**A qualitative study of customers’ perspectives on receiving public health interventions from Healthy Living Pharmacies**

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The Healthy Living Pharmacy (HLP) concept is reported to have led to better access to health and wellbeing services for the public. HLP staff perspectives on providing public health services have been explored in depth in previous research studies, but studies do not appear to have explored HLP customers’ perspectives. As such, this project aimed to explore HLP customers’ perspectives.

Following NHS ethics approval, HLCs in 19 participating HLPs in Staffordshire invited customers who had received a public health intervention or had been given brief health promotion advice to participate. Ten customers expressed interest and 7 in-depth interviews were subsequently conducted. The interview guide was developed from the aims and objectives of the study. Interviews were digitally recorded, transcribed verbatim, and analysed using the framework analysis technique.

Participants were 6 females and 1 male who were White British, aged 30-70 and who had accessed services such as smoking cessation, weight loss or blood glucose testing. They reported positive opinions of these services delivered by the pharmacy team and it seemed that therapeutic relationships were easily developed, for example one pharmacist was described as “…very easy to talk to…very understanding, could sympathise…”. However, low awareness of HLP public health services in general seemed apparent, but convenience, timely access, and privacy were positive attributes expressed about the services customers were aware of.

The findings suggest a range of benefits for customers, but a large scale quantitative study is needed to determine the extent that customers benefit from public health interventions in HLPs.