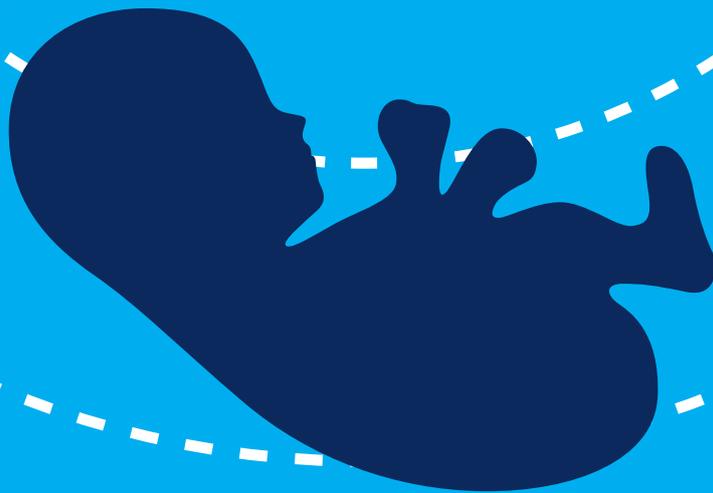


Smoking Matters



Spring Edition 2020

**Bath & North East
Somerset Council**

Bath and North East Somerset –
The place to live, work and visit
www.bathnes.gov.uk

Welcome to the first 2020 edition of Smoking Matters. Let's hope we can build on what we started in 2019 and make this a great year for helping people to live smokefree. In this edition you will find all of the latest information, support and top tips on everything to do with Tobacco Control. Including the latest Tobacco Control Strategy for B&NES, an evaluation on this year's Stoptober and an update on the E-cigarette in Pregnancy project, which is gaining momentum and changing the lives of many pregnant women across Bath and North East Somerset. Also included is some information on our work with BME smokers, as well as introducing the newest member of our Virgin Care Specialist team, Millie Smail. Not forgetting the usual live links where you will find up-to-the minute digital advice and support. Happy Reading!

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. We are a completely E-cigarette friendly service and will happily support you with your chosen E-cigarette. 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.

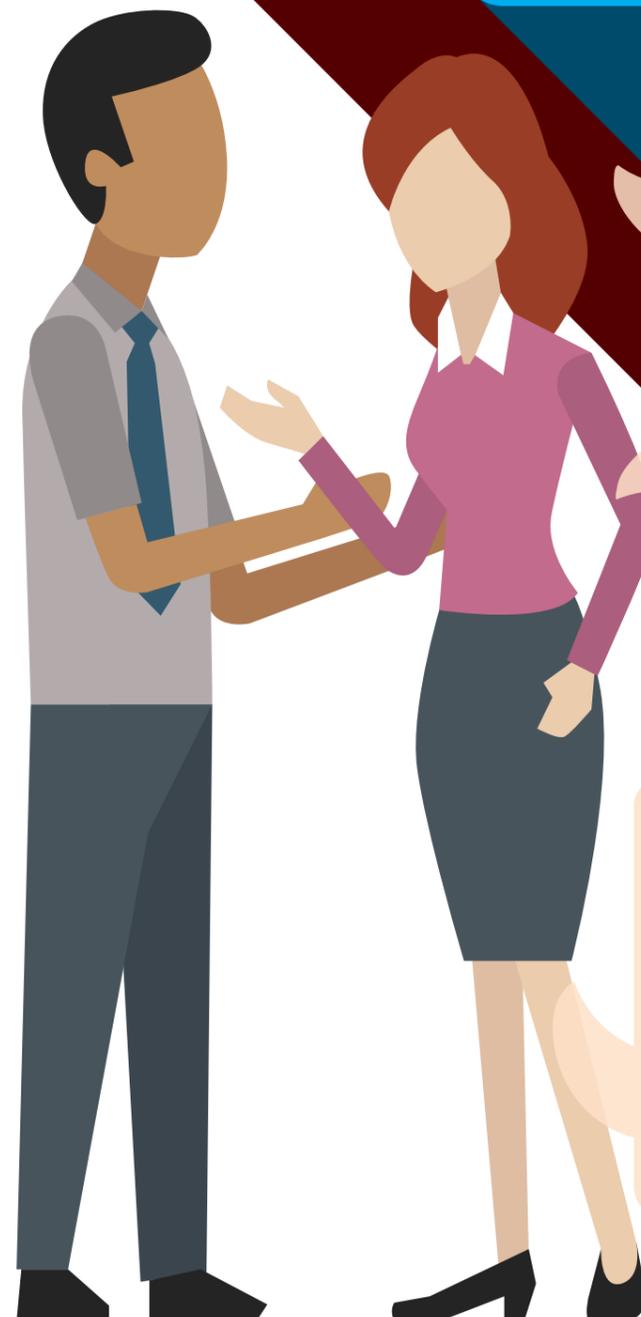
The specialist service runs a number of drop-in sessions in various community venues throughout Bath and North East Somerset – please see our list of [clinics](#) and drop-in times. If you access support from the specialist Stop Smoking Service you are 4 times more likely to quit and stay quit.

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.

Our training model is changing!

We have been working incredibly hard over the past few months to come up with a new style of training suitable for anybody who comes into contact with members of the public. We want to encourage all our smokers to make an annual quit attempt – but to do this we need YOU to deliver some **Very Brief Advice**....



ASK – open discovery questions (find out more on our amazing MECC training) which are ‘What’ and ‘How’ questions e.g. How do you feel about your annual quit attempt? What do you think about switching to E-cigarettes? What is holding you back from stopping smoking?

Advise – stick with the positives. What have they got to gain by becoming smokefree? Reinforce any previous quit attempts as it's completely normal to have lots of tries before finally mastering it. Try, try and try again!

Act – Build confidence to encourage a meaningful conversation by:

- Not dominating all the talking
- Avoid suggesting what they should do, or using your own personal experiences e.g. have you tried this... when I stopped smoking I did this... my Mum, Aunties', Cousin, twice removed neighbour who lived until she was 90 and smoked 30 a day did this....
- Listening! Allow for moments of silent reflection

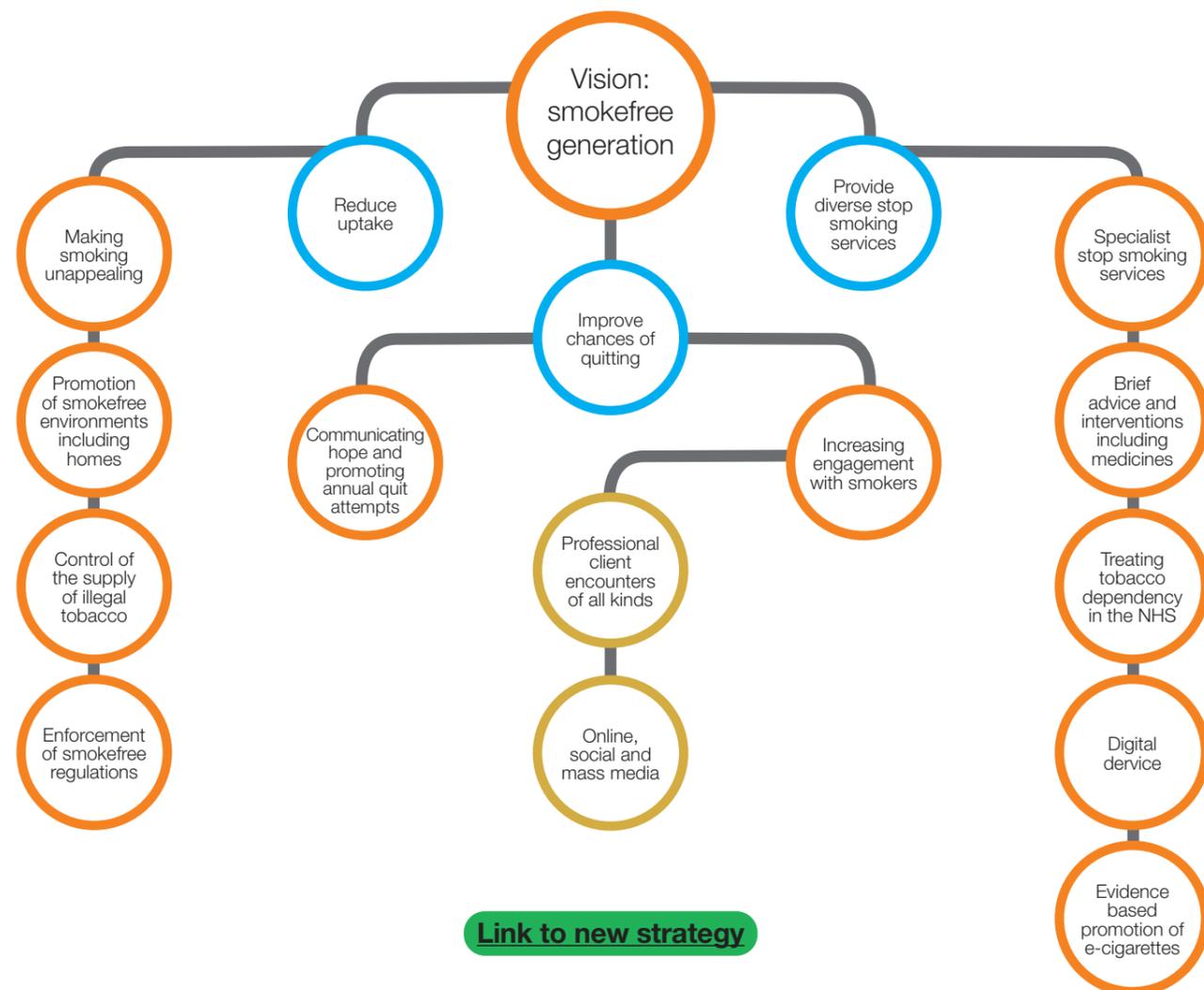
ILLUSTRATION: JESADAPHRON

Our NEW Tobacco Control Strategy

Hopefully many of you have already seen the new publication of our Tobacco Control Strategy 2019-2024. It was a big piece of work and involved lots of consultation and so thank you if you were able to accommodate us during this time. Big thanks as well to Dr Joanna McLaughlin who is a Public Health Specialty Registrar and has been heavily involved with coordinating this piece of work.

What we did

- Built on the projects, work streams and action plan of the previous strategy.
- Focussed our attention on the Governments Tobacco Control Plan, 2017 as well as 'The End of Smoking' – a brief guide for local authority members and officers and their partners on Health and Wellbeing Boards.
- Consulted with a large cross section of partners, agencies, colleagues and services across B&NES to identify what the priorities are, which groups of people we should be focussing the actions of this strategy on and the impact tobacco use is having on our service users.
- Produced a comprehensive new strategy alongside a detailed and realistic action plan to be completed over the next 5 years.



What type of things need to be in place to support people from different cultures and backgrounds?

We recently had two Syrian refugee clients seeking support and so I had to book an Arabic interpreter to arrange individual appointments in a suitable venue.

A Polish client was keen to quit due to a heart condition, but had struggled for such a long time. I helped him quit by him buying his own E-cigarette. Being an E-cigarette friendly service is great for that.

Working with BME Smokers: Case Study with Jo Spinney

Does tobacco use vary across different countries, which may change the support that is available?

I have also supported clients from the local Polish community. In one case this also involved using an interpreter. The Health Visitor informed me that the family were smoking in the home and so we all worked out a plan to address secondhand smoke and ways to make their home smokefree.

All clients are offered evidence-based treatment which is a combination of behavioural support and stop smoking medications. One client didn't smoke but used a waterpipe (popular in Syrian cultures). She had a high CO reading and so I was able to give her some advice.

Latest News

E-cigs and pregnancy update

The pregnancy and free E-cigarette pilot programme has now been running for a year, after the first 6 month pilot was extended by our Local Maternity System (LMS) extending the project for a further 6 months and rolling out the same model across Wiltshire, with plans to also include Swindon.

We have so far supported over 90 women (official data coming shortly) with E-cigs over the past year and have completed 9 interviews thus far. The HIPs team also took part in a detailed focus group which further explored how this project has impacted their day job and has helped to not only build confidence and trust amongst the women they work with, but has saved time and provided an instant treatment offer – due to E-cigarettes being handed to the women during their appointments with their HIPs advisor.

The pregnant women taking part in this programme have been amazing and their support and confidence in the service has been admirable. Some of these women have very difficult circumstances and have provided a real insight into their struggles and daily obstacles. The E-cigarette on its own isn't a magic cure, however it is becoming increasingly noticeable as we collect more and more data that combined with the level of support they receive from HIPs and the fact that the device is handed to them, alongside NRT if needed that it is showing fantastic potential. We are very excited for the results of this pilot, along with the qualitative research study in partnership with the University of Bath, which is due in time for the next financial year.



Meet the team

Millie Smail

Hi, I'm Millie, and I'm the newest Health Improvement Practitioner to join Virgin Care's Wellbeing Service as a Specialist Stop Smoking Advisor. I have recently finished a degree in Nutrition, Exercise and Health at Plymouth University, and I have a keen interest in health promotion. So far in my role, I have learnt a great deal about tobacco products and the extent of the damage smoking can impose on health. I have enjoyed building rapport with our service users, along with hearing about and seeing the positive impact of lifestyle changes we support individuals to make.

My portfolio of work will involve engaging closely with Pharmacies and looking at ways in which we can work together to promote the services and support offered across B&NES. It's really important that anyone wishing to stop smoking has options – lots of people choose

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to give up smoking on their own and so we need to be encouraging smokers to make an annual quit attempt. We need to ensure that our pharmacies are up to date with all the latest products and treatments in case somebody walks in with a question. Some pharmacies also have trained Stop Smoking Advisors and so anybody wishing to access this can do so, however check with your local pharmacy first as an appointment may need to be made.

If you work in a pharmacy and would like more information / refresher training or just a quick chat about any of the products you stock then please drop me a line at:

Millie.Smail@virgincare.co.uk



Campaigns!

Stoptober 2019

Did you spot the team??

This year the Stoptober Squad linked up with the RUH, GLL and Bath College. The Big Red Ball was out in action across the patch and popped up in all kinds of places. Here we are with Councillor Appleyard at the RUH.

We also worked with GLL and had a series of events at leisure centres covering each of the localities, talking to gym goers and finding out how many people were taking up the challenge this year, whilst also working on their fitness. As always we used our Social Media platforms to promote the campaign with some of our Facebook activity reaching over 1500 people.

If you have any ideas of where we can take the Red Ball next year then please let us know – why not send us a tweet @bathnes / @BaNESWellbeing with your suggestions!



Training Opportunities!

The early 2020 training dates are as follows:

New one day training

Date	Venue
Tuesday 8th September	TBC

New one day training for anyone interested in becoming a Trained Stop Smoking Service Advisor. This training is aimed at anyone who has face to face contact with members of the public.

Refresher/Network

Date	Venue
Tuesday 22nd September	TBC

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

To book a place please e-mail:
Kate.Rood@virgincare.co.uk

Making Every Contact Count (MECC) New spring & summer 2019 training programme

This course is about supporting people to make the most of every opportunity they have to start up a conversation about health with the people they meet through their work and broader lives. Telling people to change unhealthy behaviour is unlikely to be successful; instead MECC provides the skills to work in a different way, encouraging brief interventions that can lead to longer term change. MECC training is delivered over two half day sessions. For up and coming dates click [here](#).



The BIG CO Challenge!



Ask yourself our top CO monitor quick questions

Q1 How many monitors are currently in your team / office / practice / toilet cupboard!! How long did it take you to find one and check that it's working correctly? If it took ages then maybe think about finding your monitor a nice new home that can be easily spotted!

Q2 Are you using your monitor for **every smoker you support**? If you work in maternity please remember that CO readings should be taken at **every booking appointment** with the outcome recorded. They should be offered to **all pregnant women as appropriate** throughout pregnancy with the outcome recorded. Testing should also be offered at the **36wk antenatal appointment** and you've guessed it – **outcome recorded!**

Q3 How often do you check that your monitor is working correctly and who should contact if it needs calibrating? Monitors should be checked every couple of months – if they aren't working correctly or you think it needs calibrating please contact one of our lovely Specialist Advisors at BATHNES.thehub@virgincare.co.uk

Q4 The CO vs CO₂ DILEMMA!! Do you sometimes get the two confused?

Carbon Monoxide CO - one carbon atom double bonded with one oxygen atom

A poisonous, colourless and odourless gas, which is commonly associated as an industrial hazard from the incomplete burning of material containing carbon. It is also released as part of the combustion process of cigarettes when they are lit.

Carbon Dioxide CO₂ - one carbon atom, bonded to two oxygen atoms

A colourless, odourless gas, found within our atmosphere. It is a waste product in our bodies. It is absorbed by trees and plants, which is then converted into oxygen and realised back in to air.

Please try really hard to remember CO

Refrain from referring to the poisonous gas associated with smoking as CO₂ or your monitors as CO₂ monitors – this can cause lots of confusion around the dangers associated with carbon MONOXIDE.

You can remember it by thinking of carbon monoxide **CO** as; **MONO**xide – defined as one or alone! There is defiantly no 2's when it comes to Carbon Monoxide!



Stop Smoking Service / E-cigarettes

Telephone: **0300 247 0203 Select option 1**
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: [@BaNESWellbeing](https://twitter.com/BaNESWellbeing) | Facebook: **Search for Welbeing Service**

Campaigns Contact Info

Telephone: **01225 394066** | Email: ruth_sampson@bathnes.gov.uk
Website: www.bathnes.gov.uk/services/public-health



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