

Smoking Matters



Welcome to the second edition of Smoking Matters where you will find all of the latest information, support and top tips on everything to do with Tobacco Control. In this edition you can expect to find out what you need to do to take part in this year's Stoptober, where the local roadshow events are taking place and encourage service users to sign up and take part. We have included some important updates on E-cigarettes, including information about an exciting pilot programme taking place within maternity. You will also find our latest training dates, new maternity resources that are available, project updates and not forgetting some live links where you can find up-to-the-minute digital advice and support.

Stop Smoking Support

Our Stop Smoking Service is a free confidential service offering support and advice to local smokers who either want to stop smoking or to cut down the amount they smoke. This service is for smokers aged 12 years and over who live or work in Bath and North East Somerset. We also offer support to pregnant smokers through our Health in pregnancy service and advice for anyone wishing to use an e-cigarette.

Our service offers free local support through individual, face to face or telephone consultations. This support can include help to either stop smoking completely, cut down gradually prior to your quit date or cut down to reduce the harm from your smoking. When you get in touch, one of our friendly and fully trained health improvement practitioners will talk to you about your options and help you create a plan to reach your goal.

The specialist service runs a number of drop-in sessions in various community venues throughout Bath and North East Somerset – please see our list of clinics and drop-in times (on page 9). If you access support from the specialist Stop Smoking Service you are 4 times more likely to quit and stay quit.



X4

If you access support from the specialist Stop Smoking Service you are four times more likely to quit and stay quit.

We provide a range of stop smoking medications to help you to quit, including nicotine replacement therapy or Champix tablets (please note that prescription charges may apply).

You can choose to access support and advice to stop smoking at your GP practice or at most of the pharmacies in Bath and North East Somerset which have a trained advisor. Please contact us for details. For helpful advice and information on stopping smoking, you can also visit NHS Smokefree

Smoking Pathway & How to Refer



Ask

- ✓ Establish and record smoking status
- ✓ E.G. “How do you feel about giving up smoking?” and / or “What would it take for you to stop smoking?”

Advise

- ✓ Stopping smoking is the single, best thing you can do to improve your health.
- ✓ The best way of stopping smoking is with a combination of medication and specialist support.
- ✓ “How do you feel about me referring you today?”

Act

- ✓ Build confidence and use open ended questions to encourage a positive and encouraging conversation.
- ✓ E.G. What part of stopping smoking do you think will be the most difficult?
- ✓ Explain that the most effective treatment is Champix (Varenicline), or a combination of NRT products (the patch to give a constant supply of nicotine, topped up with one of the faster acting products, such as the mouth spray, strips or lozenges).
- ✓ Smokers who have tried other methods of quitting without success can be encouraged to try e-cigarettes to stop smoking (see guidance). E-cigarettes are not available on prescription.
- ✓ Refer to the local NHS Stop Smoking Service.
- ✓ On discharge notes, let the GP know if NRT has been used and if any follow up support and prescription is needed.

E-cigarettes Join the Movement!



Health professionals are considered a reliable source of information by smokers and so it's extremely important that they feel confident in providing patients with the knowledge and clinical guidance to ensure that their advice is evidence-based and effective. The National Centre for Smoking Cessation and Training (NCSCT) has therefore developed a detailed [training course](#) (free of charge) to assist health and social care professionals, in order to support people who want to use e-cigarettes (vaping) to help them to quit smoking.



The principles of E-cigarettes

Are considerably safer than smoking cigarettes

Are popular with smokers

Have a role to play in reducing smoking rates

Juul - now launched in the UK!

US e-cigarette Juul has now been launched in Britain. Keep your eyes peeled as you may have patients / clients that would like support to stop whilst using one of these products.

What is Juul?

Juul was founded with the goal of providing smokers with an easy to use vapour alternative to combustible cigarettes, containing a similar level of nicotine to make switching as easy as possible.

How is Juul different?

The Juul vaporiser uses nicotine salts that are found in the tobacco leaf rather than free-base nicotine that standard cigarettes burn. Juul is a closed system and so is designed not to be re-fillable. Instead it uses pods that contain 0.7ml of liquid, with 5% nicotine by weight, which is equivalent to one pack of cigarettes (200 puffs). These pods act like cartridges that click into the top of the device. Once a pod has been used it is disposed and replaced with a new one. Juul is re-chargeable via a USB port.

Useful Facts about E-cigarettes

95%

E-cigarettes are significantly less harmful than smoking – PHE recommend 95% safer

Unfortunately millions of smokers have the impression that E-cigarettes are at least as harmful as tobacco

Electronic cigarettes deliver nicotine in a vapour rather than in smoke

In the UK the devices are used primarily as an aid to cutting down or quitting smoking and evidence suggests they compare favourably with other stop smoking aids

In the UK there is no evidence that use of electronic cigarettes leads to a take-up of smoking

E-cig and Pregnancy Update HOT off the press!

Tobacco Control HQ has some really exciting news to bring our readers. A new programme of work has recently been given the go-ahead. The programme involves handing out FREE E-Burns (type of E-cigarette that is well known for its success in prisons and mental health settings due to its tamper proof qualities and charger free device, making it completely disposable). The idea of the programme is that all pregnant women identified as smokers will, for the first time be offered a choice when it

comes to their treatment. Historically women have only been able to opt for NRT (nicotine replacement therapy) but this new initiative puts an end to this and enables women to be able to choose to use either NRT, an E-Burn, or both. It's a harm reduction intervention in which our Health in Pregnancy Practitioners will be able to hand women a maximum of two free E-Burns a week, alongside behavioural support for a maximum of 12 weeks. For more information contact Ruth Sampson.

Campaigns!

Stoptober!



Stoptober, the 28-day stop smoking campaign from Public Health England, is back from 1st October. Stoptober has driven over 1 million quit attempts to date and is the biggest mass quit attempt in the country. Evidence shows that if you stop smoking for 28-days, you are five times more likely to stay smokefree for good.

There are lots of ways to quit – and we are running loads of events throughout September and October to encourage people to take up the 28 day challenge by stopping smoking through our dedicated Stop Smoking Service.

Here's what to expect – please circulate this info with your service users / colleagues

- Roadshow events! The BIG red ball will be making its way across B&NES and could be coming to a place near you! Keep updated with its travels by following us @bathnes and @HealthyBaNES – tweet us a picture with the red ball and tell us all about your #Stoptober journey! Currently all GP practices have been invited to host a Stoptober Roadshow event – for more information or to book a slot please email: Julie.Harrington@virginicare.co.uk



- We have joined forces with the Library Bus and on Tuesday 25th September will be turning route 7 into a Stoptober themed mobile library. We want to make sure that rural communities and villages are involved with this year's plans
- We will have a window display advertising Stoptober in one of the shops in the centre of Bath. From the 17th September – 15th October, number 7 New Bond Street will host a Stoptober themed window display, encouraging shoppers and passers-by to take up the challenge!
- Like using Apps with your Smartphone? Well from September 15th for 4 weeks anyone using a variety of Apps within one of three 'target' zones could receive a Stoptober pop up advert. Click on it and it will take you to the B&NES website where there will be a range of information, access to support tools and a link to the Stoptober sign up page.
- Due to the success of last year's Healthy Lifestyle teams 'Smokey choky' chorus, the team are back again, but this year bigger and better – keep an eye out on social media for the launch of the latest top hit!

Case study

Virgin Care helps Mike Warren quit smoking after 50 years

Since quitting smoking Mike Warren, from Twerton has been using Virgin Care's free stop smoking service for nearly 3 years. The service offers free local support to smokers through face to face or telephone consultations, which is available during Stoptober and throughout the year.

Mike, who smoked for over 50 years, proving it's never too late to quit smoking, says: "I was walking down the Twerton high street and I saw the sign for help with stopping smoking. I felt I needed a bit of back up. I saw Jo Spinney and she gave me prescription for nicotine replacement. I now see Jo every two weeks. There are times when you feel like a cigarette but it's a matter of moments and the feeling does go. When you have bad moments she advises you what to do, like pick up a piece of fruit and have a drink of water. And here I am 3 years

"I was walking down the Twerton high street and I saw the sign for help with stopping smoking. I felt I needed a bit of back up."



later smoke free. I don't think I could have done this without the help from Jo and her colleagues. They don't put you down because you smoke. They want you to quit as much as I do. They give you encouragement and advice. It's a darn good service."

Mike adds: "I feel a lot better, I am healthier, I play cricket. 3 years ago when I was smoking I was struggling, coughing and short of breath. By quitting I've managed to carry on. I also do walking football at Odd Down Sports centre. I feel happier. I'm active, I help out various people cutting grass and keeping busy. If I hadn't quit smoking I wouldn't be able to do those things."



Virgin Care is encouraging people to use their free stop smoking service during Stoptober. The service is for people who live or work in BaNES and includes support to either stop smoking completely or cut down to reduce the harm from smoking. They also offer advice and support to help you switch to electronic cigarettes (vaping) and stop smoking medication. They run a number of drop-in sessions in various community venues throughout Bath and North East Somerset. Contact Virgin Care's Healthy Lifestyle Service on **01225 831852** or BATHNES.thehub@virginicare.co.uk

Campaigns!

Smokefree NHS Countdown

From Tuesday 1 January 2019 all NHS sites and services across Bath & North East Somerset, Swindon and Wiltshire will become completely tobacco and smoke free. In just under four months' time, patients, staff and visitors (including contractors and suppliers) will no longer be able to smoke anywhere on NHS sites, including the grounds and gardens or in vehicles and car parks. There will no longer be dedicated smoking areas on sites. The use of e-cigarettes will be allowed in outside areas. Avon and Wiltshire Partnership (AWP) Mental Health Trust is leading the way having gone completely smoke free across all their sites in November 2017. They have already seen benefits including staff quitting nicotine completely or switching to e-cigarettes and inpatients needing less medication directly as a result of their abstinence whilst in hospital.

The RUH has recently demonstrated great leadership on this agenda by signing up to the NHS Smokefree Pledge and increasing its stop smoking support to patients by putting trained 'healthy choices' advisors on wards.

Virgin Care have surveyed their colleagues, visitors, patients and suppliers and results

revealed that 81% did not consider it acceptable to smoke on NHS sites "because of patients' health" and "second hand smoke to patients" with most thinking the policy was a "good idea" and a "very positive step".

Staff at the RUH, AWP and Virgin Care need our help in ensuring compliance with the policy so please support them by raising awareness amongst your clients who smoke that if they have a hospital appointment in the New Year or are going to visit someone at hospital then be prepared to stub out the tobacco before they go or alternatively get some support to quit for good or switch to vaping by calling our healthy lifestyle team on **0300 247 0203** or **BATHNES.thehub@virginicare.co.uk**



Training Opportunities!

Stop Smoking Service training dates 2018

Refresher / network update sessions

Date	Venue
Tuesday 18th September, 2018	Paulton Hospital
Monday 4th March, 2019	Paulton Hospital

All trained Stop Smoking Advisors must attend at least one Refresher/ Network Session annually to be able to deliver stop smoking support locally

One Day Stop Smoking Service Advisor Training Day

Date	Venue
Tuesday 11th September, 2018	Paulton Hospital
Monday 25th February, 2019	Paulton Hospital

New one day training for anyone interested in becoming a Trained Stop Smoking Service Advisor. To circulate to all interested people in Surgeries, Pharmacies, Hospitals, Dental Surgeries etc.

To book or find out more information please contact the Stop Smoking Service on:

T: **0300 247 0203**

E: **BATHNES.thehub@virginicare.co.uk**

MECC Training

Making Every Contact Count (MECC) is about making the most of the opportunities to make a difference to people's health and wellbeing. By supporting people to make changes to their lifestyles it is possible to prevent ill-health, improve health and wellbeing and reduce health inequalities.

It lets individuals and organisations develop a different way of working with people to address health and wellbeing. Telling people what to do is not the most effective way to help them change. MECC is about altering how we interact with people through having healthy conversations and learning how to spot opportunities to talk to people about their wellbeing.

The MECC training programme is accredited by the Royal Society of Public Health and consists of two half day sessions to develop the skills and confidence to implement this approach and an e-learning resource to cover the knowledge base for MECC.

Please see our flyer for more information and up and coming training opportunities.



Training Opportunities!

Tobacco Control Workshop

Covers the following topics:

- ✓ **Illegal Tobacco**
- ✓ **E-cigarettes**
- ✓ **Smoke Outside (Smokefree Homes)**
- ✓ **Brief Intervention**

This training can be tailored to individual teams / organisation's needs. It provides teams with an opportunity to refresh your skills in motivational interviewing as well as providing a really good overview of Tobacco Control, the campaigns and latest updates. Contact Ruth Sampson to organise training for your team.

Please contact Ruth Sampson:
ruth_sampson@bathnes.gov.uk
01225 39 4066

Contact information

Stop Smoking Service / E-cigarettes

Telephone: **0300 247 0203**

Email: **BATHNES.thehub@virgincare.co.uk**

Website: **www.virgincare.co.uk**

Virgin Care

Email: **BATHNES.thehub@virgincare.co.uk**

Website: **www.virgincare.co.uk**

Twitter: **@HealthyBaNES**

Facebook: **Search for Healthy Lifestyle**

Campaigns Contact Info

Telephone: **01225 394066**

Email: **ruth_sampson@bathnes.gov.uk**

Website: **www.bathnes.gov.uk/services/public-health**

New Resources:

Recently in July the smoking in pregnancy challenge group released a report and some useful materials to aid in the training of those involved in smoking in pregnancy care pathways. They include:

- **Having a smoke free home**
- **Carbon monoxide screening**
- **The harms of smoking in pregnancy**
- **Smoking in pregnancy training guide**
- **How to help women quit smoking**



Join the conversation, tweet us **@bathnes** or find us on Facebook, just search for **Bath and North East Somerset Council**.