



The Healthy Living Alliance

together making the most of life

in partnership with Boots



In response to the recent 'Pharmacy in England' white paper, The Healthy Living Alliance (HLA) has teamed up with Boots to work in partnership in the delivery of Boots pharmacy training programme.

The Healthy Living Alliance and Boots would like to invite you to take part in this new national programme.

In this guide, you'll find out how your project can get involved and why we're supporting it.



After extensive research into community organisations, Boots felt that the HLA and its members* was the ideal partner to deliver a UK volunteering programme for its 600 trainee Pharmacists.

The volunteering programme is designed to give the trainees an insight and experience of working with communities at ground level. The aim is to give them a better understanding of local health needs and issues and ultimately enable them to develop long-term relationships with local Healthy Living Centres and Initiatives (HLC/I's) once they've qualified.

In brief

1. This will be seen as a national programme and will be incorporated into Boots pharmacy pre registration training across the UK. Approximately 50 – 70 HLC/I's could potentially be involved.
2. Using the HLA website 'search facility' database, small teams of Boots trainee Pharmacists will directly contact individual HLC/I's.
3. The HLC/I and the Boots trainee Pharmacist team will jointly agree a fun, challenging community day.
4. The 'Team Challenge' is a partnership between the Boots trainee Pharmacists and the HLC/I.

Both partners should consider the following:

- The team challenge could be any type of activity that you both want to deliver; it could be health related, such as a health awareness day, that utilises some of the trainees' knowledge. For more ideas, please see the 'other ideas' list below.
- What skills, experience and knowledge already exists within your organisation (HLC/I) and what the trainee Pharmacists can and will bring to the event.
- What communities you are targeting? i.e. older people, children and families, unemployment etc.
- Reliable research on local health need.
- Ensure that organisational liability insurance, policies and procedures are in place **.
- An agreed timescale.

Other ideas for challenges

A HLC/I may prefer a 'hands on' challenge that could benefit local communities in some way. Examples could be:

- Redecorating a room that is needed by the local community i.e. crèche, youth club, counselling room.
- Digging and clearing land to create an allotment.
- Planting trees and flowers for a sensory garden.

NB - to enable the outcomes and benefits set out below, a 'hands on' challenge would need to incorporate and involve people in the local community or the 'users' of the HLC/I.

- * Annual HLA membership is £50. Membership includes inclusion on the HLA national 'search facility' database as well as a number of other benefits. For more information and to register as a member please go to our website www.healthylivingalliance.org or see page 8 for more contact information. Current members and 'micro members' will automatically be included and invited to participate in the programme. Please ensure that your details on the 'search facility' are up to date.
- ** Participating HLC/I's must have proper and sufficient liability insurance and organisational policies and procedures in place, including, if appropriate, adult/child protection. The HLA does not hold responsibility for loss, damage, injury or any other claims.

Both The HLA and Boots will aim to get media coverage at a local and national level. The HLA will also engage and contribute to Government policy planning, highlighting the benefits and contribution that voluntary and community sector organisations have made to the NHS and Government by the involvement of this programme.



What are the benefits of the team challenge?

Benefits to Boots and its trainee Pharmacists

- Trainee Pharmacists will gain valuable experience of local communities and what health issues they may face.
- Trainee Pharmacists will gain knowledge and understanding of the local environment and the type of issues that may cause barriers to better health.
- They will have a better understanding of how preventative health measures such as social intervention can impact on the long-term clinical health of local people.
- They will develop a longer term relationship and commitment, after qualifying, with HLC/I's and invest in the positive learning and partnership working they have gained.
- They will apply signposting and referrals, using methods such as the HLA electronic signposting and referral facility to local HLC/I's and other organisations, into everyday working practice.
- They will have a greater understanding of the voluntary sector working at a community level.





Benefits to the HLC/I

- Creating a model for activity based corporate partnership working.
- Increasing knowledge and awareness of the types of HLC/I activities that can be developed by working in corporate partnerships.
- Increased recognition of the voluntary sector and ground level service providers as a delivery pathway to 'hard to reach' groups.
- Increasing the HLC/I's ability and opportunity to 'bring in' pharmaceutical clinical expertise and knowledge at a grassroots level.
- Applying new skills and knowledge within the organisation to benefit local communities.
- Increasing the partnership working practices within the organisation.
- Developing long-term relationships with local Boots Pharmacists; for example, jointly promoting awareness campaigns.
- Building the confidence of other local or national businesses by providing 'evidence of successes' of this programme.
- Developing and increasing the consultancy capacity of the organisation to advise other organisations and statutory services of the different methods that can be used to improve or develop healthy living services while working in corporate partnerships i.e. shared learning.

Benefits to local communities

- Opportunities to access pharmacy-related information in a non-clinical environment.
- Opportunities for local people to be involved with a 'team challenge' - gaining confidence and reducing isolation.
- Raised awareness of key local health priorities such as obesity, smoking and sexual health.
- Increased confidence to approach and go to a local Pharmacist for clinical health advice.

Frequently Asked Questions

Q Who is the Healthy Living Alliance?

A The Healthy Living Alliance is a limited company, No. 5914733 and registered charity No. 1118151.

It is the only national charity focusing specifically on healthy living in its broadest sense and on measures to prevent ill health. Essentially, it exists to bridge the gap between the activities which are taking place at grass roots level to help people in local communities and the central statutory sector.

All community based organisations or departments that provide healthy living type activity or take measures to prevent ill health are invited to join.

Q Do I need to be a member of the Healthy Living Alliance (HLA) to be able to be involved?

A Yes. By becoming an HLA member you will be entitled to be registered on the HLA national 'search facility' database. Boots will be using this to make contact with HLC/I's.

Q Does membership cost a lot of money to join?

A No. Annual full membership is only £50 per year, less than £1 per week. All income from membership fees is ploughed back into the HLA.

Q We would really like to be involved, but volunteers run our organisation and we don't receive funding. Do you have bursaries?

A The HLA have a 'Local Network lead' membership option. This enables a full member to nominate up to ten other smaller HLC/I's like yourselves. Please contact the HLA directly for more information.

Q By becoming a member of the HLA, do I get any other benefits apart from registration on the HLA national database?

A Yes. As well as different membership options, the HLA offer a number of benefits, you can find these on our website.

Q Will I get any help in resolving any issues that may arise in connection with this project?

A Yes. Both the HLA and Boots will endeavour to help resolve any issues.

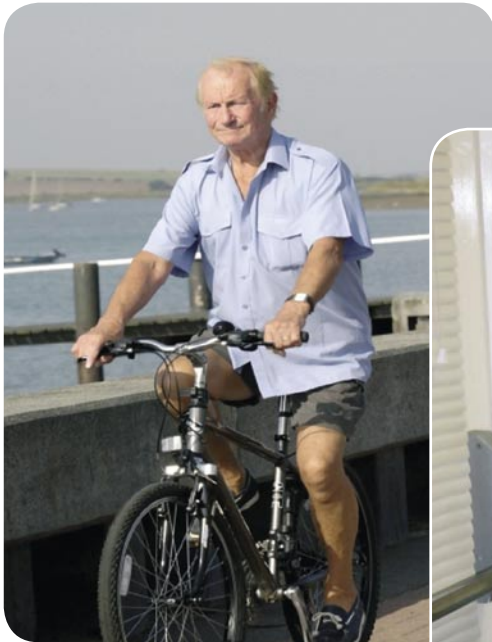
Q Will my organisation be paid to take part?

A No. The team challenge should be seen as a joint venture where both parties mutually benefit.

Q What will happen after the 'team challenge' has finished?

A Both you and the Boots team that you have worked with, will be asked to feed back the experience. This information will be used as a learning tool to help develop future challenges. Both the HLA and Boots hope that a long-term relationship with your local Boots Pharmacists will be established.

You may be asked to contribute case studies and photos. This information may be used for media and publicity purposes as well as evidence to contribute to Government policy planning. Permission will be sought and agreed beforehand.





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For more information about the HLA go to:
www.healthylivingalliance.org

For more information about Boots go to:
www.boots.com

For any other inquiries. Please call Jo Guest on 0781 659 5867 or email:
joanna.guest@healthylivingalliance.org

For more information about how to become an HLA member please contact:
Debbie Hughes
debbie.hughes@healthylivingalliance.org or
call 0750 430 3521. (Tues - Fri)

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