

PNA Communication and Engagement Plan 2017-2018

From 1st April 2013, statutory responsibility for publishing and updating a statement of the need for pharmaceutical services passed to health and wellbeing boards (HWBs). Pharmaceutical Needs Assessments (PNAs) are used when considering applications for new pharmacies in an area and by commissioners to identify local health needs that could be addressed by pharmacy services. HWBs have a duty to ensure revised PNAs are in place by April 2018. The coordination and production of the pan-Lancashire PNA covering the three upper tier local authorities has been delegated to a steering group of partners. This collaborative approach gives ownership of the PNA process across the three localities and aims to encourage the widest range of stakeholders and those with an interest in the PNA to participate in its development.

The purpose of this plan is to ensure the timely delivery of key messages and actions at appropriate stages of PNA development which will take the form of briefings, update reports, links to national campaigns, formal consultation and stakeholder events over the course of the year so that HWBs and stakeholders have a clear understanding of the focus, process, and methodology of the PNA and have the opportunity to actively contribute to its development.

Author: PNA working group		
Version	Date	Status
0.01	14 March 2017	First draft for comments from Steering Group
0.02	19 April 2017	Approved for publishing

Message/Action	Method	Stakeholders	Start date	End date	Frequency	Owner	Status
PNA Awareness Raising article to explain what it is, who produces it, why and how it's used?	<ul style="list-style-type: none"> Website article for HWB/JSNA sites (Check current website) Article in Community Pharmacy Lancashire weekly bulletin 	Health Practitioners, Pharmacies, HWB members, Patients and Public	Mar 2017	May 2017	To be updated periodically	<ul style="list-style-type: none"> PNA Working Group rep in each locality Kath Gulson 	
Share project documents	Reports and project plan uploaded onto HWB/JSNA websites	Health Practitioners, Pharmacies, HWB members, Patients and Public	Mar 2017	Mar 2018	To be updated periodically	PNA Working Group rep in each locality	
To ascertain the services provided by community pharmacies	Electronic Questionnaire via PharmOutcomes	Community Pharmacies	4 May 2017	30 May 2017	Once	PNA Steering Group	
Comments on first iteration of PNA	Draft PNA	HWBs, NHS England, LPC, CCG, LPN, Public Health, Local Healthwatch	15 October 2018	14 November 2018	Once	PNA Steering Group	
PNA Awareness Raising event – to coincide with the 60 day consultation	Stakeholder Event	HWB, NHS England, LPC, CCG, LPN, Public Health, CSU, Dispensing Doctors, Providers, Local Healthwatch, Patients and Public	Dec 2017	Dec 2017	Once	PNA Steering Group	
Public engagement with 60 day consultation period	Social media – twitter and Facebook PNA hard copies placed in libraries and	Public	Dec 2017	Jan 2018	As required	PNA Steering Group	

	pharmacies across pan-Lancashire Attend Healthwatch events Engage with CVS						
Feedback on outcome of Consultation	Summary report and email to link to HWB/JSNA websites where it will be uploaded	HWB, NHS England, LPC, CCG, LPN, Public Health, CSU, Dispensing Doctors, Providers, Local Healthwatch, Patients and Public	Jan 2018	Feb 2018	Once	PNA Steering Group	
Final version of PNA to be approved by each HWB	PNA, Report	HWBs	Feb 2018	Feb 2018	Once	PNA Steering Group	
Disseminate final version of PNA	PNA and email link to HWB/JSNA websites where it will be uploaded	HWB, LPC, LPN, CCG, CSU, Local Healthwatch, Patients, Service users, Local Healthwatch, Public Health, Providers	Mar 2018	Mar 2018	Once	PNA Steering Group	
Notification of amendments to PNA	Email link to PNA and amendments	HWB, LPC, LPN, CCG, CSU, Local Healthwatch, Patients, Service users, Local Healthwatch, Public Health, Providers	As req'd		As req'd	PNA Steering Group	

Risks

Risk	Impact	Likelihood	How managed
Limited commitment from Board members and key partners	High	Low	<ul style="list-style-type: none"> Secure sign up and commitment early from HWB Chair and Members in each locality as early as possible Develop a clear set of key messages outlining the purpose and importance of PNAs Agree dates for updates and synchronise diaries as early as possible
Limited capacity to support development of the PNA	High	Medium	<ul style="list-style-type: none"> Secure sign up and commitment early from HWB Chair and HWB Members in each locality as early as possible Develop mechanism to alert HWB of capacity issues HWB to identify appropriate support for ongoing development as required
Arrangements for development of the PNA are not co-ordinated appropriately	High	Low/negligible	<ul style="list-style-type: none"> Set up a pan-Lancashire working group with appropriate expertise and experience to lead the process The working group will be supported by the HWBs officers to support co-ordination and awareness raising activities Set up regular working group meetings, devise a project plan with tasks assigned to relevant leads and produce a clear communications plan
The purpose/process of the PNA is not clear, well thought through or fully understood	High	Low	<ul style="list-style-type: none"> Driven through national guidance, which builds on existing PNAs with links to national campaigns Ongoing engagement with stakeholders to inform scope and content On-going discussion with LPN (LA) Subgroup and HWB updates at meetings
The PNA does not meet national guidelines and the expectations of HWBs	High	Low	<ul style="list-style-type: none"> Driven through national guidance, which builds on existing PNAs with links to national campaigns Secure support from local intelligence/analysts teams Continual dialogue and feedback through focus groups