



CLASHED Action Plan

Dealing with aggression in the pharmacy

At the beginning of the confrontation

The main priority is to ensure your personal safety and the safety of others. De-escalation at the early stages may prevent the situation from becoming further inflamed.

C CALM

Remain calm. Avoid mirroring the aggressive behaviour. Clearly and directly communicate acceptable behaviour. Be direct and clearly tell the person what behaviour is acceptable. Do not give options such as *"If you don't calm down, I will..."*

L LISTEN

Listen actively to their concerns without interrupting. Acknowledge their feelings and demonstrate empathy. Phrases like *"I understand you are frustrated"* can validate their emotions, restore a sense of justice and help shift the conversation from confrontation to resolution.

A AUDIENCE

Having an audience is not helpful. Promptly remove staff and other patients from the incident to a safe area. Staff can discreetly monitor the situation for the safety of their colleague.

S SPACE

Do not enter a person's physical space as this can escalate a situation. Use counter areas and display stands to create distance and space.

H HELP

Call for help. If your safety or the safety of others is at risk, call for emergency services immediately on 000. Remember that all pharmacies should have a functioning duress alarm.

If the situation escalates

E EXIT

Ask the person to exit the premises if they continue to be aggressive or offensive. Remember to be respectful but you do not have to tolerate unacceptable behaviour.

D DISCONTINUE

Discontinue discussions and advise the police are being contacted.