

PROMOTING LONG HEALTHY LIVES:

# THE ROLE OF PHARMACY

In association with **WE100**

The 60+ age group is growing faster than any other age group worldwide, and is expected to double by 2050<sup>1</sup>. This CPD module provides insight into how you can make a positive impact on customers' lives.

## WHAT IS WE100™?

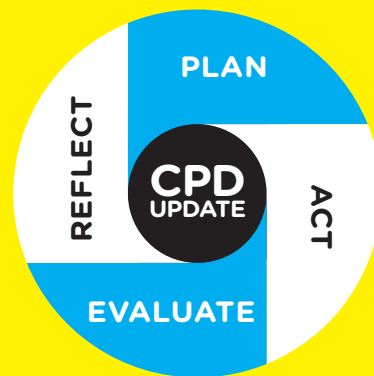
✓ A global initiative developed by Merck Consumer Health to help society prepare for an era of people living 100 years.

✓ In the UK, where life expectancy has been increasing, the focus is to help older people stay healthy and remain more active members of society for longer.

The initiative has highlighted the following risk factors for

ill health among older people, which need to be addressed to help support them:

- Loneliness
- Social isolation
- Social exclusion
- Poor diet
- Low physical activity



## LEARNING OBJECTIVES

- Recognise your role in engaging with customers to help them lead a healthy lifestyle
- Understand factors that contribute to positive health
- Identify the risk factors to older people's health and help customers avoid them
- Be confident in running campaigns in your pharmacy as part of the Healthy Living Pharmacy framework to support WE100™



**MERCK**



# THE IMPORTANCE OF YOUR ROLE



## HEALTHY DIET

In some cases, your older customers' diets may actually be better than those of 19-64 year olds, but they still might not meet the recommended daily intake of various nutrients. There may be several reasons for an inadequate diet, so take the time to sit down and explore these with them.

Factors that may affect your customer having a healthy balanced diet, that may need to be addressed include<sup>2</sup>:



### ECONOMIC

Can they actually afford to live a healthy lifestyle? People with a low income are at higher risk of ill health and disabilities<sup>2</sup>



### SOCIAL

Do they live alone? It has been shown that those who live alone eat fewer meals per day, have a lower daily intake of protein, fruits and vegetables, experience a loss of appetite and tend to be thinner than those living with family<sup>2</sup>



### PHYSICAL

Are they able to leave the house and shop for food if no one is around to help them?

## FAST FACT

Vitamin and mineral supplements can help top up daily nutrient intake

## THE IMPACT OF ILL HEALTH

As a healthcare professional, you have an essential role in helping people manage their long-term conditions; these have a huge impact on the NHS, which will only increase as people live longer and the number of older people grows.

People with long-term conditions account for<sup>3</sup>:

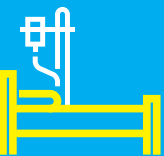
**50%**  
OF ALL GP APPOINTMENTS



**64%**  
OF ALL HOSPITAL OUTPATIENT APPOINTMENTS



**70%**  
OF ALL HOSPITAL BED STAYS



**70%**  
OF TOTAL HEALTH AND SOCIAL CARE SPEND



# MENTAL HEALTH - AS IMPORTANT AS PHYSICAL

As well as sharing diet and lifestyle advice, having conversations with people, particularly older customers, will help you determine the state of their mental health. Mental health and physical wellbeing are deeply connected – e.g. older adults with conditions such as heart disease have higher rates of depression than those who are medically well<sup>4</sup> – further highlighting the need for a holistic approach.

## ★ TOP TIP

When having conversations with older customers, simply asking how they are will help to build a good rapport and encourage them to open up and feel like they can trust you and your team.

### DID YOU KNOW?

The term “public health” encompasses a person’s complete physical, social and mental wellbeing and does not only refer to the absence of disease<sup>5</sup>.



## KEEPING THEM ACTIVE

Engaging your older customers in physical activity (such as walking, cycling and strength exercises) can help reduce the risk of them developing the following<sup>6</sup>:

Condition	Risk reduction
Type 2 diabetes	40%
Cardio-vascular disease	35%
Falls, depression and dementia	30%
Joint and back pain	25%
Colon and breast cancer	20%



# UTILISING YOUR TEAM

With any initiative, engaging the whole team will give you the best chance of success. You may be a Healthy Living Pharmacy (HLP) or on your way to becoming one – it is part of the Quality Payment Criteria and you may even have a Health Champion trained in store. Remember, health promotion and engagement with the local community is a key part of the HLP framework.

You can proactively help your customers live a healthier life. You could inform them about:

- **The various WE100™ park walks around London** – look out for one near you
- **Any activities organised in your area** – check on your local council website

To find out ways in which you can help your team engage with customers, complete the more detailed and interactive e-learning version of this training module.



Go to [www.pharmacymagazine.co.uk/WE100](http://www.pharmacymagazine.co.uk/WE100) to access the module (you will need to register).

The module is also available within the following learning systems: Boots Learning-pharmacyunscripted.co.uk; Celesio-mylearnplus.co.uk; daylewis.net; NPA CPD Hub; Numark Training; Avicenna Academy; and the BPSA EduZone.

**References:** 1. United Nations World Population Ageing Report 2015 2. The Role of Nutrition in Active and Healthy Ageing. JRC Science and policy reports. Tsz Ning Mak, Sandra Caldeira, 2014 3. <https://www.england.nhs.uk/wp-content/uploads/2014/09/Itcinfographic.pdf> [last accessed August 2017] 4. <http://www.who.int/mediacentre/factsheets/fs381/en/> [last accessed August 2017] 5. <http://www.euro.who.int/en/health-topics/Health-systems/public-health-services> [last accessed August 2017] 6. [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/541233/Physical\\_activity\\_infographic.PDF](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/541233/Physical_activity_infographic.PDF) [last accessed August 2017]

