

19th February, 2018

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NHS England has launched a national campaign for conditions for which over the counter items should not routinely be prescribed in primary care.

Ward(s) Primary Care

Portfolios: Councillor Robertson - Health
 Councillor Diane Coughlan - Social Care

Executive Summary:

NHS England has launched a national campaign (20th Dec 2017) for conditions for which over the counter items should not routinely be prescribed in primary care. The closing date of this consultation is the 14th March 2018.

Walsall public engagement is currently being undertaken.

In the year prior to June 2017, the NHS spent approximately £569 million on prescriptions for medicines for minor conditions, which could otherwise be purchased over the counter (OTC) from a pharmacy and/or other outlets such as petrol stations or supermarkets. These prescriptions include items for a condition:

- That is considered to be self-limiting and so does not need treatment as it will heal or be cured of its own accord;
- Which lends itself to self-care, i.e. that the person suffering does not normally need to seek medical advice and can manage the condition by purchasing OTC items.

Or items:

- That can be purchased over the counter, sometimes at a lower cost than that which would be incurred by the NHS;
- For which there is little evidence of clinical effectiveness.

In many cases NHS Walsall Clinical Commissioning Group (CCG) already advises that some of these conditions can be considered to be self-limiting and so does not require treatment as it will heal or be cured of its own accord. Some of these conditions can also be managed by purchasing OTC items from either their local pharmacy or supermarket.

The commissioning guidance, upon which NHS England is consulting, will be addressed to CCGs to support them to fulfil their duties around appropriate use of prescribing resources. It is proposed that the guidance will be statutory guidance. CCGs are expected to take the proposed guidance if and when issued into account in formulating local policies, and for prescribers to reflect local policies in their prescribing practice. The proposed guidance does not remove the clinical discretion of the prescriber in accordance with their professional duties.

Indicative minor illnesses/conditions included in the consultation:

<u>Items of low clinical effectiveness</u>		
Probiotics	Vitamins & Minerals	
<u>Self-limiting conditions</u>		
Acute Sore throat	Cold sores	Conjunctivitis
Cradle cap (<i>seborrhoeic dermatitis – infants</i>)	Nasal Congestion	Coughs & Colds
Haemorrhoids	Infant colic	Mild cystitis
<u>Minor ailments suitable for self care</u>		
Contact dermatitis	Dandruff	Diarrhoea (<i>adults</i>)
Minor conditions associated with pain, discomfort &/ fever (<i>e.g. aches & sprains, headache, period pain, back pain</i>)	Mild to moderate Hayfever/seasonal rhinitis	Excessive sweating (<i>hyperhidrosis</i>)
Constipation	Head lice	Indigestion and heartburn
Infrequent constipation	Infrequent migraine	Insect bites and stings
Mild acne	Mild dry skin/sunburn	Dry Eyes/Sore tired eyes
Minor burns and scalds	Earwax	Mouth ulcers
Nappy rash	Oral thrush	Prevention of dental caries
Ring worm/ Athlete's Foot	Teething/mild toothache	Threadworms
Travel sickness	Warts and Verrucae	

The consultation will not affect prescribing of items for longer term or more complex conditions or where minor illnesses are symptomatic or a side effect of something more serious.

NHS England are seeking views on items that are prescribed in primary care for self-care are which are available over the counter.

<https://www.engage.england.nhs.uk/consultation/over-the-counter-items-not->

[routinely-prescribed/consultation/intro/](https://www.engage.england.nhs.uk/consultation/over-the-counter-items-not-routinely-prescribed/)

NHS England Equality and Health Inequalities Impact Assessment can be access here: <https://www.engage.england.nhs.uk/consultation/over-the-counter-items-not-routinely-prescribed/>

As part of the national consultation NHS Walsall CCG has attached the Communications & Action Plan – see appendix 1

Recommendations:

That:

1. Take note of this consultation
2. To support the engagement activities being undertaken by Walsall CCG
3. The outcome of the consultation will be shared with all committees

Appendix 1 - As part of the NHS England, Over the Counter (OTC) national consultation, NHS Walsall CCG is:

NHS Walsall Clinical Commissioning Group Communications & Action Plan

- NHS England launched a 12 week consultation on December 20, 2017 looking into [conditions for which over the counter items should not routinely be prescribed in primary care](#). This aims to save the NHS £136million on prescriptions for medicines that could be purchased over the counter to treat 'minor conditions'. The consultation closes on March 14, 2018
- This Communications Action Plan aims to promote the consultation throughout Walsall using a variety of methods

Date/ Timescale	Action	Description	Responsible	Progress	Status
Dec, 2017	Website	Add information to Walsall CCG's website about the consultation	Rachel/ Michael	Information added to Engagement & Consultation page. Links to NHSE and survey	
W/C 08 Jan, 2018	Press release	Issue a press release to local media. The press release will include information about why NHSE has launched the consultation and will state that NHS Walsall CCG is supporting it. The release will encourage people to have their say.	Rachel	Awaiting Walsall CCG internet page added	
08 Jan – 14 March, 2018	Practice Patient Participation Groups	Email Practice Managers to recommend adding as an agenda items at next PAG meetings	Comms	Completed	
08 Jan – 14 March, 2018	Inform Federations	Via Email	RT/ST	Completed	
08 Jan – 14 March, 2018	Inform LMC	Via Email	RT/ST	Completed	

08 Jan – 14 March, 2018	Social Media	Regular messages to be put on Walsall CCG's Facebook and Twitter accounts. The posts will also have a link to more information or to the survey itself. The hashtag #haveyoursay will be used on all posts	Michael	Michael scheduling in two/three Tweets a weeks (morning, lunch and evening).	On-going
08 Jan – 14 March, 2018	e-newsletters	Information about the consultation to be included in the following: <ul style="list-style-type: none"> • GP video update • CCG Insight • GP Newsletter 	Rachel/ Michael	GP video update completed CCG insight complete GP NEWSLETTER COMPLETE	
Jan 2018	Localities	Presentation on NHSE Consultation	MMT	Presentation completed	
9 th Jan 2018	Webinar	CCG medicines optimisation leads (in partnership with PrescQIPP) – Tuesday 9 January 1pm-2pm	RT/ST/JS/ WB	RT booked	
W/C 08 Jan, 2018	Stakeholders	Information about the consultation to be sent out to all stakeholders via email, including Healthwatch Walsall , asking them to promote it amongst their networks	Rachel	Completed	
17 th Jan 2018	Webinar	CCG leaders (Chairs, Chief Officers and CFOs) – Wednesday 17 January 1pm-2pm	CCG leads	Completed	
19 th Jan 2018	Webinar	CCG Communications and Engagement Leads – Friday 19 January 1pm-2pm	Hardeep	Completed	
22 January 2018	Webinar:	Webinar: Conditions for which over the counter items should not routinely prescribed in primary care	All For information	Completed	
29 th Jan 2018	Webinar	CCG Lay members – Monday 29 January 1pm-2pm	CCG Lay Member	Email sent by Hardeep	
9 February 2018	Focus Group	Conditions for which over the counter items should not routinely be prescribed in primary care – Face to Face NHS focus group	All For information	Completed	
13 Feb, 2018	PPLG	Rupesh Thakkar to give a presentation at February's Patient & Participation Liaison Group	Rupesh/Jyoti/Wendy	Check timing with Hardeep - Completed	
15 Feb, 2018	PCC	Submission paper for 7.2.18 MEETING 15 th /2/2018	Rupesh		

27 th February 2018	Meeting/Pre sentation	Cllr Longhi - Overview & Scrutiny Committee		MM Team Comms Simon Brake/ Donna	In progress	
		Meeting date	Papers in to Democratic Services			
		27 th February 2018	16 th February			
12 March, 2018	PAG	Give members of the Patient Advisory Group (PAG) information about the consultation		Rachel/ Mal	In progress	
TBC	Member Groups	Speak to Walsall Healthcare NHS Trust about speaking at one of the members meetings		Rachel	In progress	
W/C March 05, 2018		Issue a press release reminding people they only have two weeks left to have their say		Rachel	In progress	

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