



Public Health
England



How to deliver culturally competent healthcare for communities and people with an ethnic minority background

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NHS England and NHS Improvement



An Inclusive Pharmacy Practice resource for all pharmacy professionals

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This resource pack is published by NHS England and NHS Improvement and Public Health England as part of the work to deliver the Joint National Plan for Inclusive Pharmacy Practice published on 10 March 2021. [Click here](#)

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Introduction to Inclusive Pharmacy Practice

Public Health England and the Chief Pharmaceutical Officer's team at NHS England and NHS Improvement, working with partners, have developed this resource pack to signpost pharmacy teams across all parts of the NHS system to resources that can help you better:

- 1 Understand and interpret local population health data on health outcomes and inequalities.**
- 2 Engage and work with communities and people with an ethnic minority background to design culturally competent and tailored approaches to healthcare delivery.**

There are many factors that impact our health and wellbeing, including our behaviours, the places that we live in, the care we receive, and the genes we were born with. By understanding the population we serve, through better use of health data and being more culturally aware, pharmacy teams in secondary and primary care and community settings can improve care they provide to the people they serve and mitigate against health inequalities.



How to use this resource pack

This pack is for use by all pharmacy teams working across primary and secondary care and community settings. Teams and organisations should consider working together to use the tools. To help you make the most out of the resource pack it is important to have a good understanding of population health management and culturally competent healthcare.

Principle 1: Understand local population data	Principle 2: Effect of sociocultural factors on health decisions	Principle 3: Tailoring existing services
<p>Understand the demographics of your local population</p> <p>Examine intelligence on the disproportionate impact of COVID-19</p>	<p>Identify how patient's sociocultural factors from the local demography influences health decisions</p> <p>Understand how sociocultural factors influence person-clinician interactions (refer to case studies for examples)</p>	<p>Identify how the existing service can be tailored to meet the needs of communities and people with an ethnic minority background (refer to case studies for examples)</p>



E-learning for pharmacy professionals

These training programmes are provided free of charge for health and care staff.



e-Learning for Health platform

Courses within the Public Health Intelligence Programme:

- F1 and F2 Foundations of population health intelligence modules [Click here](#)
- All our health programme. [Click here](#)

Courses within the Cultural Competence Programme:

- The Cultural Competence e-learning tool [Click here](#)

The Population Health Management Programme section includes modules on:

- Introduction to population health management
- Assessing needs
- A practical introduction to population segmentation. [Click here](#)





Health Education England

Health Education England

The Population Health and Prevention section of the HEE website includes:

- Making Every Contact Count
- Digital public health
- Wellbeing and mental health
- Training and educational resources. [Click here](#)

Public Health England

- A guide to using national and local data to address health inequalities [Click here](#)
- HEAT Equity Assessment Tool to support teams to address health inequalities. [Click here](#)



Public Health England





University of Nottingham

Supporting vulnerable patients from medically under-served groups:

- A co-produced e-learning programme for pharmacy and health professionals [Click here](#)



The National Pharmacy Association

- Serving the needs of a diverse community [Click here](#)
- COVID in the countryside [Click here](#)
- NPA podcast episode 3 – Health inequalities: The COVID-19 impact. [Click here](#)



How to understand and use local population data

To help you understand the demographics and health status of your local population, here are some tools and the training needed to use these tools to help pharmacy teams across all sectors.

Public Health England Tools and Health Intelligence Sources

Public Health England has three high level tools that can support pharmacy teams to take a population health management approach to identifying and supporting people to improve health and help reduce health inequalities. In this section we look at these tools and show how you can use them in your professional practice.



1 Local Health

What is Local Health?

- Mapping tool which provides data on a variety of determinants of health, risk factors, and health outcome indicators
- Brings together indicators to allow users to examine inequalities that might otherwise have been hidden over a larger geographic area, as it gives data at local levels
- Presents data for small geographic areas, middle super output areas (MSOAs) and electoral wards, with data also provided for clinical commissioning groups (CCGs), local authorities, and England as a whole along with custom geographies
- Provides instant standard reports as required.

What type of questions can Local Health answer?

1. Which are the most deprived wards in my local area? Which ward has the highest level of child obesity (with confidence intervals)?
2. What are the biggest health risks for people of all age groups living in my local wards?
3. What is the rate of hospital admissions for chronic obstructive pulmonary disease (COPD) and incidence of lung cancer locally?

How do I find Local Health?

[Click here](#) (No registration required).



2 Fingertips

What is Fingertips?

- Explores and visualises over 1,500 indicators related to population health
- Highlights issues that can affect health in a selected locality or geography
- Helps local services to effectively target activity
- Presents data across local authority districts, counties, unitary authorities, and CCGs and allows comparisons across areas.

What type of questions can Fingertips answer?

1. What is the smoking prevalence amongst adults in my district?
2. Has the level of obesity gone up over time?
3. Which section of the population is most at risk of health inequalities? What is the health inequalities gap in my area?
Is the gap getting worse or better?

How do I find Fingertips?

[Click here](#) (No registration required).



3 SHAPE - Strategic Health Asset Planning and Evaluation

What is SHAPE?

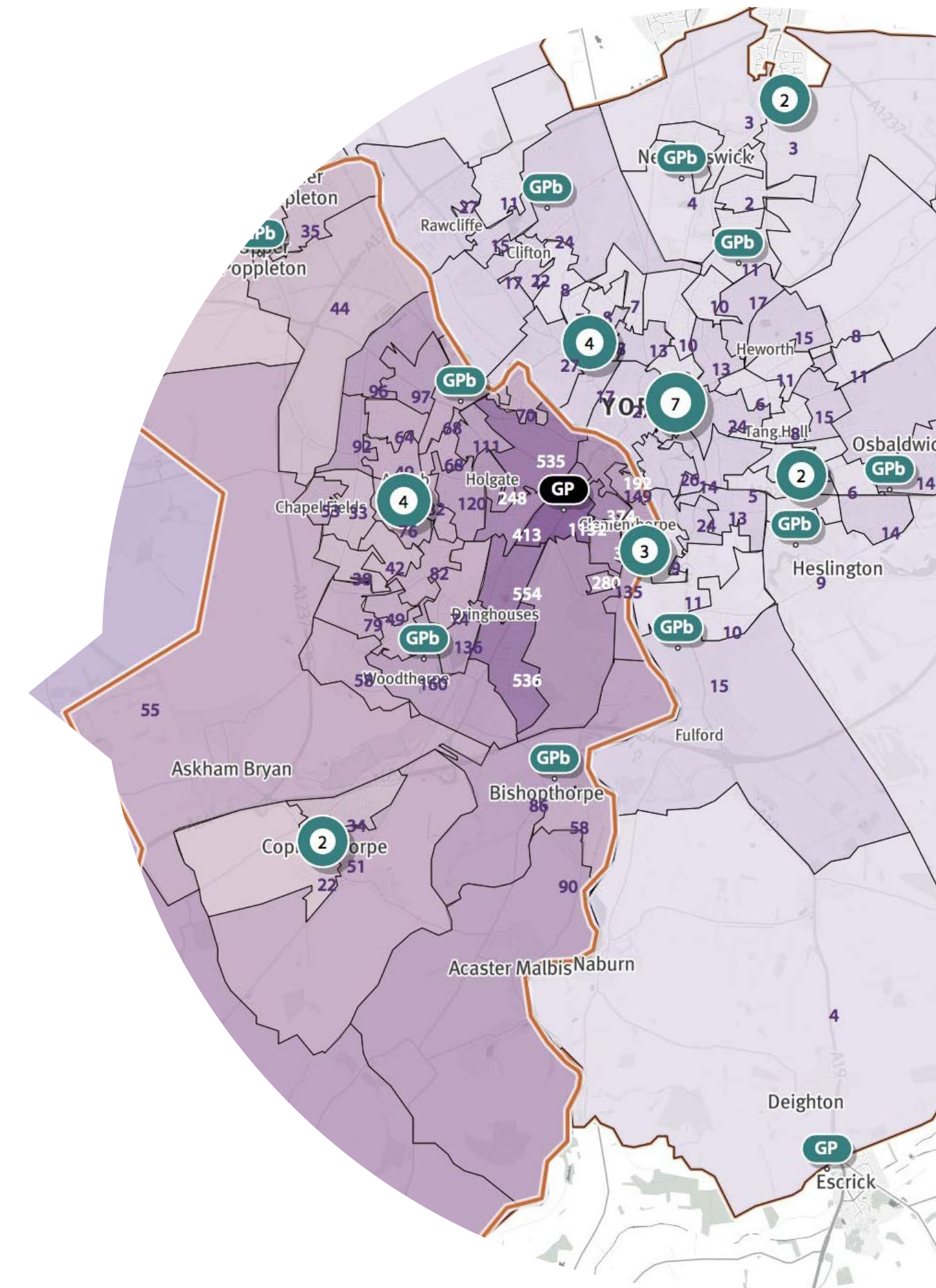
- Informs and supports the strategic planning of services and assets across a whole health economy
- Enables users to flexibly evaluate and test the impact of health service plans
- Contains a comprehensive overview of the healthcare estate, including primary and secondary care, community pharmacies and dentists
- Has flexible geographies including integrated care systems/sustainability and transformation partnerships, CCGs, local authorities, wards and local super output areas (LSOAs).

What type of questions can SHAPE answer?

1. Where are GP practices and pharmacies located in my local area?
2. How many people can travel to a pharmacy location within a specified length of time and mode of transport?
What is their demographic breakdown?
3. What is the rate of emergency admissions for heart disease amongst my local population?

How do I find SHAPE?

[Click here](#) (You will need to register to use SHAPE).



4 Online training in population health management

Public Health England Local Knowledge and Intelligence Service can provide tailored online training and demonstrations to pharmacy teams over two sessions, each lasting two hours and covering:

- Understanding data, proxy measures, basic statistics
- Fingertips
- Local Health
- SHAPE

[Click here](#)



Engaging with stakeholders and community groups

Pharmacy teams in secondary and primary care and community settings will open up further opportunities to tackle inequalities and provide inclusive practice when they collaborate with other professions and work as multidisciplinary teams within the local healthcare system.

It is important that pharmacy teams engage with community support groups, faith leaders, patient organisations and local charities as they seek to better understand the needs of their population and co-design any health interventions they may want or need.

Examples of teams pharmacy can engage with depending on the specific focus are:

- Pharmacy professionals in hospitals, primary care networks, general practices, community services, community pharmacy
- Regional, system and provider health inequalities leads and senior responsible officers
- Social prescribers in primary care networks
- Local authority community engagement groups
- Public health teams
- Population health management teams
- Local Health Intelligence networks
- Faith and community groups.



A key part of this is beginning to develop stronger partnerships with diverse local community groups; building on local ideas and using the strengths of individuals and partner organisations to give us new opportunities and ways to improve the health of our communities.

Read this helpful guide to engagement from NHS England and NHS Improvement. [Click here](#)

NICE have a guide on community engagement:

- Improving health and wellbeing and reducing health inequalities. [Click here](#)

Also from NHS England and NHS Improvement:

- Communicating with black and south Asian communities (you will need to register to join the Public Health England Campaign Resource Centre to access this guide). [Click here](#)



Sharing good practice

Here are some examples of current practice with the primary aim to inspire pharmacy teams to deliver inclusive care to and mitigate inequality in their populations. This includes case and links to inspiring services from individuals and teams across the country.

This resource pack is by no means exclusive to any single characteristic and we ask you to bring cases to us so that we may share on our platform. [Please contact us here](#)

1 Wise Up To Cancer - Bradford

Funded by Yorkshire Cancer Research, Wise Up To Cancer aims to increase breast, bowel and cervical screening and understanding of cancer signs and symptoms in South Asian women. Recognising that attendance for screening is generally lower in women from ethnic minority groups.

References:

Wise Up To Cancer Bradford. [Click here](#)

Breakout Session - Community Pharmacy. [Click here](#)



2 Prevention scheme (sexual health and contraception services) - Birmingham

163 community pharmacies (100 Tier 1 and 63 Tier 2) now deliver sexual health services on behalf of Umbrella. This intervention aims to

- Further reduce the number of unplanned under-18 conceptions. Increase access to testing and diagnosis for chlamydia in 15–24-year-olds.
- Reduce rates of late HIV diagnosis.
- Improve support for people vulnerable to, and victims of, sexual coercion, sexual violence and exploitation. Better access to services for high-risk communities.
- Prompt access for earlier diagnosis and treatment of sexually transmitted infections (STIs). Increased use of effective, good quality contraception.
- Reduce the number of people repeatedly treated for STIs. Reduce the number of initial and repeat abortions.
- Reduce the transmission of HIV, STIs and blood-borne viruses.

Umbrella Sexual Health Service. [Click here](#)

References:

Collaborating with community pharmacists to deliver sexual health services. [Click here](#)



3 Hypertension Health Equity Audits - Dudley

Dudley Metropolitan Borough Council engaged with general practice and used practice-based clinical pharmacists to:

- Identify patients previously recorded as having a high blood pressure reading, with a view to diagnosing more hypertensive patients
- Manage hypertension to NICE targets rather than to quality and outcome framework targets and thereby improve life expectancy and outcomes for people with hypertension and related diseases. Over 2,000 patients were reviewed and 1,096 new patients were diagnosed with hypertension over two years.

References:

Managing hypertension in Dudley clinical commissioning group (CCG). [Click here](#)

Implementing NICE Guidelines to reduce inequalities and improve the healthy life expectancy of the population of Dudley – Optimising Hypertension management in Dudley. [Click here](#)



4 Supporting the local homeless population - Haringey

The COVID-19 pandemic has emphasised the steps that need to be taken to make healthcare more accessible and inclusive to vulnerable communities.

Federated4Health, Haringey's GP Federation in North London, is an example of primary care and other health and social care organisations working together to combat homelessness in their local area.

References:

GPs in Haringey join forces with health and care services to support local homeless population. [Click here](#)



5 Improving vaccination advocacy and uptake in ethnic minority groups from community pharmacies - PILOT

Community pharmacies are convenient, accessible locations for the provision of vaccination services, and the role of community pharmacists as trusted healthcare professionals to administer vaccines is established (Kirkdale et al, 2017). Boots UK is undertaking pilot work to improve COVID-19 vaccination uptake from its pharmacies, especially in people of ethnic minority heritage.

This pilot work aims to:

- Identify community pharmacies in locations with the greatest potential for impact
- Reach ethnic minority communities with accurate, inclusive information about vaccine administration
- Build confidence in the COVID-19 vaccine and in equitable distribution via Boots pharmacies among ethnic minority communities
- Support the NHS to drive improved rates of COVID-19 vaccine uptake in ethnic minority communities.

References:

Improving vaccination advocacy and uptake in ethnic minority groups from community pharmacies - PILOT (you will need to register for the Future NHS platform to read this case study). [Click here](#)



6 Addressing Inequalities for ethnic minority staff and communities - West Yorkshire and Harrogate Intelligence and Insight Pack

This pack provides a summary of intelligence published to date regarding inequalities related to ethnicity for the population of West Yorkshire and Harrogate and also the staff that work for the West Yorkshire and Harrogate Health and Care Partnership.

This pack contains:

- Intelligence data on population demographics, coding of ethnicity and disproportionate impacts of COVID
- Insight from ethnic minority population groups related to health and wellbeing
- Intelligence and insight for inequalities for BAME staff.

References:

Ethnic Minority Population Intelligence Pack. [Click here](#)



7 Giving back to the community: Green Light Pharmacy - London

Green Light pharmacies are deliberately situated in areas of socio-economic deprivation and multi-cultural communities and the staff profile reflects this diversity. By doing this, the co-operative aims to reduce language and cultural barriers that sometimes prevent people from seeking care and support from other local health care providers.

The organisation offers a wide ranging programme of public health interventions:

References:

The community pharmacy offer for improving the public's health (See Page 9). [Click here](#)



8

Other examples of work, evaluations and documents

Title	Summary
Best Practice in the Delivery of Diabetes Care in the Primary Care Network	<p>We have reviewed the current literature and diabetes services available, identifying best practice and gaps in the delivery of diabetes care. This guideline discusses various recommendations based on these findings particularly on the development of diabetes care delivery at the level of the PCN.</p> <p>References:</p> <p>Best Practice in the Delivery of Diabetes Care in the Primary Care Network. Click here</p>



Title	Summary
Lloyds Pharmacy Ramadan and fasting diabetes guide	<p>Pharmacists play an essential role in supporting patients with long-term conditions and advising them on the safe and effective use of their medicines. This toolkit is designed to help you understand the key elements of Ramadan and fasting in order to support patients with diabetes. This can also be a valuable aid in carrying out a Medicines Use Review (MUR) effectively.</p> <p>References:</p> <p>Ramadan: Diabetes and fasting toolkit. Click here</p>
Pharmacist led cardiovascular services within primary care provided by CV pharmacists	<p>Evaluation of a pharmacist led cardiovascular services within primary care provided by CV pharmacists. This study shows that the new pharmacist-led cardiology services have a positive impact on overall CVD risk reduction since its start in June 2016.</p> <p>References:</p> <p>Evaluation of pharmacist-led cardiovascular services within primary care provided by cardiovascular pharmacists. Click here</p>



Title	Summary
Evaluation of a cardiovascular disease opportunistic risk assessment pilot ('Heart MOT' service) in community pharmacies	<p>Community pharmacies can provide a CVD risk assessment service in a UK urban setting that can attract males and provide access for deprived communities and Black and Asian communities. A pharmacy service can support GP practices in identifying and managing the workload of around 30% of clients.</p> <p>References:</p> <p>Evaluation of a cardiovascular disease opportunistic risk assessment pilot. Click here</p>
NICE pharmacist led hypertension service for Afro-Caribbean patients	<p>This project involved training pharmacists, who were not patient facing, to undertake a person-centred consultation and undertake hypertension review clinics in practice to help support patients to improve their blood pressure..</p> <p>References:</p> <p>Pharmacist Led Hypertension Review Project in Black (African or African-Caribbean origin) Patients. Click here</p>



Title	Summary
Community group of healthcare professionals providing education and support to those from Black African/Caribbean backgrounds and local organisations to get better health outcomes	<p>CAHN is a Black-led organisation set up to address the wider social determinants to reduce health inequalities for people of Caribbean & African in Greater Manchester and beyond. We work with the Black community and cross-sector organisations to build community resilience, relationships and a social movement to reduce health inequalities.</p> <p>References:</p> <p>Caribbean and African Health Network. Click here</p>



What can you do next?

Actions:

- 1 Have a read of our case studies; reflect on how you may be able to adapt to your setting
- 2 Complete some of the e-learning on Page 2
- 3 Find out what your organisation, local public health teams and/or local commissioners are doing around health inequalities and see how your pharmacy team can get involved
- 4 Use Public Health England tools to understand your population and what matters to them
- 5 Consider how you and your team speak to people with ethnic minority backgrounds and how you can engage with them and with wider community groups and patient organisations to develop more culturally competent conversations and service provision
- 6 Develop an action plan with your team.



Annex 1: Definitions

Population Health Definitions

Term	Definition
Public Health	<p>“Improving the health of the population rather than treating the diseases of individual patients” (Donaldson, 2003)</p> <p>“The science and art of promoting and protecting health and well-being, preventing ill-health and prolonging life through the organised efforts of society” (Acheson, 1988)</p> <p>“all organised measures (whether public or private) to prevent disease, promote health, and prolong life among the population as a whole” (WHO, 2015)</p> <p>Public Health is about:</p> <ul style="list-style-type: none">• the health of the population not just individuals• improving health and prevention rather than treating disease• working across a range of organisations to tackle health inequalities and improve people’s health.



Term	Definition
Populations	<p>Populations can be:</p> <ul style="list-style-type: none">• people living in a ward, in a city or in a county district• people with similar characteristics, for example, of similar age, ethnicity, gender• people with similar health needs
Population Health	<p>Population Health is about:</p> <ul style="list-style-type: none">• the needs of the population rather than the individual• improving the health and wellbeing of an entire population• improving the wellbeing, physical and mental health of the population, while reducing health inequalities. <p>There are many factors that impact our health and wellbeing, including our behaviours, the places that we live in, the care we receive, and the genes we were born with.</p>



Term	Definition
Population Health Intelligence (PHI)	PHI is concerned with providing information to support decision-making to improve the health of populations. It involves turning data into useful information, providing relevant health intelligence to make decisions.
Population Health Management (PHM)	<p>PHM is an approach that uses health intelligence to help health and care systems to improve population health and wellbeing.</p> <p>By using PHM systematically, it can help to:</p> <ul style="list-style-type: none">• understand the current and future needs of our populations, including health inequalities.• target support where it will have most impact (often using analytical tools such as segmentation and stratification).• act as early as possible to keep people well - not focusing only on people in direct contact with services – and can involve stopping people becoming unwell in the first place (prevention).



Term	Definition
Wider Determinants of Health	<p>The wider determinants of health are:</p> <ul style="list-style-type: none">• a diverse range of social, economic and environmental factors which impact on people’s health• influenced by the local, national and international distribution of power and resources which shape the conditions of daily life• influential on the extent to which different individuals have the physical, social and personal resources to identify and achieve goals, meet their needs and deal with changes to their circumstances.



Annex 2: Useful websites and links

Inclusion Health Tool for Primary Care Networks. [Click here](#)

A Well-led Approach to Health Inequalities - December 2020 & January 2021 webinars - Equality and Health Inequalities Network - FutureNHS Collaboration Platform. [Click here](#)

Inclusion Health: Applying All Our Health. [Click here](#)

The community pharmacy offer for improving the public's health: A briefing for local government and health and wellbeing boards. [Click here](#)

The South Asian Anticipatory Care Project (NHS Greater Glasgow and Clyde). [Click here](#)

Diabetes in BME Communities: Raising awareness, improving outcomes and sharing best practice. [Click here](#)

Cultural competency: professional action and South Asian carers. [Click here](#)

Shared Leadership for Change. [Click here](#)

Nutrition in an ethnically diverse society - What are some of the key challenges? [Click here](#)

What is the role of the NHS in tackling health inequalities? [Click here](#)

The Friends, Families and Travellers organisation. [Click here](#)

