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## **Welsh Primary Care health providers join together to recognise the contribution of NHS Wales services in high streets as well as hospitals**

NHS Wales contractors in community pharmacy and in optometry, as well as colleagues in NHS primary care dentistry, will today (14<sup>th</sup> July 2016) take part in a new Welsh Government initiative to highlight the importance of NHS primary care services.

Speaking at Pritchard Pharmacy in Denbighshire, Vaughan Gething said: "Our pharmacies, optometry practices and dental practices provide convenient health services for people in their own communities. Along with GPs, they are a person's first, and often their most frequent, point of contact with a healthcare professional.

"The new vinyl stickers, which will appear in windows across Wales, will improve public awareness of the important role independent contractor's play in providing NHS services.

"They are increasingly taking on clinical roles that previously have been the domain of doctors, and sometimes hospitals, and are taking greater responsibility for providing advice and treatment for people with minor ailments.

"If a person has a problem with their teeth then in Wales they should visit a dentist or if they have a problem with their eyes or vision their local optometrist is the best person to consult with. Pharmacies can prescribe medication for a number of minor ailments without needing a doctor's prescription.

"We want the public to be aware of all of these NHS services in their communities and to Choose Well and use them, rather than GPs or casualty, where appropriate."

In a joint letter from the Interim Chief Pharmaceutical Officer, Andrew Evans; Chief Optometric Adviser, Barbara Ryan, and the Deputy Chief Dental Officer, Lisa Howells, the initiative was explained as: "Primary care is about those services which provide the first point of care, day or night for more than 90% of people's contact with the NHS in Wales. General practice, pharmacy, optometry and dentistry are all important providers of NHS primary care. To improve public awareness of the important role independent contractors play in delivering NHS

services, the Welsh Government is providing all community pharmacies, optometry practices and dental practices with new NHS Wales window display stickers."

They continued "Clearly identifying NHS primary care service providers will build confidence in the care and advice they provide. In turn this will help the public understand when and how to access the right care from the right person at the right time."

The window displays will carry the bilingual NHS Wales / GIG Cymru logo and the wording "NHS WALES SERVICES AVAILBLE HERE / GWASANAETHAU GIG CYMRU YN GAEL YMA"

Russell Goodway, Chief Executive of Community Pharmacy Wales said: "We warmly welcome this recognition by the Welsh Government of the important role of primary care NHS services, including community pharmacy. This official NHS branding will also give community pharmacies, and our primary care partners, important credibility and so give patients confidence to use these services. We are also delighted to join with our healthcare colleagues in Optometry Wales to mark this recognition. Between us we represent over 1000 NHS outlets across Wales."

Sali Davis Chief Executive of Optometry Wales, said : " The provision of the stickers are a great acknowledgement from Welsh Government of the vital role of independent contractors and the valuable role that we all play in the community"

Vinyl Window stickers are being made available to all community pharmacies, optometrists and dentists throughout Wales who provide NHS services.

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The Cabinet Secretary for Health, Well-being and Sport, Vaughan Gething, will be launching the new window display stickers at Pritchards Pharmacy, Victoria Road, Prestatyn at 1pm Thursday 14<sup>th</sup> July 2016. Those present will include Sali Davis Chief Executive of Optometry Wales and Russell Goodway, Chief Executive of Community Pharmacy Wales.

Note to Editors:

- The Cabinet Secretary for Health, Well-being and Sport, Vaughan Gething, will be launching the new window display stickers at Pritchards Pharmacy, Victoria Road, Prestatyn at 1pm Thursday 14<sup>th</sup> July 2016. Those present will include Russell Goodway, Chief Executive of Community Pharmacy Wales and Sali Davis Chief Executive of Optometry Wales.
- Photographs of the Ministerial launch are available by application to [Jodie.shires@cpwales.org.uk](mailto:Jodie.shires@cpwales.org.uk) or [Salidavis@optometrywales.com](mailto:Salidavis@optometrywales.com)

- Community Pharmacy Wales (CPW) is recognised in the National Health Services (Wales) Act 2006 and by the Welsh Government Cabinet Secretary for Health, Well-being and Sport as the only organisation responsible for representing all of the 716 community pharmacies in Wales on all matters relating to NHS community pharmacy services.
- CPW is the only organisation that represents every community pharmacy in Wales. It works with Government and its agencies, such as local Health Boards, to help protect and develop high quality community pharmacy services and to shape the NHS community pharmacy contract and its associated regulations. In doing so, it aspires to achieve the highest standards of public health and the best possible patient outcomes.
- NHS Wales services delivered in community pharmacies include 'flu jabs, Medicines Use Reviews, Emergency Contraception, Home from Hospital medicines reconciliation, Common Ailments, Emergency Supply, Just in Case palliative care medication, Triage and Treat and national public health campaigns.
- Optometry Wales is the professional umbrella organisation for all primary care optometrists, dispensing opticians and optometric practices across Wales