

PRACTITIONER AND SPECIALIST COMPETENCIES - EVIDENCE EXAMPLES OF PHARMACY PUBLIC HEALTH

1. Surveillance and assessment of the population's health and well-being

Surveillance and assessment of the population's health and well-being (including managing, analysing and interpreting information, knowledge and statistics). This area of practice focuses on the assessment of the population's health, evaluating, monitoring and communicating the information. This includes information, knowledge and statistics related to the determinants and status of health and well-being and the assessment of needs and outcomes related to health and well-being.

Practitioner competencies	Pharmacy examples
Collect and form data and information about health and wellbeing Obtain and link data and information about health and wellbeing Analyse and interpret data and information about health and wellbeing Communicate and disseminate data and information about health and wellbeing Facilitate others' collection, analysis, interpretation, communication and use of data and information about health and wellbeing	<ul style="list-style-type: none"> ➤ Analysing pharmacy data to identify health needs of the local population or groups with poor health within it (headlice, EHC, STI's, BMI, diabetes, blood pressure, methadone, smoking cessation). ➤ Understanding the importance of different risk factors in a given population, including socio-economic, ethnic and genetic factors in the genesis of specific diseases or conditions. ➤ Monitoring service activities in relation to performance and health indicators (e.g. inequalities in prescribing and substance misuse). ➤ Contributing to the development of a pharmaceutical public health dataset, to inform pharmaceutical care at a population level. ➤ Using data to make predictions for future medicines needs and costs. ➤ Overseeing the collection and interpretation of prescribing data.

Specialist competencies 'Knows and knows how'	'Shows how'	Pharmacy examples
Assessment of health and well being Knowledge and understanding of monitoring systems and trend data analysis Access and use of a range of data to describe the health of the population, including familiarity with methods of measuring morbidity and	Assess and describe the health needs of a defined population using methods of measuring, analysing and interpreting health status, e.g. mortality, morbidity and subjective health status Analyse data, taking into account demographic and other differences between groups being compared using appropriate statistical	<ul style="list-style-type: none"> ➤ Working with the local health community to undertake a needs assessment for the local population or a target group (determining where to site new service such as needle syringe exchange schemes, smoking cessation schemes and palliative care schemes) ➤ Identifying relevant links between pharmaceutical data and other health and

<p>mortality, the burden of disease and health status</p> <p>The strengths, uses, interpretation and limitations of different types of data relating to health</p> <p>Determinants of health</p> <p>The links between social, economic, biological and environmental determinants of health and health needs, and assessment of their relative importance in terms of avoidable, relative and absolute risk.</p> <p>Assessment of health inequalities including use of social deprivation indices</p> <p>Methodologies and statistics</p> <p>The use of statistics and statistical methods to assess and describe population health and health inequalities</p> <p>The strengths and weaknesses of quantitative and qualitative methodologies to describe the public health needs of a population</p> <p>Analysis of data on a small area basis and understanding of the limitations of the analysis</p>	<p>techniques</p> <p>Accurately describe and clearly communicate findings to others and translate into appropriate recommendations for action</p>	<p>morbidity data</p> <ul style="list-style-type: none"> ➤ Advising on action required as a result of health needs assessment ➤ Analysis of prescribing data to assess need for new drugs (statin therapy) ➤ Evaluation of schemes in community pharmacy (smoking cessation services) ➤ Involvement in Annual Public Health Reports
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2. Promoting and protecting the population's health and well-being

This section covers three main areas:
promoting health and well-being;
preventing and screening for disease; and
protecting health and well-being.

Practitioner competencies	Pharmacy examples
<p>Inform individuals, groups and communities about promoting their health and wellbeing</p> <p>Prevent the onset of health effects in populations</p> <p>Contact, assess and support individuals in populations who are at risk from identified hazards to health and wellbeing</p> <p>Work with others to promote health and wellbeing and reduce risks within settings</p> <p>Work with others to protect the public's health and wellbeing from specific risks</p>	<p>Understanding and valuing the role of pharmacy in improving the public's health.</p> <p>Proactively distributing health information leaflets.</p> <p>Recognising inequity, discrimination and its impact on health.</p> <p>Understanding the theoretical models of behaviour change and their relevance in the context of pharmacy health promotion.</p> <p>Contributing to communicable disease control strategies.</p> <p>Contributing to harm reduction strategies.</p> <p>Contributing to screening programmes.</p> <p>Ensuring medicines are used effectively.</p> <p>Understanding fully local on-call procedures for the control of infectious diseases and appreciate the general principles of outbreak management.</p> <p>Understanding the principles involved in childhood immunisation programmes, occupational health and travel health procedures.</p>

Specialist competencies 'Knows and knows how'	'Shows how'	Pharmacy examples
<p><i>Health promotion</i></p> <p>Theoretical models and principles of health promotion practice and their application to public health</p> <p>How strategies for promoting health and well-being may contribute to reducing inequalities and achieving longer-term equity</p> <p>The principles of change management and organisational development</p> <p><i>Prevention and screening</i></p>	<p>Apply health promotion theories to public health programmes</p> <p>Apply principles of change management and organisational development to improve health / service delivery or public health programmes</p> <p>Advise on different aspects of screening and immunisation programmes</p> <p>Contribute to the management of an outbreak</p> <p>Participate in actual or simulated chemical or radiological or other major incident</p>	<p>Ensuring pharmacy health promotion strategies are developed locally (smoking cessation, methadone, care in the sun, sexual health, immunisation, EHC and headlice campaigns).</p> <p>Working with primary and secondary health care professionals to change practice and introduce evidence based medicines.</p> <p>Identifying clear aims and objectives for different pharmacy health promotion interventions.</p> <p>Being familiar with the relevant legal aspects of the law relating to public health.</p> <p>Developing guidance/protocols for the safe administration and disposal of all medicinal products.</p> <p>Developing reporting systems for the identification of potential hazards.</p>

<p>The principles, methods, application and effectiveness of screening for early detection, prevention and control of disease</p> <p>The principles of primary, secondary and tertiary prevention programmes</p> <p>The role and principles behind vaccination and immunisation in prevention of disease</p> <p>Health protection</p> <p>An overall understanding of the roles in, and functions of, local health protection arrangements</p> <p>The nature, causes and occurrence of major communicable and non-communicable disease</p> <p>The principles of the modes of transmission, latency, incubation periods, exposure, herd and individual immunity</p> <p>Management of an outbreak</p> <p>The principles of assessing, investigating and communicating risks to health and well-being including long-term exposure to non-infectious environmental hazards</p> <p>The principles of the public health aspects of emergency planning and managing environmental/chemical and radiological incidents including the roles and legal responsibilities of people and organisations</p>	<p>Deal with the public health consequence of single cases of communicable disease</p> <p>Communicate advice on threats to health to a wide audience</p> <p>Effective use of media for health improvement or health protection</p>	<p>Partnership working</p> <p>Service redesign</p> <p>Managing the drug aspects of an outbreak of meningitis and other communicable diseases</p> <p>Emergency planning and involvement in public health cascades.</p> <p>Vaccine tracking</p> <p>Developing a communication strategy and dealing with local and national media (vaccination programmes/drug alerts).</p>
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involved in protecting the population's health and well-being The law relating to public health protection <i>Use of media</i> The principles of, preparation for, and effective delivery of messages through the media		
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3. Developing quality and risk management within an evaluative culture

The area is based on the ability to assess the evidence of effectiveness of health and healthcare interventions, programmes and services and apply this to practice, and improving services and interventions through audit and evaluation.

Practitioner competencies	Pharmacy examples
Manage the performance of teams and individuals Contribute to improvements at work Encourage behavioural change in people and agencies to improve health and wellbeing	Clinical governance Demonstrating an understanding of different ways of assessing outcomes from a number of different perspectives. Recognising the role of measures of patient satisfaction, qualitative outcomes, patient acceptability and quality of life as key outcomes for health interventions. Understanding and applying the principles of evaluation, audit, research and development and standard setting in improving quality. Using evaluation/audit as a tool to introduce change and to assess all new service developments. Using data collected at local level to evaluate the effectiveness or outcomes of an intervention or service. Using information on effectiveness and outcomes to change a service or impact on the uptake of a new intervention – to get research evidence into practice. Identifying steps for the implementation of recommendations based on research where appropriate and possible. Contributing to the development of multi-disciplinary guidance for identifying and reporting potential hazards (for example the safe administration and disposal of medicines).

	Developing skills and maintaining high standards of pharmacy practice.
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Specialist competencies ‘Knows and knows how’	‘Shows how’	Pharmacy examples
<p>Critical appraisal of the quality of primary and secondary research and knowledge of the hierarchy of evidence</p> <p>Assessment of evidence of effectiveness of services, programmes and interventions which impact on health</p> <p>The different ways of assessing outcomes from a range of perspectives e.g. patient satisfaction, qualitative outcomes, patient acceptability, quality of life</p> <p>The principles and methods of evaluation, audit, research, development and standard setting as applied to improving quality</p>	<p>Conducting a literature review which includes the use of electronic databases, defining a search strategy and summarising results</p> <p>Application of research evidence, evidence of effectiveness, outcome measures, evaluation and audit to influence programmes, interventions, services or development of clinical guidelines and protocols</p> <p>Balancing and interpreting evidence from a range of sources to inform decision making</p>	<p>Carrying out literature review and critical appraisals and providing summarised reports.</p> <p>Teaching and supervising quality assurance and risk management</p> <p>Ensuring the development of clinical governance framework for all aspects of pharmacy practice.</p> <p>Ensuring appropriate pharmacy input into the development of clinical governance frameworks for other health professionals.</p> <p>Identifying and promote good practice.</p> <p>Monitoring performance against national and local indicators.</p>

4. Collaborative working for health

This area of practice focuses on building alliances and working in partnership with other practitioners and agencies to improve health and well-being. The sub-areas are designed to distinguish between analysis, communication, participation and achieving change

Practitioner competencies	Pharmacy examples
<p>Key components</p> <p>Build relationships within and with communities and organisations</p> <p>Develop, sustain and evaluate collaborative work with others</p> <p>Represent one’s own agency at other agencies’ meetings</p> <p>Facilitate meetings</p>	<p>Working with relevant stakeholders to develop pharmacies as a local and accessible advice point complementary to existing services (practice meetings, medicines management, district nurses).</p> <p>Working in partnership with other professionals and agencies to find solutions to specific problems (childhood immunisations and schools).</p>

<p>Enable learning through presentations</p> <p>Enable the views of groups and communities to be heard through advocating on their behalf</p> <p>Provide information and advice to the media about health and wellbeing and related issues</p> <p>Promote effective communication through the use of interpreting services to support rights and diversity</p> <p>Arrange and evaluate translating services</p>	
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Specialist competencies ‘Knows and knows how’	‘Shows how’	Pharmacy examples
<p>The principles and methods of partnership working and the benefits which collaboration can bring to the health and well-being of the population</p> <p>Awareness of how different organisational cultures can influence outcomes of collaborative work</p> <p>The roles different organisations, agencies, individuals and professionals play and the influence they may have on health and health inequalities</p> <p>How to influence, negotiate, facilitate and manage in a multi-agency environment to bring about change</p>	<p>Leadership of, or playing a key role in, a multi-agency group to influence the public’s health</p> <p>Successful use of negotiation, influencing facilitation and management skills within a multi-agency arena, taking into account different organisational cultures</p>	<p>Recognising and valuing the potential contribution to improving health made by different agencies: health and other – in public, private and voluntary sectors.</p> <p>Being able to bring and articulate a pharmacy public health perspective to the decision-making forum in health, social care or public policy.</p> <p>Advising health, social care and other professionals on the collection and interpretation of prescribing/pharmaceutical data.</p> <p>Proactively seeking the input of health, social care and other professionals and lay groups into the design and evaluation of existing services – especially user groups that rely heavily on medicines for treatment.</p> <p>Contributing to the development of local public health networks.</p> <p>Setting and monitoring drugs budgets</p>

5. Developing health programmes and services and reducing inequalities

This area of practice focuses on developing health programmes and services aimed at reducing health inequalities, and effective and fair targeting of resources.

Practitioner competencies	Pharmacy examples
<p>Work with others to plan, implement and review programmes and projects to improve health and wellbeing</p> <p>Manage change in organisational activities</p> <p>Contribute to establishing and running mutual support networks</p> <p>Facilitate the development of community groups/networks</p> <p>Develop people's skills and roles within community groups/networks</p>	<p>Demonstrating commitment to the promotion and protection of health, the prevention of disease, the reduction of inequalities and long-term achievement of equity in health.</p> <p>Developing local services (smoking cessation, EHC, methadone, minor ailments).</p>

Specialist competencies 'Knows and knows how'	'Shows how'	Pharmacy examples
<p>Inequalities in the distribution of health and health care</p> <p>The principles of ethical decision making in the context of clinical and cost effectiveness</p> <p>The appropriate use of performance indicators and monitoring information</p> <p>Project planning and project management</p>	<p>Development, implementation and monitoring of a health or public health programme which is informed by consideration of health inequalities</p> <p>Demonstration of pragmatism and political ability when informing prioritisation, resource allocation and rationing decisions in health and other service delivery</p>	<p>Providing professional advice to health authorities and other bodies, understanding the impact of advice on populations and individuals</p> <p>Using performance indicators for the NHS and other relevant bodies.</p> <p>Providing a population perspective to the development of clinical guidelines and protocols in the light of current knowledge and practice.</p> <p>Demonstrating an up-to-date knowledge of health issues and developments in clinical practice and awareness of broader policy developments that may impact on the health of the public.</p> <p>Using health needs of a population to inform decisions about health and preventive measures, demonstrating an ability to propose realistic changes to meet identified needs taking into account local circumstances.</p> <p>Understanding the competing and conflicting influences on public and political perception of</p>

		<p>the need for health care and preventive measures, and the difference between health needs and demands.</p> <p>Using the evidence base, National Service Frameworks and NICE recommendations to help define action required at a local level.</p> <p>Inputting into health improvement programmes.</p>
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6. Policy and strategy development and implementation

This area of practice focuses on the cyclical basis of influencing the development of policies, implementing strategies to put the policies into effect and assessing the impact of policies on health.

Practitioner competencies	Pharmacy examples
<p>Plan, implement, monitor and review strategies to improve health and wellbeing</p> <p>Work with others to assess the impact of policies and strategies on health and wellbeing</p> <p>Work with others to develop policies to improve health and wellbeing</p> <p>Appraise policies and recommend changes to improve health and wellbeing</p>	<p>Working in partnership to deliver local and national policy initiatives (EHC, smoking cessation, and methadone).</p>

Specialist competencies ‘Knows and knows how’	‘Shows how’	Pharmacy examples
<p>The importance and impact of public policy and legislation on health at individual, local, national and global levels</p> <p>Different methods of health impact assessment</p>	<p>Interpretation and application of national policy at local or regional levels to develop or inform policy or strategy</p> <p>Involvement in / carrying out a health impact assessment</p>	<p>Implementing national policy initiatives.</p> <p>Integrating pharmacy services into local health plans.</p> <p>Understanding the importance and impact of public policy and legislation on health at local, national and global levels.</p> <p>Participating effectively in inter-agency working to achieve desired change in population health or health policy.</p> <p>Understanding threats to health; communicate these to as wide an audience as possible and exploit opportunities to address them.</p>

		<p>Ensuring that medicines are used effectively in the key clinical priority areas, for example those outlined in the NSFs, and that access to effective treatment is given sufficient prominence in local plans.</p> <p>Advising on the pharmaceutical aspects of implementing national priorities and guidelines.</p> <p>Influencing local decision making to ensure the effective use of medicines and other health-promotion measures to deliver local and national priorities for health.</p> <p>Developing pharmacy input across all healthcare environments and interfaces.</p> <p>Proactively contributing to the development of health policies.</p>
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7. Working with and for communities to improve health and wellbeing

This area of practice focuses on working with and for communities to improve health and reduce inequalities through involving communities as active partners in all aspects of improving health; empowerment of communities to promote their own health and well being; and enabling communities to develop their capacity to advocate for health and well being.

Practitioner competencies	Pharmacy examples
<p>Facilitate the development of people and learning in communities</p> <p>Create opportunities for learning from practice and experience</p> <p>Support communities to plan and take collective action</p> <p>Involve groups and communities in all aspects of improving health and wellbeing</p> <p>Enable communities to address issues related to health and wellbeing</p> <p>Enable communities to develop their capacity for improving health and wellbeing</p> <p>Enable individuals and groups to address issues which affect their health and wellbeing</p> <p>Enable people to improve individuals' health and wellbeing</p> <p>Work with individuals and others to minimise the effects of specific health</p>	<p>Working in partnership to implement local and national policy initiatives (Sure Start, Healthy Living Centres, Primary Care Centres, and local asylum and refugee groups, Expert Patient Programmes).</p> <p>Responding to public enquiries about the application of NICE guidance locally.</p> <p>Being able to listen to and help local communities articulate their own health concerns.</p> <p>Acting as an advocate for the public health and articulate the needs of those with poor health in society, including those who are dispossessed, vulnerable and discriminated against.</p> <p>Tailoring information to different audiences to maximise understanding of key issues.</p>

conditions	Ensuring all communication with the public is conducted appropriately and clearly.
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Specialist competencies 'Knows and knows how'	'Shows how'	Pharmacy examples
<p>The principles of, and strategies for, community development including capacity building and concepts of social capital</p> <p>Methods of listening to and involving the public and communities in improving health and reducing inequalities</p> <p>The role of social, cultural and psychological factors in different perceptions of health and illness</p> <p>Assessing the impact of a community empowerment strategy using a range of outcome measures</p>	<p>Use of a range of community involvement methods in needs assessment, planning, development, implementation or evaluation of services, programmes or interventions'</p> <p>Working with key community stakeholders and other partners to develop, implement and evaluate effective community development initiatives</p> <p>Supporting communities in the articulation of their own health concerns and prioritising these into an agenda for action</p> <p>Acting as an advocate for the public's health and articulation of the needs of vulnerable groups</p>	<p>Identifying and engaging key stakeholders and partners for effective public health practice.</p> <p>Advocating the introduction of health promoting measures and the implementation of strategies to reduce health inequalities wherever possible.</p> <p>Using lay and user group input to help define local health priorities.</p>

8. Strategic leadership for health and wellbeing

This area includes leading teams and individuals and developing capacity and capability.

Practitioner competencies	Pharmacy examples
<p>Apply leadership skills to improve health and wellbeing</p> <p>Act as an advocate for health and wellbeing</p> <p>Develop one's own knowledge and practice</p> <p>Contribute to the development of the knowledge and practice of others</p> <p>Support and challenge workers on specific aspects of their practice</p>	<p>Assisting the implementation of national strategies and local programmes.</p>

Facilitate individual learning and development through mentoring	
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Specialist competencies ‘Knows and knows how’	‘Shows how’	Pharmacy examples
<p>Different models of leadership and their appropriate application in different contexts</p> <p>Ways in which individuals and teams learn and the benefits and disadvantages of different approaches</p> <p>Up-to-date knowledge of public health issues, organisational structures and changes, and funding mechanisms</p>	<p>Preparation and delivery of appropriate written and verbal presentations to a range of different audiences</p> <p>Demonstration of leadership through: Effective engagement of team members and others Enduring commitment to public health work over prolonged time-scales</p> <p>Ability to respond to, and work with, challenges to sound public health advice</p>	<p>Demonstrating up-to-date knowledge of the organisation of the NHS, national and local government.</p> <p>Demonstrating vision in designing a long-term strategy based on the assessment of research evidence of effectiveness.</p> <p>Influencing local decision making to ensure the effective use of medicines and other health promoting measures to deliver local and national priorities for health.</p>

9. Research and development to improve health and wellbeing

This area of practice focuses on research and development for improving health.

Practitioner competencies	Pharmacy examples
<p>Develop and maintain a strategic overview of developments in knowledge and practice</p> <p>Develop, implement and evaluate strategies to advance knowledge and practice</p> <p>Commission, monitor and evaluate projects to advance knowledge and practice</p> <p>Plan, undertake, evaluate and disseminate research and development about improving health and wellbeing</p> <p>Contribute to the evaluation and implementation of research and development outcomes</p>	<ul style="list-style-type: none"> • Ensuring the implementation of evidence-based practice wherever possible. • Using local information networks to update and exchange information.

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Specialist competencies ‘Knows and knows how’	‘Shows how’	Pharmacy examples
<p>Different research methods and their appropriate application for understanding public health issues</p> <p>Identification of the important and answerable research questions that bear on a complex public health problem</p> <p>The role and importance of research in public health</p>	<p>The application of research methods and research rigour to research or other work</p> <p>Determination of priorities for research and development areas</p> <p>Turning a complex public health problem into an answerable research question</p>	<ul style="list-style-type: none"> • Ensuring there is a local research and development programme for public health. • Developing links with academic institutions and teaching PCTs. • Undertaking relevant post-graduate training. • Creating systems to identify potential examples of good practice so that it can be fully assessed and promoted where appropriate. • Overseeing the implementation of NICE guidance locally. •

10. Ethically managing self, people and resources to improve health and wellbeing

This area of practice focuses on the management of self, people and resources. It includes developing direction for the work to be undertaken and delivering effective services.

Practitioner competencies	Pharmacy examples
<p>Promote people’s equality, diversity and rights</p> <p>Promote the needs and rights of groups in the community</p> <p>Prioritise and manage own work and the focus of activities</p> <p>Lead the work of teams and individuals to achieve objectives</p> <p>Assess, negotiate and secure sources of funding</p> <p>Manage the use of financial resources</p>	<p>Demonstrating insight and the ability to learn from experience, identify personal learning needs and take action to meet them.</p> <p>Understanding and appreciating ethical and legal issues surrounding confidentiality, data protection information.</p> <p>Undertaking regular reviews of individual performance of staff.</p> <p>Ensuring self and staff are trained to the level of competence and experience required.</p>

Specialist competencies ‘Knows and knows how’	‘Shows how’	Pharmacy examples
<p>Ethical and legal issues surrounding confidentiality and data protection information</p> <p>The principles of budget management and financial probity</p> <p>The principles of good employment practice, including fair and effective recruitment.</p> <p>The principles and relevance of management skills</p> <p>The importance of critical reflective practice</p>	<p>Budget or resource management</p> <p>Supervision and / or recruitment of staff</p> <p>Act as effective team/committee member/chair</p> <p>Management of own time and workload</p> <p>Reflective learning e.g. through CPD and personal development plan</p>	<p>As for practitioners (above)</p>