

A guide to working with dentists, opticians and chemists

Dentists, opticians and chemists frequently come into contact with people with health issues who might be looking to improve their digital skills.

Run sessions in your local shops or practices

You could set up a couple of laptops or tablets, and show patients or their relatives what they can find on NHS Choices - like dental health, eye conditions or the Electronic Prescription Service (EPS).

You could run a session in waiting rooms, or in an area near the pharmacy in larger chemists. Staff can help you engage people by advertising your event/sessions, and even signing people up on your behalf.

Many healthcare professionals are also active in the local community hosting open days or supporting fundraising events on which you could piggy back your activity.

Create referral relationships

Dentists, opticians and pharmacists often provide people with advice on their health or condition and they know there's a wealth of information online. Make sure that they or their support staff have supplies of leaflets to give to patients and customers, and that they know where you are and that they can send anyone who wants to improve their skills on to you.

Pharmacists and trained assistants also proactively offer health advice and self-care if required, as well as advice on how to live a healthy life. They also regularly direct people to other sources of advice and assistance, so it's a good idea to make contact with them. It might be that you could run a mini outreach session in some of the larger ones or even an awareness raising session with staff.



www.learnmyway.com

Request links on their website

Check out your local websites and ask them to put a link on their site to your centre or to the health course and resources on Learn My Way.

Put posters up in windows or waiting areas

Dentists, opticians or pharmacists may be able to help promote the work you're doing in your centre by putting up posters and having a stack of leaflets on the desk/counter or in an information rack, so why not chat to them?