

## PAGB Policy Priorities

- 1. Ensure there are no fewer over-the-counter/self care products available in the UK after the UK leaves the EU and those products are no less safe than they are today**
  - Ensure no additional regulatory barriers are introduced
  - Agree an ongoing partnership/collaboration with the EU27 and continued participation in regulatory structures and processes
  - Ensure appropriate mutual recognition agreements are in place to allow over-the-counter/self care products manufactured in the UK to continue to be exported to the EU and vice versa
  - Ensure the UK continues to participate in EU pharmacovigilance systems to protect public health
  - Ensure a simple, streamlined transition process to any new arrangements with adequate timescales
  - Expand opportunities for self-regulation for over-the-counter products to deliver improvements in availability, access and choice for people in the UK, whilst ensuring sufficient regulatory alignment with the rest of the EU.
- 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.

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