

Mystery shopping report of C-card scheme in Redbridge Pharmacies



Mystery shopping report of C-card scheme in Redbridge Pharmacies

Mystery shopping was carried out between 14-25 May 2018.

The aim of the mystery shopping is to quality assure C-card sites.

Findings

The C-card scheme, when it is advertised and delivered appropriately and effectively works to a high standard. However, many places are unfortunately failing to deliver this service in an appropriate way. Therefore, a number of recommendations should be put into place in order to continue to deliver the scheme to the standard it is intended.

One main link between the pharmacies delivering a 'good to excellent' service is the training aspect as these pharmacists have been participants on the C-card full training scheme.

Importance of the scheme – improving access to sexual health

Mystery shopping was carried out between May 14th -25th. Four young people (Ama, Imaan, Mallory and Ross) were trained as mystery shoppers by the C-card Officer. All four had been trained on the same C-card training as required of pharmacy staff running the scheme. The mystery shoppers visited 25 pharmacies and the experiences were very varied. Detailed reports have been written by the C-card officer and will be fed back to the individual pharmacies. The Officer and mystery shoppers have compiled a list of recommendations in order to improve the scheme within the individual pharmacy, and pharmacies as a whole on the scheme. The main outcomes and themes will also be highlighted within this main report.

The aim of the mystery shopping is to quality assure C-card sites. This includes assessing if they were providing the following

- A welcoming, inclusive, clear, friendly, safe, non-judgmental service.
- The scheme was visibly advertised in the pharmacy.
- The scheme offers strict confidentiality and is sensitive to a young persons' right to a confidential service.
- That condom demonstrations, or the important messages on condom use were being carried out when young persons were registering on to the scheme.
- The advice and information given alongside this was beneficial and of a high standard.

There has not been a mystery shopping exercise on the C-card scheme in London Borough of Redbridge. Anecdotal evidence suggested that some aspects of the scheme were not being followed from young people using the scheme, and that the right quantity and quality of products were not being given by pharmacies. This highlighted a need to establish how the scheme was working within pharmacies. Therefore, a mystery shopping exercise was established to look at these situations to identify if these were isolated cases or more widespread in practice. Terrence Higgins

Trust submitted an application for a grant from Healthwatch Redbridge to carry out this important exercise, Terrence Higgins Trust was successful in the application.

A known registered C-card outlet

All participating sites carried the Come Correct (C-card scheme) logo throughout Redbridge.



A confidential service (room)

The main concern has been staff not going into a private (confidential) space to undertake registration and repeats as well as sexual health advice.

14 out of 25 pharmacies took the customer into a confidential space. However, only 6 mentioned any form of confidentiality, with 8 having noticeable posters in sight. The mystery shoppers reported back that they noticed in quite a few pharmacies their information noticeboards were quite cluttered, making it hard to see the different posters.

Condom demonstration and talk around sexual health

6 out of 25 Pharmacies said/did not have stock of c-cards. 3 out of 25 pharmacies included a condom demonstration or informed the young person how to use condoms. Although it has been noted that some knowledge had been transferred, all of the pharmacies failed to meet the requirement of the 'full' list of information that should be mandatory to pass on. Also, the other 22 Pharmacies did not mention anything about condom usage whatsoever.

Friendliness

Ratings of friendliness - 16 out of the 25 Pharmacies had a high 5* rating when it came to how friendly the staff member was, only one pharmacy received a low 1* rating.

There was a wide variation of results for how comfortable they made the young person feel. 16 out of 25 pharmacies received a higher rating of 4 and 5, while 5 out of 25 pharmacies received a lower score of 1 and 2. Potential training in approaching young people is advised for the pharmacies that come under these ratings.

Other aspects of the scheme

Chlamydia Testing

Majority of pharmacies had not offered vaginal swab, however there may be some bias to these results following some secret shoppers being male and it not being appropriate for them.

17 out of 25 had not offered a chlamydia screening, leaving only 8 giving the option to do so.

Monitoring

Many pharmacies do not have computers in consultation rooms so c-card was not entered into the Therapy Audit. These need to be entered immediately (within 24 hours).

Conclusions

The C-card scheme when it is advertised and delivered appropriately and effectively works to a high standard. This means that a safe environment is provided, enabling young people in Redbridge to receive the C-card, including correct usage, advice and information on sexual health and relationships. However, many places are unfortunately failing to deliver this service in an appropriate way. Therefore, the following recommendations should be put into place in order to continue to deliver the scheme to the standard as it is intended to do.

One main link between the pharmacies delivering a 'good to excellent' service is the training aspect, as these pharmacists have been participants on the C-card full training (3-hour training). This shows how important it is in order to both understand the importance of the condom demonstration and how to deliver a successful consultation which includes the demonstration.

Recommendations

There are several general recommendations that all pharmacies implement, these are:

1. Confidentiality

- Pharmacies should ensure that they have a 100% confidential area for registrations. Registrations should not take place on the main counter and confidential rooms should not have the door left open or any windows left open to other areas, even if it is to another office.
- Pharmacies should ensure that their confidential room is visible; it is recommended that pharmacies have a sign that states whether or not they do registrations or pick-ups and if they have a confidential room.
- Pharmacies should ensure that they have a visible confidentiality poster and this is explained thoroughly, including the context of safeguarding. I.e. information will be kept confidential unless they need to keep a young person safe.

2. Stock

- Pharmacies should ensure that they have the stock needed, available at all times, including condoms, lubricant, leaflets and the c-cards. Pharmacies must also ensure that the stock they dispense is within date.
- Pharmacies should ensure that they are giving out the regular size condoms unless asked for a specific size, as well as female condoms.
- Pharmacies must ensure that they are giving out the proper starter packs and pick-ups.
- Pharmacies should offer a choice of condoms to each young person and offer the condoms in a bag which can be ordered through the C-card officer.

3. C- card registration process

- Registration and repeats **should** be done in the consultation room.
- Pharmacies must do a condom teach with every single registration, it must be given as a mandatory requirement for registering for a c-card.
- Staff should use the condom teach as a time to discuss other issues, such as what to do if a condom breaks (EHC and testing) and the use of lubricant.
- Staff must ensure that they talk about emergency contraception with young men, just as much as they discuss it with young women.
- Staff should use the registration form for c-cards rather than use "scrap" piece of paper to take details of the young person.

4. Re-training

Re-training for all pharmacy staff on the C-card scheme with particular emphasis on the following:

- Training in approaching young people
- Condom demonstrations and the consultation process
- Checklist for important messages to convey to young people on condom use
- Fraser Guidelines
- Safeguarding questions
- Monitoring questions (in regards to asking clients sexual orientation/Religion)
- Chlamydia Screening
- Chlamydia Treatment
- Emergency Hormonal Contraception.
- Signposting

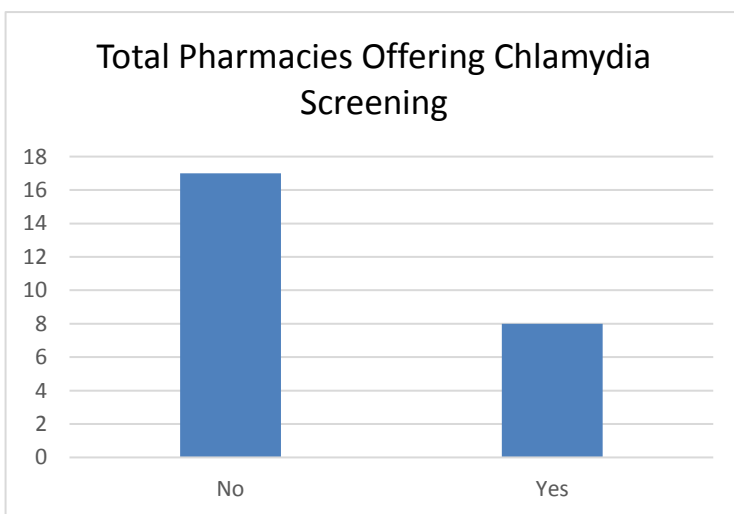
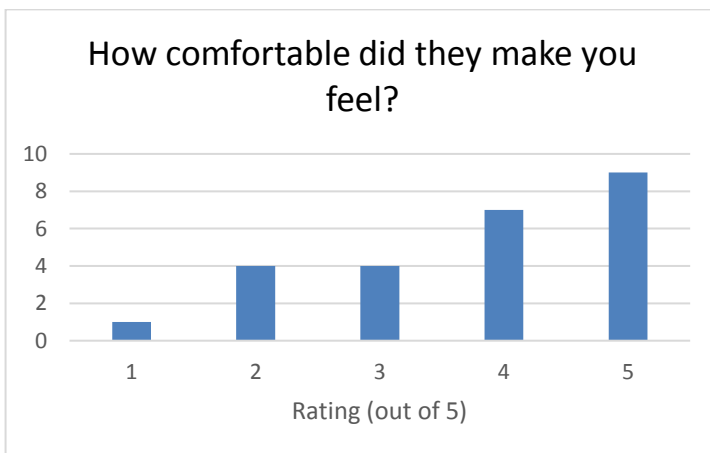
How does this exercise benefit the pharmacies?

- This exercise shows where the shortfalls are, and therefore retraining is essential.

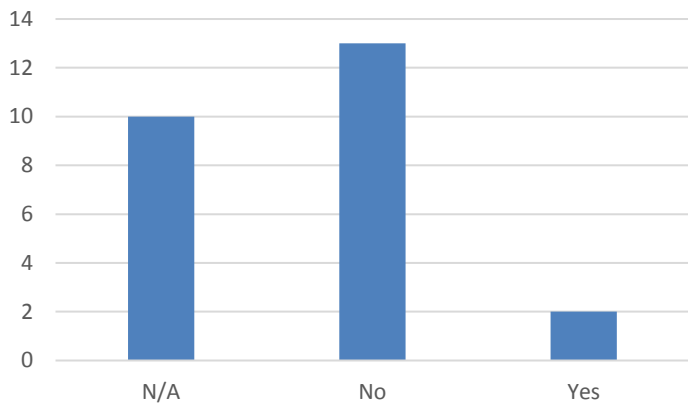
The key point to take away from this report is that this isn't just about condoms. A pharmacist's ability to register a young person for a c-card reflects their ability to talk to young people about confidential issues, providing young people with a non-judgemental and open space is so important in giving young people a voice.

I want to extend my thanks to Ama, Imaan, Mallory and Ross for putting in the hard work in such a short time to do this task. I especially want to thank both Ama and Ross for helping me to analyse the findings, help with this report and giving up their bank holiday weekend to do this.

Appendix:



Pharmacies Offering Vaginal Swab



Pharmacies Mentioning Confidentiality

