

The Crystal Clear **Pharmacy** **Programme** and its Crystal Clear Mark

Make your pharmacy stand out.



Why not get accredited as
health literacy friendly by the
National Adult Literacy Agency?



Results from the European Health Literacy Study in 2012 show that 40% of Irish people have limited health literacy. This means that four out of ten people who use health services find it difficult to understand and act on health information, such as instructions on labels. OECD research (2013) shows that one in four (25%) people has difficulties with real world maths from simple addition and subtraction to the calculation of averages. As a pharmacist, you play a critical role in helping your patients understand health advice and correctly take their medication.

1 in 4 people has a difficulty with numbers

25%



40%

4 in 10 people have limited health literacy

Irish Pharmacy Union (IPU), MSD and NALA have developed the national Crystal Clear Pharmacy programme with a unique quality mark. The programme will recognise pharmacies that deliver a health literacy friendly service to their patients, by awarding them the **Crystal Clear Mark**.





What are the benefits of the Crystal Clear Mark to your pharmacy?

- More patients and higher satisfaction levels.
- Staff morale will improve.
- You can display the Crystal Clear Mark in your pharmacy – we will give you a framed certificate and a sticker for your door or window.
- Your pharmacy will stand out from other pharmacies in your community.
- Behaviours associated with being a health literacy friendly pharmacy address a number of competencies outlined in the PSI Core Competency Framework and actions taken can be used for your CPD portfolio.

You can find full details of the programme on www.nala.ie/crystalclear or contact your local MSD representative.

How to become a Crystal Clear Pharmacy and achieve the Crystal Clear Mark

1 Go to www.nala.ie/crystalclear and complete the online audit. This involves answering nine questions on:

- your policies and procedures;
- how you communicate;
- staff awareness; and
- how you evaluate and continually improve your service.

You will need to supply evidence such as photographs of clear signage, examples of medicine labels and ways that staff communicate effectively with patients in a literacy friendly way.

2 If you pass the audit, you can apply for the Crystal Clear Mark. NALA will send you the mark in the form of a door sticker and certificate which you can display in your pharmacy. You can also mention it on your website. We will also advise you on how to promote your achievement in the local media.

3 If you do not pass the audit, NALA will send you a list of actions that you can follow to help you pass the audit the next time. If you need help or advice with any of these actions, NALA will discuss this with you and offer support where possible. Once you have completed these actions, you can do the online audit again to reapply for the Crystal Clear Mark.

It is free to apply to take part in the Crystal Clear Pharmacy Programme. When you achieve the quality mark, you can display it for two years.



What is a health literacy friendly service?

Many health services are looking at how they engage with their patients, particularly those who have difficulty reading and understanding health information. A health literacy friendly service takes account of the literacy and numeracy needs of its patients and regularly evaluates and consistently improves this.

How to improve your service?

The first step in improving your service is being aware of the literacy and numeracy challenges that some of your patients face. The next steps involve you doing what you can to make it easier for all patients to use your pharmacy by looking at your environment and communications. To do this, you can use an audit tool developed by NALA. This online tool will help you to identify what you already do to support the literacy and numeracy needs of your patients and what you could do better.

NALA and the IPU, in partnership with MSD, are aware of the important part pharmacies play within their local community to communicate health information clearly to their patients. We wish to recognise excellence in this area through the Crystal Clear Pharmacy Programme.



www.msd.ie
www.nala.ie/crystalclear



The Crystal Clear Programme is supported by MSD as part of its commitment to improving access to health.