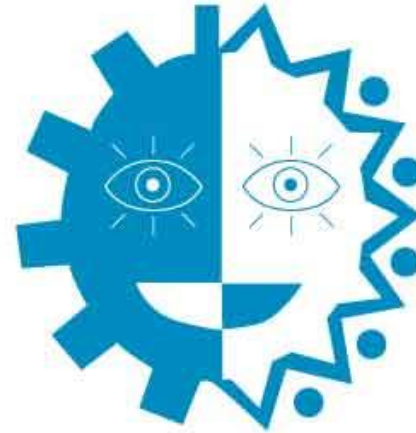


Helen McNamee
Project Manager



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Aim: Improve the knowledge and understanding of self-care for minor ailments through a health literacy approach

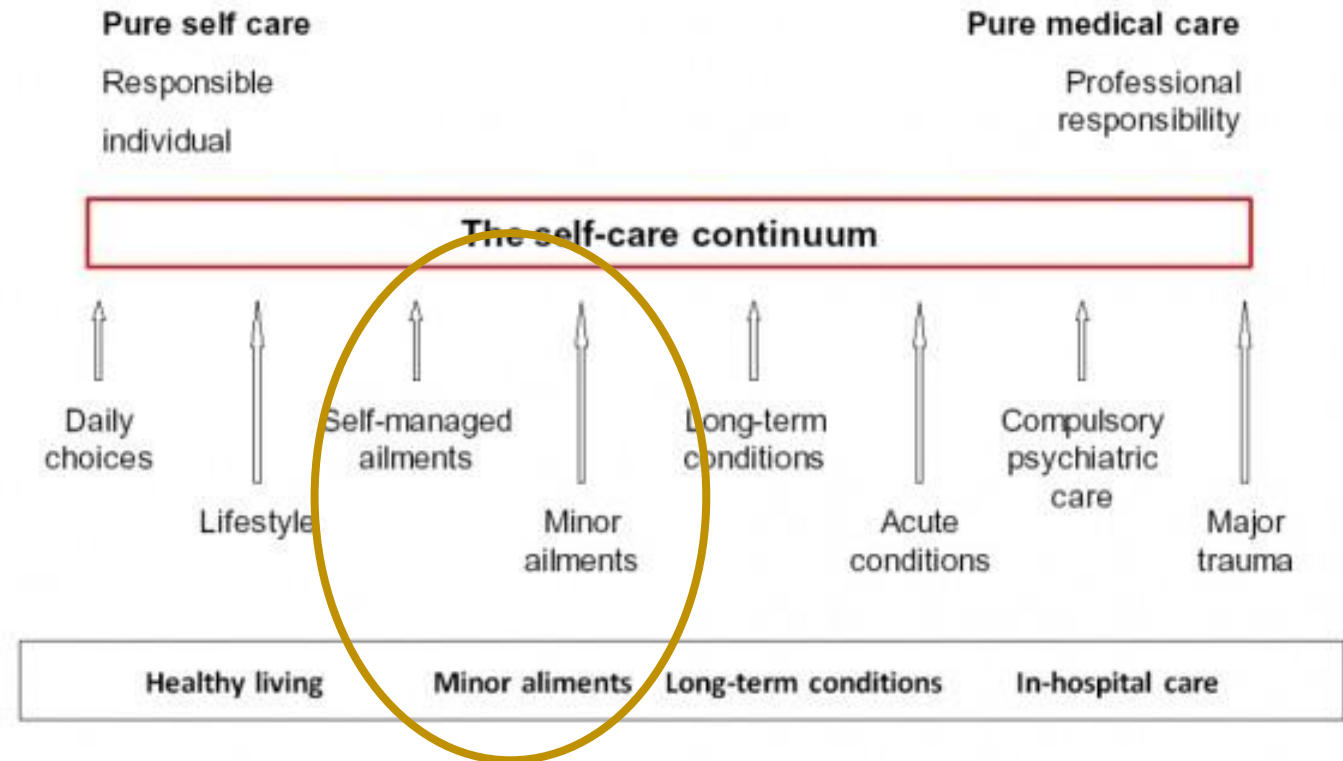


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Self-Care:

The actions that individuals take for themselves, on behalf of and with others in order to develop, protect, maintain and improve their health, wellbeing or wellness (Self-Care Forum)

The self-care continuum



Minor Ailments:

Common or self-limiting or uncomplicated conditions which can be diagnosed and managed without medical intervention including coughs, colds, indigestion, migraine, hay fever

Seven Pillars of Self - Care



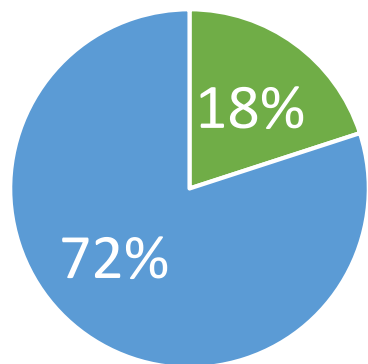
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Project need

GP appointments



■ Minor ailments ■ Other

£1.9 Billion per year in the UK

Every year in NI:

- £8.8m spent on OTC medicines
- £2.2m spent on medicines with little evidence to support their use

32 Paracetamol 500mg

Pharmacy	£0.50
HSC – GP consultation and administration costs	£35

Project need

Reducing funding spent on minor ailments and increasing self-care



More investment available for other more serious health conditions e.g. heart disease or cancer

Pharmacists are excellent resource to help with self-care for minor ailments

Provide advice on

- Remedies and OTC medicines
- How long symptoms will last
- Trained to be aware of warning signs to refer to GP or others



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Health literacy approach

Increasing health literacy could help:

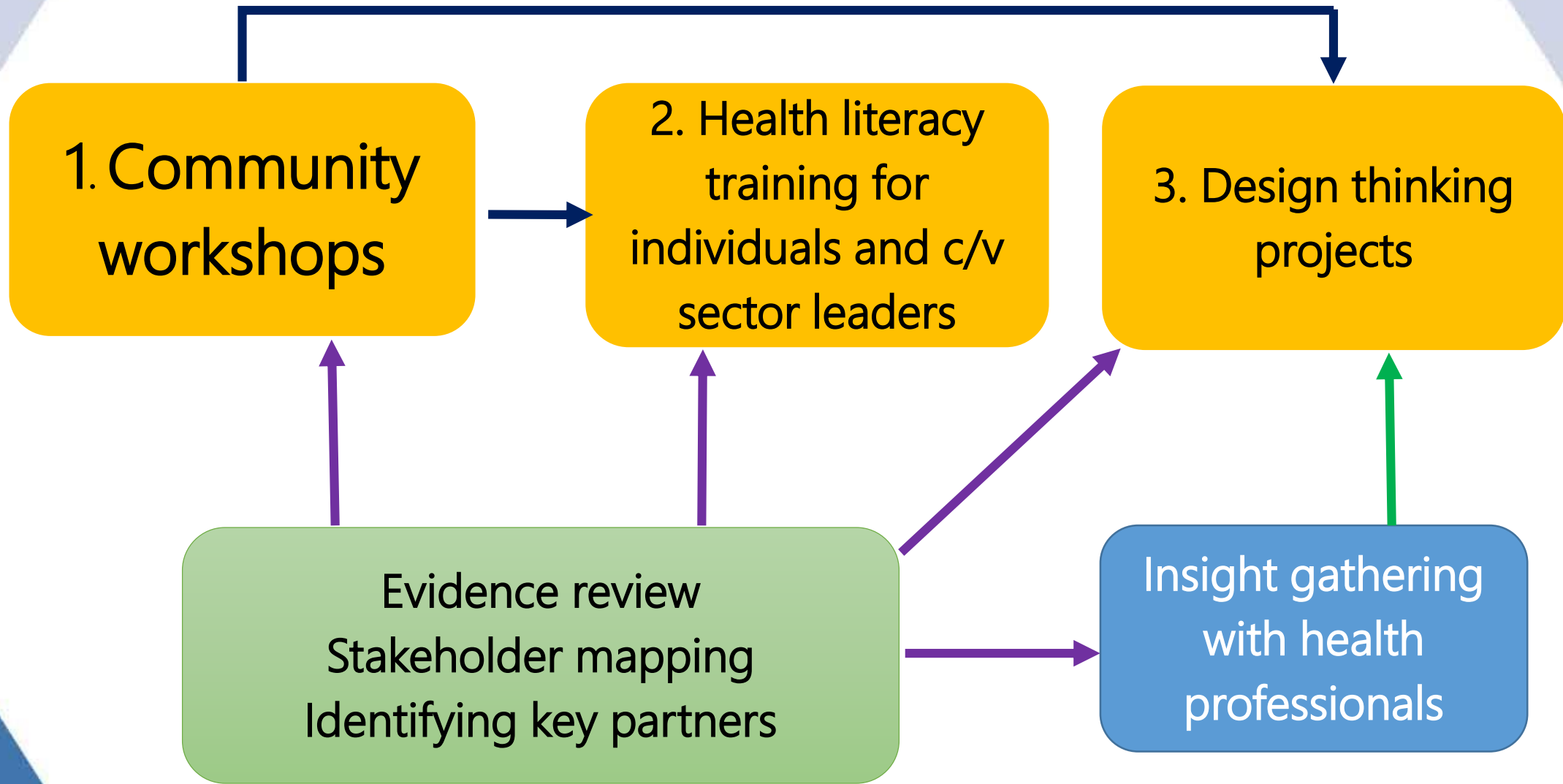
- People decide to go to their local pharmacist for advice
- Increase people's confidence in understanding of symptoms
- Increase peoples understanding of the severity of symptoms
- Recognise that you don't need a GP prescription
- Understanding of branded OTC medications
- More people decide to purchase OTC medications



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Design Thinking

Empathize



Define



Ideate



Prototype



Test



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Sourcing Health Information

- Information from a wide variety of sources
 - Media - TV/Radio/magazines
 - Dr Google
 - Family /friends

"My husband is banned from Dr Google"



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Making decisions about health

- Mixed messages from pharmacist and GP on medications
- Not always clear how to maintain health
- Support groups and Healthy Living Centres
- The 'cure'
- Decisions based on other people and circumstances

"This centre is a lifesaver, you know you can come here if you can't get a Dr appointment"



Engaging with health care systems and structures

- Good positive experiences of pharmacy
- Pharmacy - misconception of offering
- GP – the service and getting an appointment
- GP surgery - change in how role of surgeries and staff

“What does she (the receptionist) need to know for?”



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Self-care and minor ailments

- Confidence in minor ailments
- Pharmacy first?
- Lack of understanding about generic and branded medication
- Some OTC are expensive

"when does a minor become a major?"

"You're conditioned with the idea the pharmacist comes second after the Dr"

"Going to the Dr makes you feel safe and reassured"



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Viral Belfast

30 May at 22:05 · 🌐

👍 Like Page



Absolutely hate this... "you don't need to speak to a doctor"... 🤔😂👏

me pretending to listen to the receptionist at the doctors trying to give me medical advice with her BTEC..

"Stick the wee qualified GP on the phone there Linda and run along now."



👍❤️👏 859

941 comments 345 shares

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