

PNA Communication and Engagement Plan 2024-2025

From 1st April 2013, statutory responsibility for publishing and updating a statement of the need for pharmaceutical services passed to health and wellbeing boards (HWBs). Pharmaceutical Needs Assessments (PNAs) are used when considering applications for new pharmacies in an area and by commissioners to identify local health needs that could be addressed by pharmacy services. HWBs have a duty to ensure revised PNAs are in place by October 2025. The coordination and production of the pan-Lancashire PNA covering the three upper tier local authorities has been delegated to a steering group of partners. This collaborative approach gives ownership of the PNA process across the three localities and aims to encourage the widest range of stakeholders and those with an interest in the PNA to participate in its development.

The purpose of this plan is to ensure the timely delivery of key messages and actions at appropriate stages of PNA development which will take the form of briefings, update reports, links to national campaigns and formal consultation over the course of the year so that HWBs and stakeholders have a clear understanding of the focus, process, and methodology of the PNA and have the opportunity to actively contribute to its development.

Author: PNA working group		
Version	Date	Status
1	28 Aug 2024	First draft for comments from Steering Group
	-	Approved for publishing

Provisional dates shown in yellow

Message/Action	Method	Stakeholders	Start date	End date	Frequency	Owner	Status
PNA Awareness Raising for HWBs to explain what it is, who produces it, why and how it's used?	<ul style="list-style-type: none"> Agenda item HWBs Website article for HWB/JSNA sites (Check current website) 	Health Practitioners, Pharmacies, HWB members, Patients and Public	Aug 2024	HWB dates: B'pool Done BwD 5 th Sept LCC 12 th Nov	To be updated periodically	•PNA Working Group rep in each locality	
Share project documents on JSNA website	T.O.R., risks and project plan completed	Health Practitioners, Pharmacies, HWB members, Patients and Public	Aug 2024		To be updated periodically	PNA Working Group rep in each locality	
To ascertain the services provided by community pharmacies	<ul style="list-style-type: none"> Electronic Questionnaire via PharmOutcomes Article in Community Pharmacy Lancashire and South Cumbria weekly bulletin 	Community Pharmacies – 4 weeks to respond	Send 3 rd Jan 2025 Early Jan 2025	31st Jan	Once	PNA Steering Group Mubasher Ali	
Public consultation on pharmaceutical services provision	Electronic Questionnaire	Conducted by Healthwatches	TBC		Once	PNA Steering Group	

Comments of steering group on first iteration of PNA	Draft PNA	HWBs, ICB (pharmacy), CPLSC, ICB/PBP, LPN, Public Health, Local Healthwatch	1 st June 2025	15 th June 2025	Once	PNA Steering Group	
PNA awareness raising – to coincide with the 60 day consultation	Email, social media, CPLSC bulletin, engage Healthwatch and CVS	HWB, ICB (pharmacy), CPLSC, ICB/PBP, LPN, Public Health, CSU, Dispensing Doctors, Providers, Local Healthwatch, Patients and Public	1 st July 2025	1 st Sept 2025	Once	PNA Steering Group	
Feedback on outcome of 60 day consultation	Summary report and email to link to HWB/JSNA websites where it will be uploaded	HWB, ICB (pharmacy), CPLSC, ICB/PBP, LPN, Public Health, CSU, Dispensing Doctors, Providers, Local Healthwatch, Patients and Public	1 st Sept 2025	1 st Oct 2025	Once	PNA Steering Group	
Final version of PNA to be approved by each HWB	PNA, Report	HWBs	20 th Sept 2025		Once	PNA Steering Group	
Disseminate final version of PNA	PNA and email link to HWB/JSNA websites where it will be uploaded	HWB, CPLSC, LPN, ICB/PBP, CSU, Local Healthwatch, Patients, Service users, Local Healthwatch, Public Health, Providers	1 st Oct 2025		Once	PNA Steering Group	
Notification of amendments to PNA	Email link to PNA and amendments	HWB, CPLSC, LPN, ICB/PBP, CSU, Local Healthwatch, Patients,	As req'd		As req'd	PNA Steering Group	

		Service users, Local Healthwatch, Public Health, Providers					
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