

Pharmacy Continence Care Program (PCCP)

– Stage Two Project

Executive Summary

Background to the Project

Incontinence is a common health problem, affecting over two million Australians of all ages and backgrounds. The national statistics of those affected by incontinence indicate:

- 33% women experience some degree of incontinence
- between 3.1% and 9% of men are affected by incontinence
- up to 40 per cent of people over 75 years are affected by incontinence
- many more Australians are affected in their role as carers of people with urinary or faecal incontinence
- less than 50% of people with incontinence seek diagnosis or clinical advice and treatment, despite the prevalence of incontinence and the considerable impacts bladder and bowel problems have on the health and wellbeing and costs of living of the individual with incontinence, their family and carers. One of the many reasons for this low rate of help seeking is the lack of public awareness of the extent to which incontinence can be improved or cured.

The Continence Foundation of Australia identifies international and Australian evidence that suggests 60 to 70% of incontinence problems could be cured or improved through clinical and health management.

Pharmacies are strategically positioned to be the most commonly accessed health service provider with the capacity to promote community awareness of the prevalence of incontinence and of the community services available to people of all ages to help manage or treat the condition:

- there are about 5000 pharmacies in Australia
- the "average" pharmacy can be estimated to see about 200 customers a day. The average daily "customer base" nationally can therefore be estimated to approximate about 400,000 people (men, women & children).
- demographically the "average" pharmacy customer is female, aged 50 years or more.

The Pharmacy Guild in partnership with the Royal Australian College of General Practitioners and the Continence Foundation of Australia implemented the Hunter Continence Awareness Project (HCAP 2000) through the National Continence Management Strategy. The *Hunter Continence Awareness* project:

- aimed to raise awareness of the prevalence of incontinence and to encourage individuals with incontinence symptoms to seek treatment; and

- o established a model of coordinated care involving general practitioners, pharmacists, continence nurses and other health professionals.

The *Pharmacy Continence Care Program* is being developed by the Pharmacy Guild, with funding through the Third Community Pharmacy Agreement to:

- o develop, trial and evaluate a pilot Pharmacy Continence Care Program that could be implemented nationally and included in the Quality Care Pharmacy Program (QCPP); and
- o build on the outcomes of the Hunter Continence Awareness Project.

Pharmacy Continence Care Program aims to:

- o provide community pharmacists and assistants with the information and skills to significantly raise community awareness of the issue of incontinence and to recognise and promote help-seeking strategies by their customers ;
- o to promote widespread awareness of diagnosis and treatment services available; and
- o to encourage individuals to seek readily accessible, appropriate and discrete information about their condition/symptoms.

Pharmacy Continence Care Program - Stage One Project

The first stage of the Program was undertaken in 2003 by the Continence Advisory Service of WA Incorporated and developed Pharmacy Continence Care materials.

Based on a literature review of the current evidence based best practice, and a consultative process it developed the resource materials for the second stage of the Program including the Pharmacist Training Module and the Pharmacy Assistant Training Module.

Pharmacy Continence Care Program - Stage Two Project

Outline of the Project

Work on the second stage of this Program commenced in September 2004.

This Stage will design, implement and evaluate a pilot program to provide information and training to pharmacists and pharmacy assistants in community pharmacies that can be implemented nationally on a sustainable and cost effectiveness basis.

This pilot stage is of critical importance in consolidating the outcomes of the Hunter Continence Awareness Project, including the partnership between the key stakeholders in that project, and in developing a sustainable, cost effective, nationwide program that promotes and supports the role of pharmacies, community pharmacists and pharmacy assistants in this health service.

Project timeframes

Stage Two will conclude in December 2005. The timetable of key project activities during this pilot stage includes:

- recruitment of participating pharmacies, commencing in November 2004;
- training of pharmacists and pharmacy assistants during February and March 2005;
- participating pharmacies running the pilot strategy for three months, including inviting consumers to participate in a follow up telephone survey;
- consumer and pharmacy follow up survey from May to July 2005;
- evaluation of the pilot program and design of a draft national strategy, for consultation with the EAG and the Guild, in October and November 2005.

Project Consultants

Work on this second stage is being undertaken by NOVA Public Policy, a management consortium comprising member companies and individual consultants with extensive knowledge of incontinence and the clinical and professional services available to promote continence and reduce and improve management of incontinence. The consortium includes senior consultants with extensive experience in the policy, planning and evaluation of health services in Australia and of Australia's health care system and its stakeholders, and senior consultants with extensive experience in national vocational training and standards, consumer and carer experiences and issues, health programs cost effectiveness and cost benefit evaluation.

The *NOVA Public Policy team* for this project comprises the following consultancies:

- PPR Consulting: health policy, service planning and development. Prof. Rosemary Calder and associates
- LWA Consulting: training and standards. Lorraine Wheeler and associates
- Mark Minford, Consultant, health economist
- Kate Moore, Consultant, health and consumer issues.

A panel of expert advisers is working with the NOVA Public Policy team, providing clinical, pharmacological and industry advice and guidance to the design, implementation and evaluation of the project, and to the recommendations for implementation of a sustainable, nationwide Pharmacy Continence Care Program.

NOVA Public Policy expert panel members are:

- John Bell, Pharmacist, Woollahra, NSW
- Rebekah Moles, Associate Lecturer, Faculty of Pharmacy, University of Sydney
- Assoc. Prof. Richard Millard, Professor of Urology, University of NSW, The Prince of Wales Hospital, Sydney.
- Assoc. Professor Kate H Moore, School of Women's' and Children's Health, University of NSW, St. George Hospital, Kogarah, NSW
- Alice-Anne Macnaught, adviser in carer issues and experience, ACT.

The NOVA team will also work with a Pharmacy Guild Expert Advisory Group (EAG).

Progress to date

At September 2004 work underway included the:

- review of the commissioned literature review on incontinence and evaluation of the Continence Care Program module, with experts in the training area and in consultation with key relevant training bodies, including the Guild as a Registered Training Organization;
- review of the resource materials that have been prepared for the Guild for this Program using personnel who are experts in the training area and in streamlined training delivery and in consultation with relevant training bodies, including the Pharmacy Guild. Identify resources required for implementation. This will include access to qualified trainers, support materials to assist training delivery and possible infrastructure and information technology resources to ensure access to all regions in Australia.
- review and collation of information materials to alert consumers and carers to the continence assistance available at pharmacies and encouraging consumers and carers to ask their pharmacist for help.
- design of an evaluation framework for the pilot for consultation with the EAG.
- selection and nomination of participating pharmacies. In consultation with the EAG, a representative group of 50 pilot pharmacies will be recruited to participate in the pilot program, to include both rural and metropolitan areas including pharmacies in areas of high migrant populations, and in isolated and remote areas.

NOVA PCCP Project Team, September 2004.

If you would like more information please contact

- Rosemary Calder, NOVA Public Policy at rvcalder@pprconsulting.com and 0419 326 749
- or
- Lorraine Wheeler, NOVA Public Policy at lorraine.wheeler@nationalproject.com.au and 0415 636 157