

Future Pharmacy

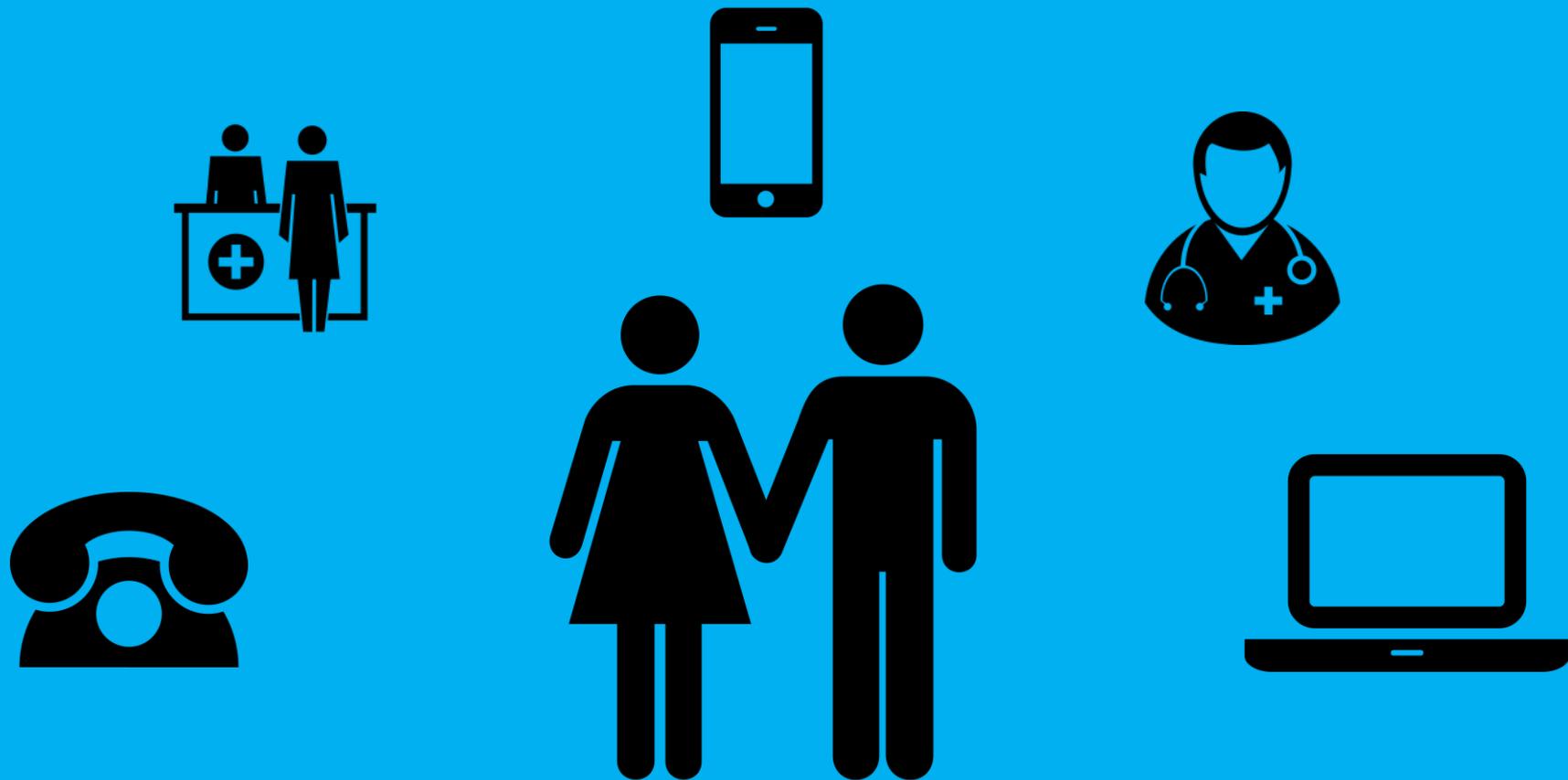
Public perceptions of the use of digital technology and the role of the pharmacist when looking for health information

Philip Crilly, MPharm

PhD student, Kingston University

Reem Kayyali, PhD

Professor of Pharmacy Practice, Kingston University



Grindrod K, Forgiione A, Tsuyuki RT, Gavura S, Giustini D. Commentary Pharmacy 2.0: A scoping review of social media use in pharmacy. *Res Soc Adm Pharm.* 2014;10:256–70.



Saramunee K, Krska J, Mackridge A, Richards J, Suttajit S, Phillips-Howard P. General public's views on pharmacy public health services: current situation and opportunities in the future. *Public Health*. 2015;129:705–15.

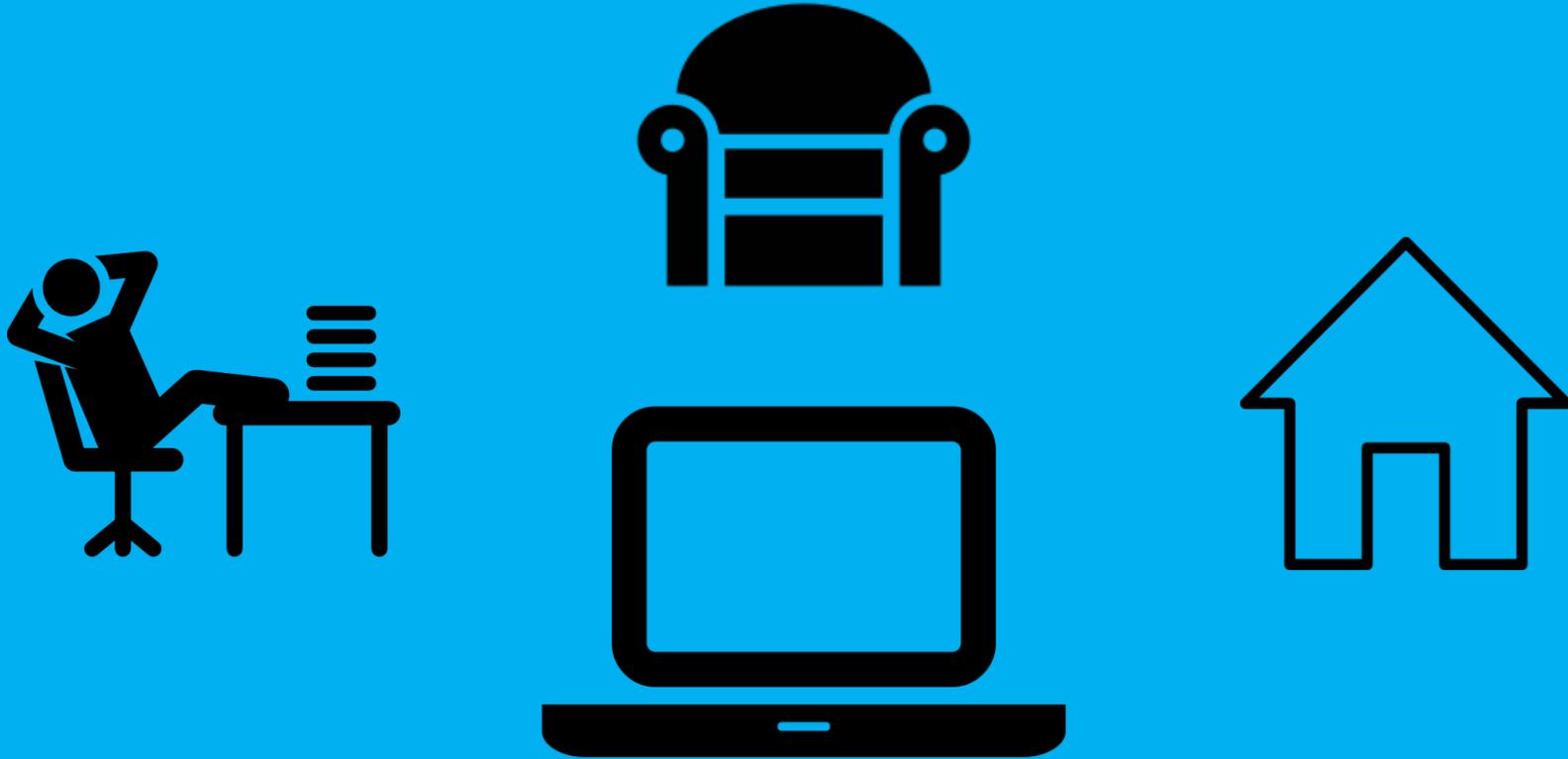
Technology in 2017

Nine in ten use the internet

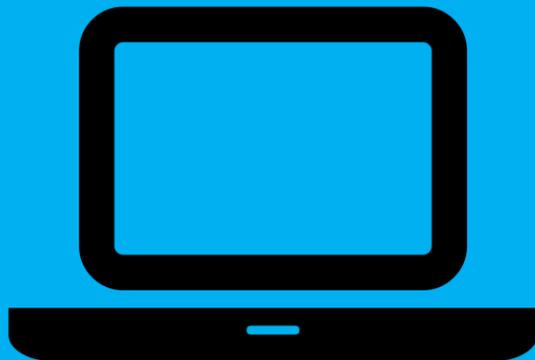
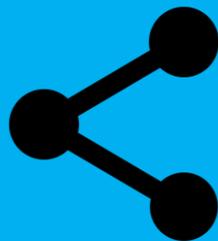
Seven in ten have a social media profile

Two-thirds visit a social media site more than once a day





Sandercock GRH, Alibrahim M, Bellamy M. Media device ownership and media use: Associations with sedentary time, physical activity and fitness in English youth. *Prev Med Reports*. 2016;4:162–8.



Burke-Garcia A, Scally G. Trending now: future directions in digital media for the public health sector. *J Public Health* . 2014; 36(4):527–34.

To establish public perceptions of the use of digital technology and the role of pharmacists when looking for health information.



Section 1



Section 2

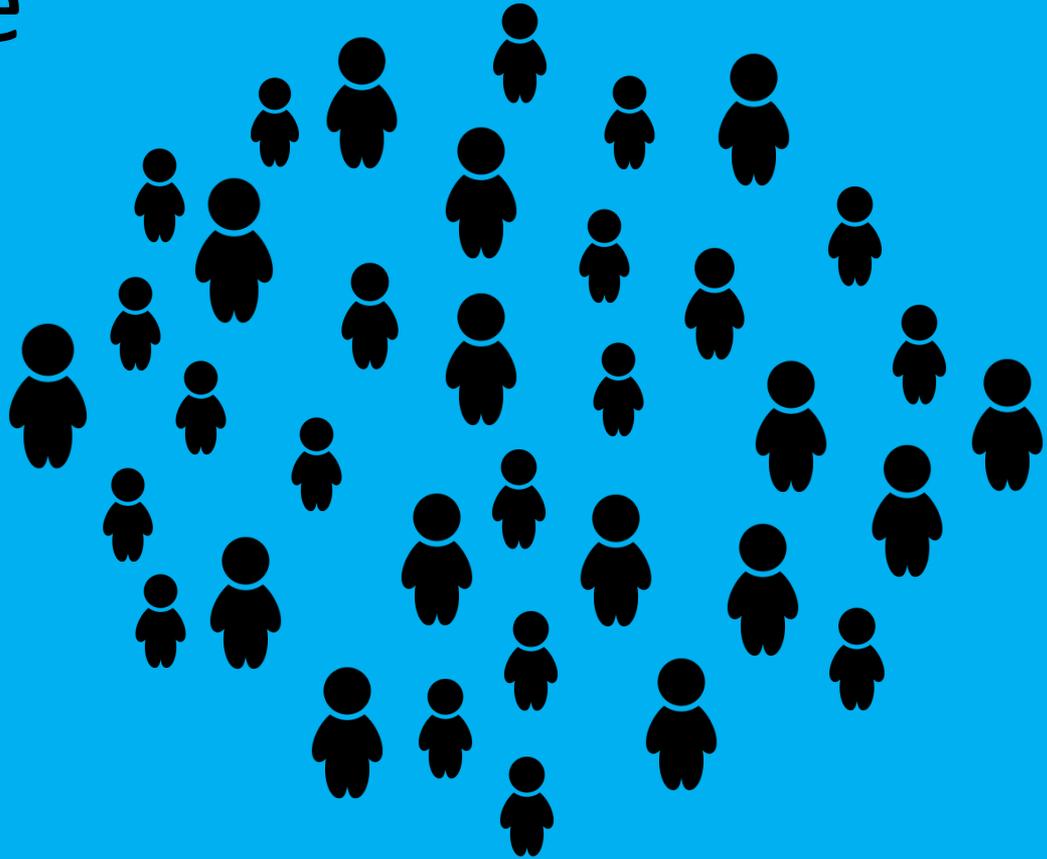
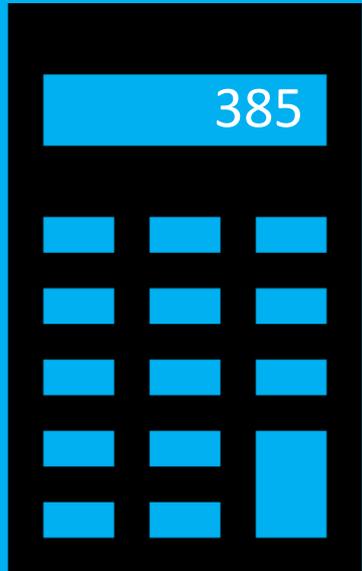


Section 3

**We surveyed members of the public in
Greater London at railway stations, bus stops
and shopping centres.**

Sample size

789



NHS



17%

**Satisfaction with pharmacy services was given
an average score of 7.58 out of 10**

—

My pharmacist is knowledgeable about health promotion

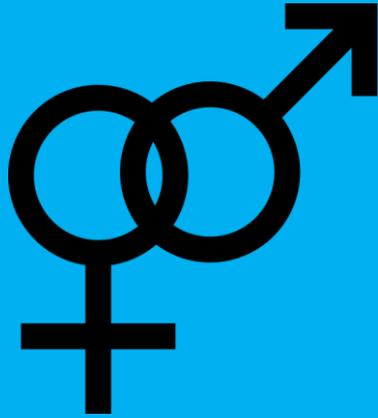
70%

**My pharmacist helps me to make better
decisions about my health**

68%



27%



19%



17%

47%



18%

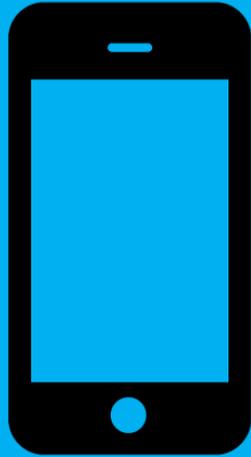


35%





51%



47%



Fake health news

**Pharmacists must incorporate digital mediums
in their public health services in order to have
a more proactive role in health promotion**

—

Where do we go from here?



Future Pharmacy

Public perceptions of the use of digital technology and the role of the pharmacist when looking for health information

Acknowledgements

This research is kindly supported by funding from the **Health Education Foundation**

With thanks to Sophia Jair, Zahra Mahmood, Armineh Moin-Khan, Aneesah Munir, Irene Osei-Bediako, Mustafa Samir for their support with data collection.

Thank you

Any questions?

—

Philip Crilly, MPharm

PhD student, Kingston University

P.Crilly@kingston.ac.uk

**Kingston
University**
London