SETTING

1. Identify your target audience:
Community groups you may want to visit such as your local nursing home or retirement village, Rotary Club, Probus Club, etc.
2. Familiarise yourself with any resources for the health message/s you will be presenting. Record the time spent familiarising yourself with the resources on your T15B Training Record.
3. Access any relevant resources and tools (posters, brochures, wallet cards) to support your presentation.
4. Organise the venue, date and time and if audio visual equipment is being used for promotion (e.g. laptop, data projector), check who will be responsible for supplying this equipment.



5. Consider how you will market the session and encourage people to attend.
6. Hold the education session and use the time to promote your pharmacy's health programs and services that may relate to the health messages provided e.g. weight loss service, blood pressure monitoring, home medicines review, dose administration aids, etc.
7. Keep a record of the health promotion activities. Records should include details of: the activities undertaken; when they occurred; target audience; and the impact/outcomes of the activities.

STEPS TO HEALTH PROMOTION WITHIN YOUR PHARMACY

1. Train your staff on the health message/s your pharmacy will be promoting. Ensure the time staff members spent attending the training is recorded on their T15B Training Record.
2. Plan the date/s of your health promotion activity. For example, consider either holding a single event or a week long campaign.
3. Access the relevant resources and tools (posters, brochures and wallet cards) to support your health promotion activity.
4. Consider how to get the attention of your customers long enough to engage them in the message you are delivering e.g. staff dress, posters, handouts, decorations
5. Keep a record of the health promotion activities. Records should include details of: the activities undertaken; when they occurred; target audience; and the impact/outcomes of the activities.

■ QCPP website www.qcpp.com

■ QCPP Administration Helpline toll free **1300 363 340** or email help@qcpp.com

■ QCPP Knowledge Hub
www.qcpp.com/knowledgehub