
SLOUGH PHARMACEUTICAL NEEDS ASSESSMENT SURVEY ENGAGEMENT PLAN

As part of the Pharmaceutical Needs Assessment for Slough, patient and public engagement in the form of a survey was disseminated. The survey helped us to understand how people use their pharmacies, what they use them for and their views of the pharmacy provision. The survey was approved for use with the local population by the Berkshire PNA Steering Group which included representation from Healthwatch, communications teams and a patient representative.

The survey was open from the 13th of January 2022 until the 4th of March 2022 and was published on the following channels:

- Berkshire Public Health webpage
- Slough Borough Council website
- Frimley Health & Care: Survey had been shared with PPG and the GP- ebulletin
- Frimley Health & Care engagement and survey webpage
- Social media posts were shared on Twitter and Facebook by Slough communications team
- One Slough Community Champions: survey was shared during a team meeting (10/2/21) and agreed to be included in community champions e-newsletter.
- Survey shared by the CVS communications team on socials (Facebook & twitter), and via an e-newsletter to residents.
- Survey was shared via Slough Faith Partnership on Facebook.
- Survey was circulated to Asian community group via WhatsApp

In addition, a targeted approach was agreed by the steering group to reach seldom heard groups and encourage their participation in the survey. The targeted approach is outlined below.

Targeted approach

Target population group	Approach
Parents of children with SEND	The survey had been shared on the 'Special Voices' forum and Facebook page. The survey had also been shared on the Facebook page for Early Years parents.
ESOL Groups	The survey had been shared with the adult learning college in Slough and the RBWM.
Young people	Survey was sent to Aik Saath with wording. This was shared across their network.

	Slough for Youth had shared the survey to their members via text messaging and emails.
Care home residents/ Older people's groups/digitally excluded	Survey and wording had been sent to carers network (500 registered) and care home managers. The survey has also be put onto their fortnightly newsletter.

A total of 131 responses were received. These responses were presented in Chapter 6 of the PNA.