



12 JUNE 2023

Picto Pharma

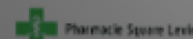
Creation and implementation of a communication tool, using pictograms, for pharmacies



PICTO PHARMA

OUTIL DE COMMUNICATION | COMMUNICATIE TOOL

politeia



politeia

Who are we | What do we / Pharmacy.brussels do?

Who are we ?



Anne Herzeel

Pharmacist in Molenbeek
Co-President of Pharmacy.brussels



Sophie Etienne

Pharmacist in Schaerbeek
Secretary of Pharmacy.brussels

What does Pharmacy.brussels do?

Pharmacy.brussels is the local professional union of Brussels pharmacists

It is considered as the **reference point** for pharmacists in the Brussels region

Pharmacy.brussels has 3 main Missions :

- 1 Defend the interests of pharmacists and ensure the development of the profession
- 2 Helping members meet day-to-day challenges
- 3 Offer a tariffication service for pharmacists and doctors

Through these various missions, **Pharmacy.brussels** aims to ensure quality pharmaceutical care for patients in Brussels

What is the Ecosystem around Pharmacy.brussels?



APB – Belgian Pharmaceutical Association

Pharmacy.brussels is a member of the Belgian Pharmaceutical Association (APB)

With the APB being a National Federation of Independent Pharmacists



4/5 public pharmacies are affiliated to the APB and are represented by their local professional union, including Pharmacy.brussels

What is the Initial Challenge faced?



Problems?

- Very Local Oriented !
- Pharmacie Square Levie in Schaerbeek



Somnolence
Slaperigheid

Union des Pharmaciens de Bel-Apothekersvereniging van Bel
FIP Pictogram Software

35.



Constipation
Verstopping

Union des Pharmaciens de Bel-Apothekersvereniging van Bel
FIP Pictogram Software

34.



Étourdissement
Duizeligheid

Union des Pharmaciens de Bel-Apothekersvereniging van Bel
FIP Pictogram Software

38.

Communication issue between pharmacists and patients
who do not share a common language

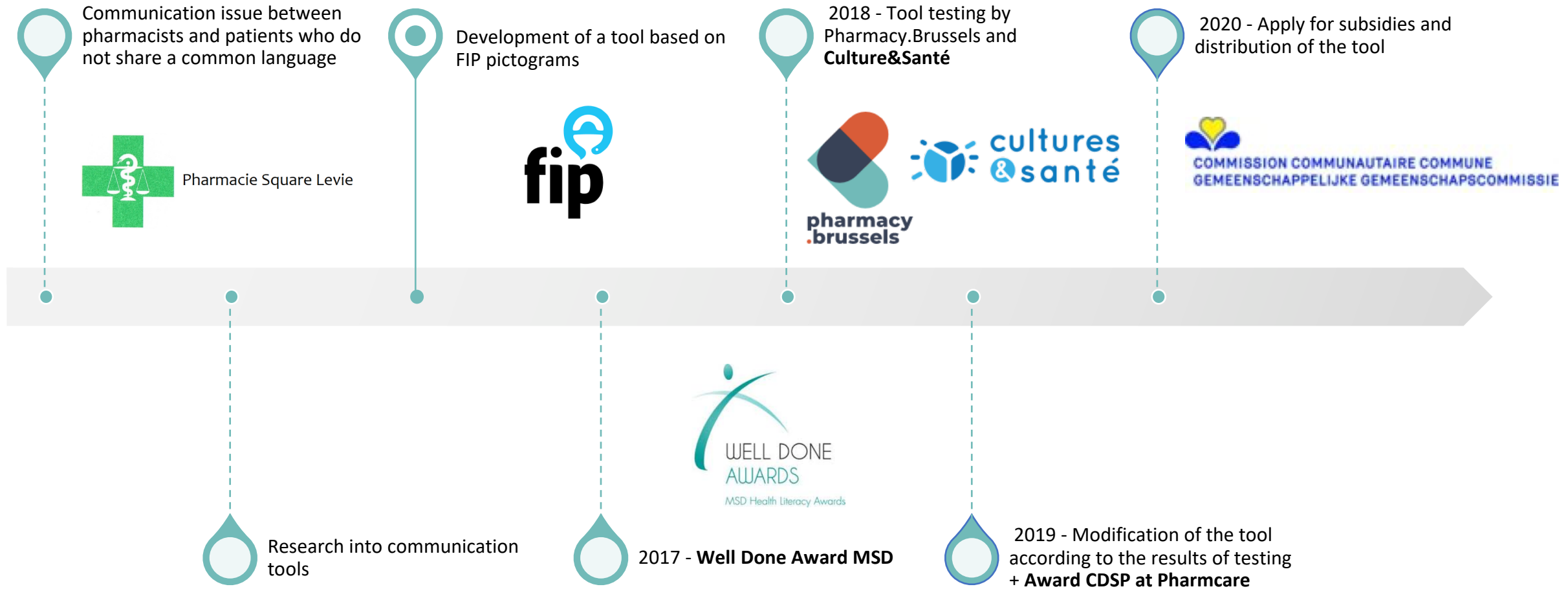
Example Template

PATIENT : Date :

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			1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31								1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31			

48. *Union des Pharmaciens de Bxl-ApothekersVereniging van Bxl
FIP Pictogram Software*

What is the Project's genealogy?



What did the evaluation of the tool deliver?



Conducted Evaluation on the tool

1

Objectives:

Evaluation of the quality, efficiency and relevancy

2

Methodology:

- Testing in **11 pharmacies** in Brussels
- Testing in **4 classes** of French learners (alphabetized or not)
 - Maison de quartier Helmet
 - C&S classes
- **Focus group** with pharmacists

3

Results:

- Confirmation of **the need to produce and distribute** a specific communication tool for pharmacies
- Identify **changes to be made** to improve the tool
- Highlighting prospects for **further progress**

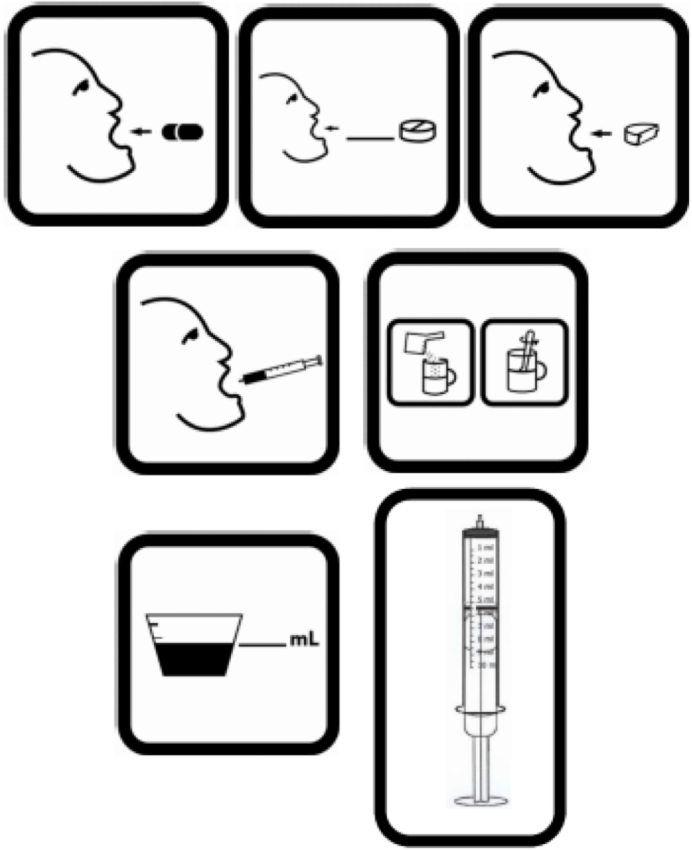
4



Changes Required:

- Format Modification
- Changes some Pictograms
- Add a pictogram for “medication requiring a prescription”
- Creation of a vertical medication plan
- Add instructions for us

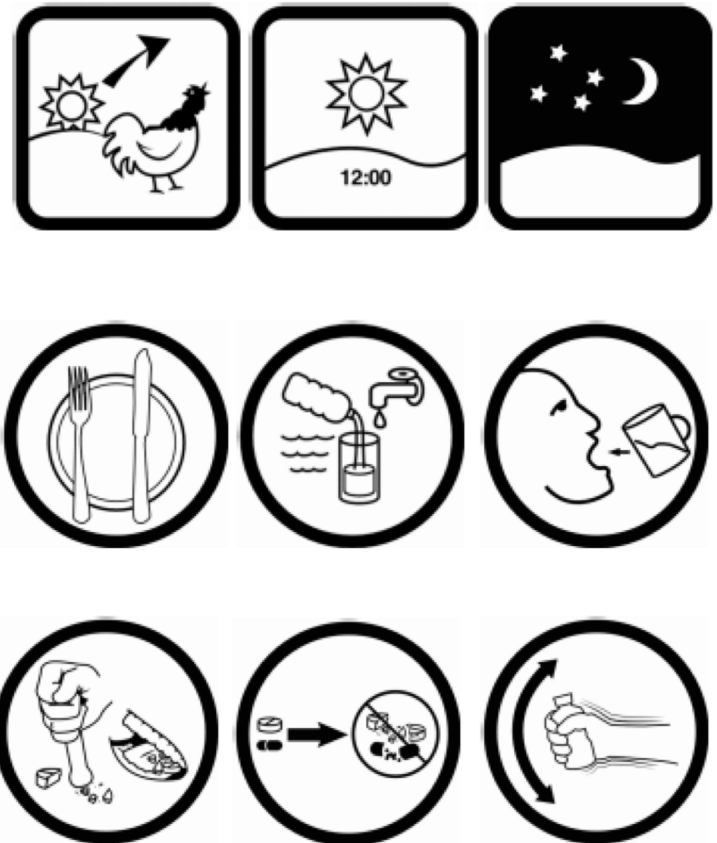
Example Template



OUTIL D'AIDE À LA COMMUNICATION ENTRE LE PHARMACIEN ET SON PATIENT










Outill créé par La Pharmacie Square Levie
 et adapté par  Pictogrammes réalisés par 

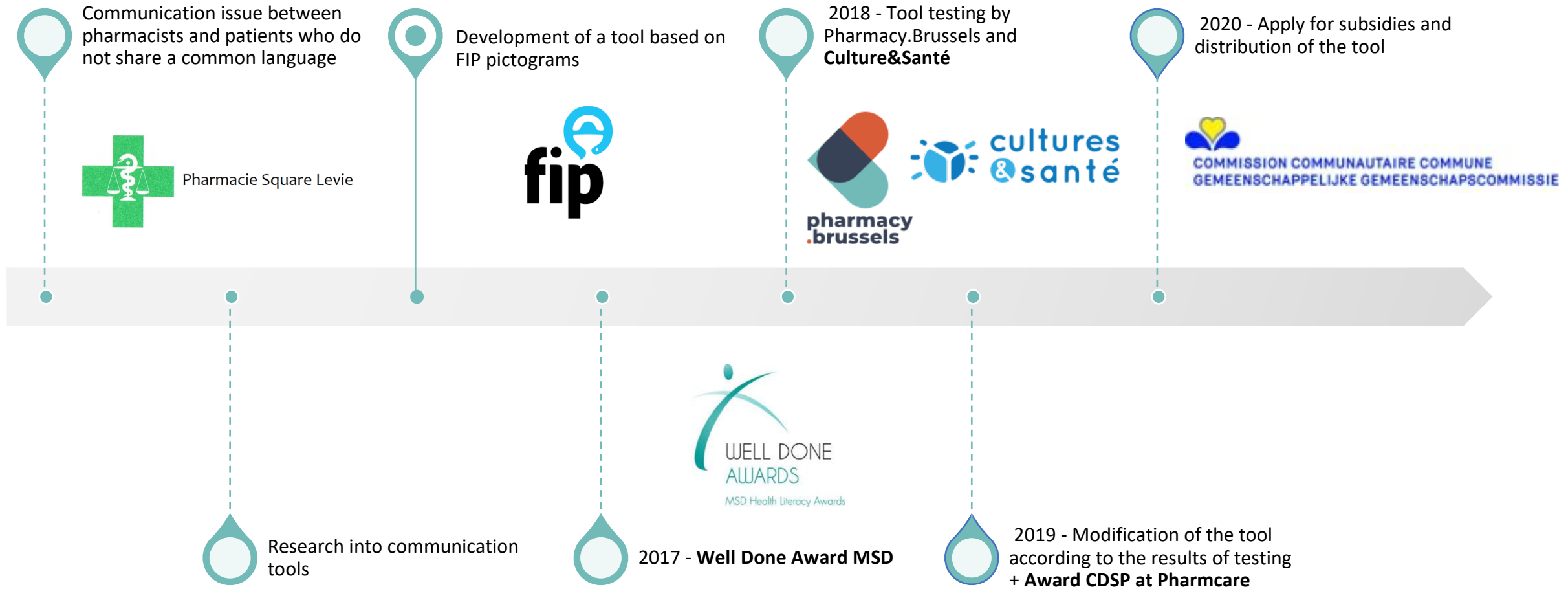
OUTIL D'AIDE À LA COMMUNICATION ENTRE LE PHARMACIEN ET SON PATIENT



Outill créé par La Pharmacie Square Levie
 et adapté par  Pictogrammes réalisés par 

Date :	Nom :			
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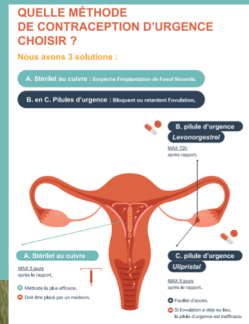
What is the Project's genealogy?



What are the next steps?

NEXT STEPS

- Share making decision tool:
 - Emergency contraception
- **Communication** training for pharmacists
- **Complete the tool** in line with new services offered in pharmacies?
- Increase **Distribution of the tool** in Belgian pharmacies?
- Integrating **Pictograms** into pharmaceutical software?



IMPORTANCE OF PARTNERSHIPS

- The International Pharmaceutical Federation - FIP 
 - Pictograms
- **Culture&Santé** 
 - Expertise of C&S
 - Creation and evaluation of educational tools
 - Health Literacy
 - Network of C&S
 - New partnership in the future?
- **Maison de quartier Helmet** 
 - Access to our target public
- **Commission communautaire commune – COCOM** 
 - Subsidies

COMMISSION COMMUNAUTAIRE COMMUNE
GEMEENSCHAPPELIJKE GEMEENSCHAPSCOMMISSIE

What is the impact of the tool on Health Literacy?



Identified benefits

- 1 Access to pharmaceutical care
- 2 Patients' ability to understand medication
- 3 Treatment compliance

For all patients, even when there is a common language



Key Learnings

- Measure the fit of Health Literacy (HL) tools with the **demands**
- The importance of **training** healthcare professionals in the HL concept
- HL should be a **qualitative standard** in each care project you propose to citizens and should be part of the mission of each organisation (professional or customer care)

