

## **PAGB Policy Priorities**

### **1. Ensure effective proportionate medicines regulation post EU Exit**

- Ensure there are no fewer over-the-counter/self care products available in the UK and those products are no less safe than they are today
- Expand opportunities for self-regulation for over-the-counter products
- Ensure no additional regulatory barriers are introduced
- Agree an ongoing partnership/collaboration with EU27 on medicines regulation
- UK to continue to be part of EU pharmacovigilance systems to protect public health
- Simple, streamlined transition process to any new arrangements

### **2. Increase access to effective over-the-counter medicines/products**

- Zero-rate VAT on over-the-counter products
- Introduce a target to increase the number of POM-P/GSL reclassifications
- Introduce “recommendation prescription” pads for GPs to recommend over-the-counter products to patients

### **3. Publish and implement a national strategy for self care**

- Appoint a Minister or National Director for self care to provide national leadership and coordination

### **4. Empower community pharmacy to facilitate self care**

- Launch a national campaign to promote the expertise of pharmacists
- Enable community pharmacists to have “write” access to people’s care records
- Enable community pharmacists to refer people to other healthcare professionals, fast-tracked if necessary
- Improve NHS 111 algorithms to appropriately refer more people to community pharmacy

### **5. Improve health literacy**

- Continue and expand national self care campaigns, such as Stay Well This Winter
- Include health education in the PSHE school curriculum for ages 5-18
- Include self care, and methods of supporting people to self care, in the professional training curriculum for GPs and other healthcare professionals

### **6. Support people to live healthy lifestyles and prevent ill health**

- Recommend all adults take a daily multivitamin and fish oil supplement
- Set ambitious targets to reduce smoking prevalence within a revised Tobacco Control Plan
- Pledge to continue support for NHS smoking cessation services.