

Collaboration between municipalities and community pharmacies on health promotion

- Exploring barriers and facilitators

Pharmakon

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The aim was to explore the possibility of including community pharmacies in municipal health promotion activities through the identification of barriers and facilitators for municipality-pharmacy collaboration.

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Background

There is an increasing focus on public-private collaboration in municipal health promotion and prevention activities. In Denmark, there is an unused potential in the inclusion of community pharmacies in these activities.

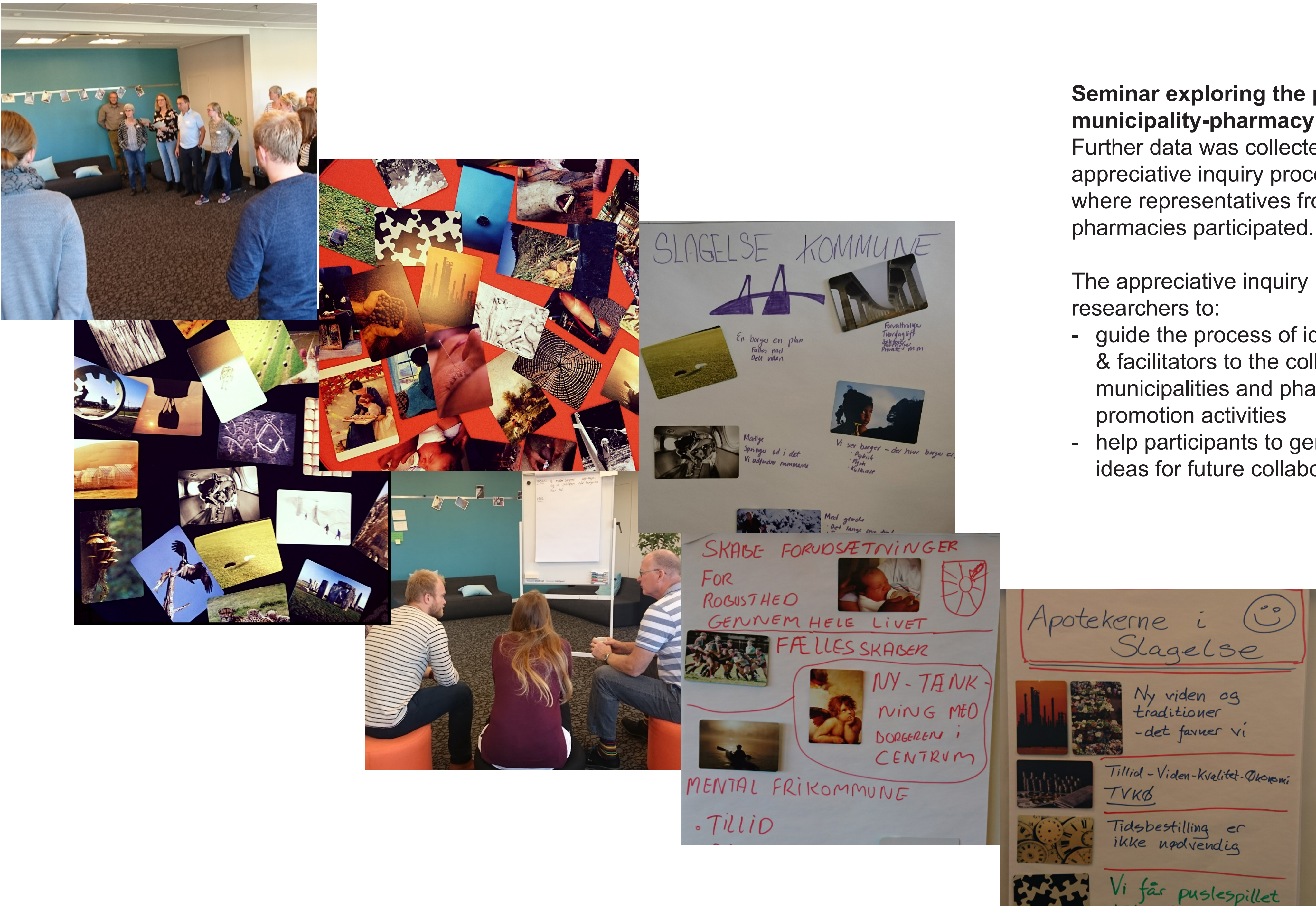
Method

Through an explorative study design, three municipalities and seven local pharmacies were included.

Interviews

Interviews were conducted with management and employee representatives from municipal health departments (N=3) and one pharmacy owner from each municipality (N=3).

The interview guide was based on a tool developed to identify the implementation capacity of health prevention services. The research group jointly analysed the interviews according to the interview themes.



Seminar exploring the possibilities of municipality-pharmacy collaboration

Further data was collected through an appreciative inquiry process at a two-day seminar where representatives from municipalities and pharmacies participated.

The appreciative inquiry process was used by the researchers to:

- guide the process of identifying barriers & facilitators to the collaboration between municipalities and pharmacies on health promotion activities
- help participants to generate and concretise ideas for future collaboration.

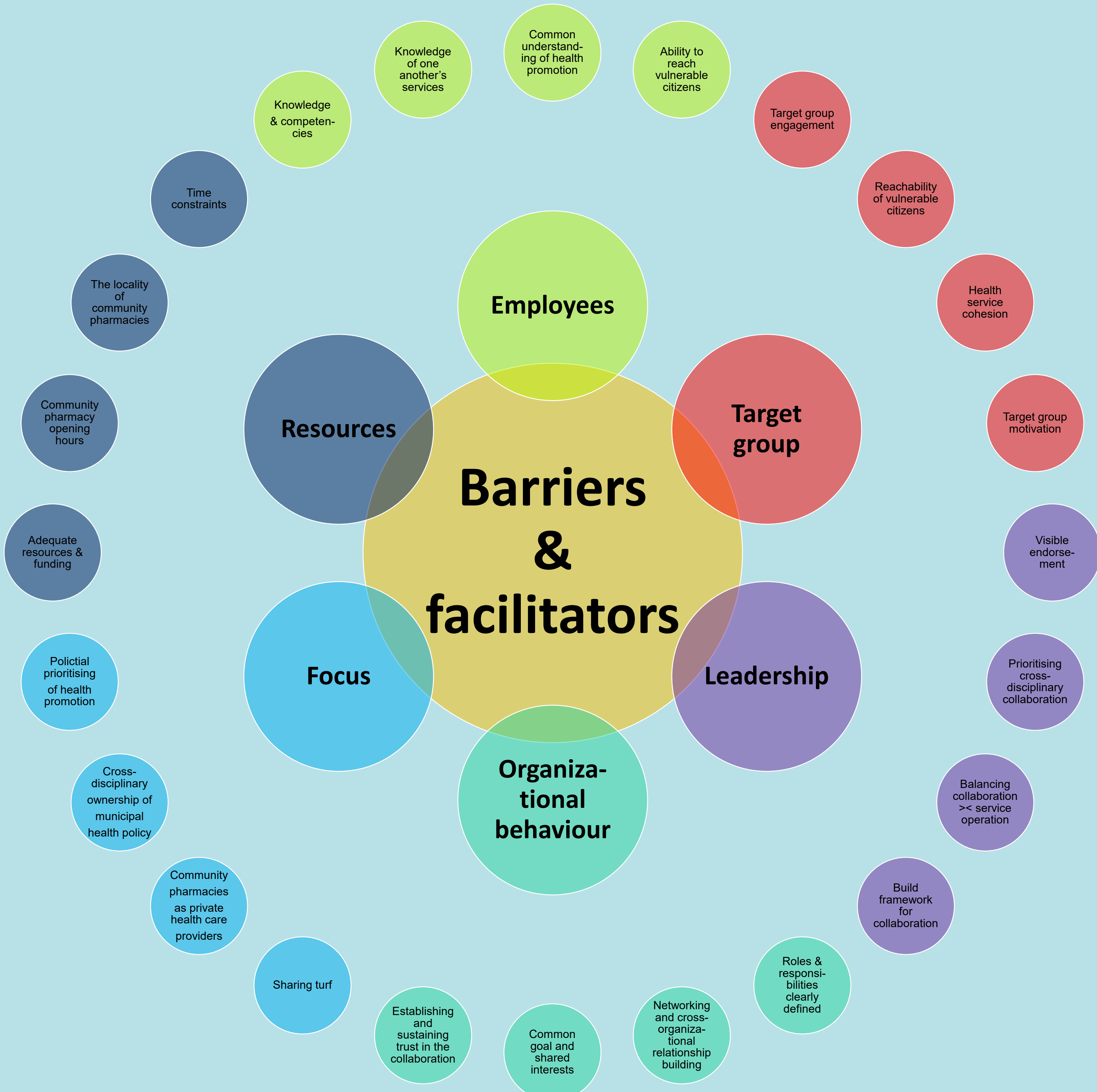
Results

Barriers and facilitators to collaboration were extracted from interview data and summaries from seminar sessions. Though the analysis it became clear that most barriers corresponded to an opposite facilitator.

Thus, the barriers and facilitators were rephrased in a neutral sense, whenever possible. In figure 2 the four most important barriers and facilitators for each implementation capacity theme are shown.

Based on the identified barriers and facilitators tools to support municipality-pharmacy collaboration were developed. The tool kit consists of points to consider at each stage of the collaboration process

Health promotion services at Danish community pharmacies
<ul style="list-style-type: none">- New Medicines Service- Inhaler technique assessment- Competency building (Patients & Health professionals)- Medication management service- Medication use review- Smoking cessation- Vaccination (travel and influenza, offered by private company through community pharmacies)- Drug waste management programme- Dose dispensing- Screening services (hypertension, hyperglycemia)- Weight counselling
Table 1 Examples of health promotion services offered by Danish community pharmacies
Study participants requested guidance or tools to support the establishment or elaboration between municipality and pharmacy.



Conclusions

- Both municipality and pharmacy participants saw many possibilities to collaborate on health promotion activities.
- Interview data revealed that collaboration is supported by a strategic decision (in municipality or pharmacy) that frames the collaboration and drives the process forward.
- A sustainable collaboration seems to be based on both formal organisation and informal relations. Both ingredients seem important for sustaining the collaboration.
- The developed tool kit to support municipality-pharmacy collaboration will be tested in the next study phase.
- Study participants saw no need to develop new services at first – seeing a multitude of possibilities in collaboration on the delivery and implementation of existing services (see Table 1).

Figure 2 Barriers & facilitators to municipality-pharmacy collaboration