

Health inequalities

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Addressing Health Inequalities

Area of deprivation had notably higher prescribing of antibiotics, ePACT, audit

Engaging with ICB colleagues, Comms team, Business Intelligence, Consultants, GPs, Community Pharmacy

Medicine safety issue identified

Identify health Inequalities

ICS Approach Plan and Implement

MDT Meetings, Engagement events Business Case Consultant delivered training.

Short snappy videos in multiple languages, shared across the system across multiple platforms (social media, practice TVs, practice websites),

Supported by local hospitals and MMOT

Unpicking the problem;
patient expectation,
cultural expectation,
English not the first
language
National Tools





Outcomes

- Good feedback, widely used
- Identified another area for consideration- Hypertension and Community pharmacy advance service
 - Followed the same pathway
 - Created same tools
 - Shared across the ICS