

Appendix 2

Appendix 2: Future opportunities specific to Brighton & Hove

1. Local authority and Sussex ICB to formally embed community pharmacies within prevention strategies at the neighbourhood and PCN level, ensuring pharmacies are recognised as first-line providers for public health interventions, screening, and early detection activities.
2. As commissioning for vaccination services transitions to the ICB in 2026, there is an opportunity to expand pharmacy delivery beyond flu and COVID-19 to include pneumococcal, shingles, and RSV vaccinations, supporting early prevention and population immunisation targets. This builds on the recommendation from the previous PNA.
3. A targeted public awareness campaign should be developed to raise awareness of preventive health services available through community pharmacies, ensuring communication reaches underserved populations and those with the highest health risks, aligning to the 'PLUS5' groups for Brighton & Hove.
4. Sussex ICB and Public Health should consider developing incentives for pharmacies located in under-served or deprived areas to expand delivery of Locally Commissioned Services, particularly services like sexual health advice.
5. Sussex ICB, PCNs, and Brighton & Hove City Council should look to formally integrate community pharmacy services into neighbourhood multidisciplinary teams, enabling seamless referral pathways between general practice, pharmacy, and other primary care services.
6. Sussex ICB should work with Community Pharmacy Surrey and Sussex (LPC) to commission a pharmacy workforce development programme, focusing on clinical skills development and service delivery under the Community Pharmacy Contractual Framework (CPCF), and preparation for independent prescribing.
7. System partners should prepare to maximise the opportunity presented by independent prescribing from 2026 by:
 - a. Identifying early pharmacy prescribers.
 - b. Supporting mentoring and supervision arrangements.
 - c. Aligning service pathways to support pharmacies managing common conditions and long-term diseases.
8. Building a digitally connected, accessible, and well-informed community pharmacy network will be vital to improving early diagnosis, empowering residents to manage their health, and supporting integrated and person-centred care across Brighton & Hove.

