

Improving the Uptake of Healthy Start in Telford and Wrekin

Key Lessons Learned

- Transport can be an issue. It was decided to use existing staff to deliver vitamins to pharmacies. This has been beneficial in building up rapport with pharmacies, answer questions and audit promotion of Healthy Start Vitamins within participating pharmacies
- Healthy Start vitamins have not been available to non-qualifying members of the public with pharmacies only exchanging vitamins for vouchers. The PCT leads are now working with Community Pharmacies to offer Healthy Start Vitamins for sale to all families. This extended service will be up and running in several interested Pharmacies in the near future.

Positive benefits for Community Pharmacies

- Increased footfall in Pharmacies
- In an environment of commissioning and providing, Pharmacies see this as an opportunity to prove they can be effective in delivering services
- Improved relationships between NHS staff and pharmacies.
- Strong Partnership working between Community Health Services, Midwifery services, Surestart Children's Services, Community Pharmacies and Medicine Management

Current Work in Progress to Further Improve Uptake

- Work with midwifery staff to improve vitamin tablet uptake - specifically consideration is being given to supplying all pregnant women with a supply of tablets at their pregnancy booking appointment. This will further raise awareness of the scheme and improve uptake in Community Pharmacies
- On-going awareness raising with both the public and all staff working with families will be crucial for continued improvement in uptake

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