

# Smoking Matters



Spring Edition 2021

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Bath & North East  
Somerset Council

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Bath and North East Somerset –  
*The place to live, work and visit*  
[www.bathnes.gov.uk](http://www.bathnes.gov.uk)

Welcome to the first 2021 edition of Smoking Matters! It's nice to be back sharing Tobacco Control news, information and new guidance. It's also nice to be able to share content across this network that isn't purely focussed around Coronavirus! Inevitably there have been many changes over the past year, since the last edition of Smoking Matters was released. The majority of services are all working remotely using digital ways / platforms.

Many thanks for all of your hard work during these uncertain times. 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 where pregnant women are offered free E-cigarettes as part of their quit attempt.

Our service has had to change quite substantially since the start of the pandemic and we have had to adapt quickly to working remotely and via virtual platforms. We are currently unable to support people face to face, but have the following new ways of supporting people including:

- telephone support / text support
- a small supply of E-cigs available to use as part of a quit attempt
- access to the Smokefree App, which is an interactive app with access to 24 hour support from accredited stop smoking advisors
- virtual clinics (details on page 9)

### Contact us:

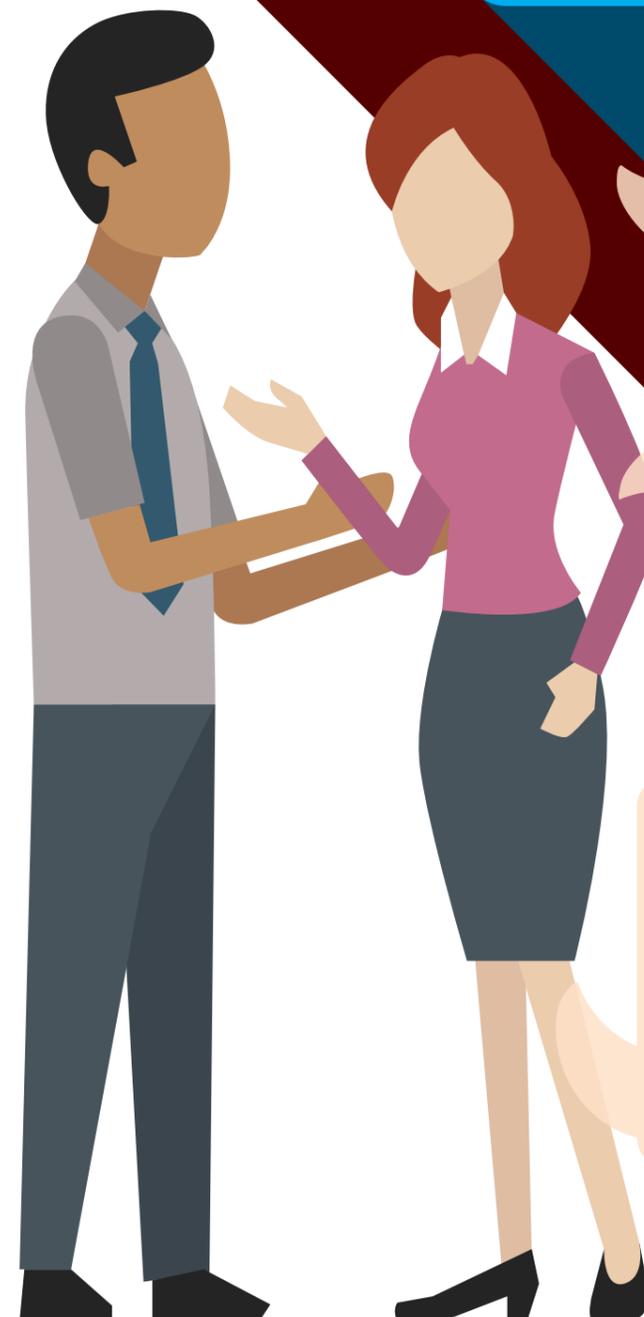
Call: **0300 247 0050** | E-mail: **BATHNES.thehub@virginicare.co.uk**  
Referral form **[HERE!](#)**

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.

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).

Other useful areas to access help and support include;

- <https://www.nhs.uk/better-health/quit-smoking/>
- <https://www.ncsct.co.uk/>
- <https://smokefreeaction.org.uk/>
- <https://ash.org.uk/home/>



**ASK** – open discovery questions 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. you should try this... when I stopped smoking I did this...
- Listening! Allow for moments of silent reflection

Referral form **[HERE!](#)**

ILLUSTRATION: JESADAPHRON

# Tobacco Control Updates

## Member Updates

Refer people to the **Specialist Team** at Virgin care

- Call: **0300 247 0050**
- Email: **[BATHNES.thehub@virginicare.co.uk](mailto:BATHNES.thehub@virginicare.co.uk)**
- **Referral Form**

### Pregnancy

Any pregnant woman wanting to stop smoking is automatically referred to the Health in Pregnancy Team (HIPs). Contact Dawn Powell at: **[d.powell3@nhs.net](mailto:d.powell3@nhs.net)** for any further information.

### Illegal Tobacco

Illegal tobacco sales harm our local communities, allowing tobacco products to be sold to children at pocket money prices. You can report the supply of illegal tobacco at **<https://www.swillegaltobacco.info/report-it/>**

### AWP

We continue to offer support to all smokers admitted to our Smokefree wards, including provision of a complementary vaping device on admission and NRT. Our community teams can support our service users who smoke to access support from Virgin care Stop smoking service. For staff looking to quit, we continue to offer reimbursement for 12 weeks' worth of Stop Smoking Medication and will provide time back for any support sessions attended through Virgin care Stop Smoking Service. Staff can also access a range of discount codes for vaping devices and products.

## Ash Update

Action on smoking and health (ASH) have been really pleased to share their seventh annual report on local authority stop smoking services and tobacco control work: **Stepping up: The response of stop smoking services in England to the COVID-19 pandemic.**

The report presents findings from an online survey of local authority tobacco control leads conducted between August and September 2020. 74% of the 151 local authorities in England with responsibility for public health responded to the survey, providing a vital snapshot of how local authorities across England are working towards the national ambition to be smokefree by 2030 during the COVID-19 pandemic.

The report shines a light on local authorities' resilience and creativity, with almost all councils (98%) maintaining behavioural support through new innovative formats for people wanting to quit throughout the pandemic and going above and beyond to ensure medication still reached those who needed it. Councils also undertook an unprecedented programme of communications activity to encourage smokers to quit, with 4 in 5 local authorities delivering comms specifically about smoking and the pandemic, assisted by the #QuitforCovid campaign and resources.

## Carbon Monoxide Update

Back in November, the National Centre for Smoking Cessation and Training (NCSCT), on behalf on PHE released guidance around the measures that would need to be in place for the safe resumption of face to face appointments and so that CO monitoring could be resumed. These measures were not mandatory and very clearly stated that any service wishing to reinstate CO monitoring should consider local coronavirus restrictions, as well as operational practicalities within the stop smoking service.

Local discussions across service providers raised at the Tobacco Control Network (TAN) decided that we were not able to restart face to face provision. Local cases were rising and the RUH was taking emergency measures in an act of controlling Covid admissions. We are still standing by this decision and will keep all services updated as and when anything changes. Therefore, CO monitoring is still on hold and remote support is still the favoured and recommended service delivery at this time.

Here is the NCSCT guidance: **CO Resumption Guidance**

## Smoking in Pregnancy Update

The Smoking in Pregnancy Challenge Group is a coalition of health and baby charities committed to reducing rates of smoking in pregnancy. The Group was established in 2012 to produce recommendations on how the smoking in pregnancy ambition contained in the Government's tobacco strategy could be realised. The group has established the Smokefree Pregnancy Information Network to ensure colleagues across the NHS, and local authorities can stay up-to-date with new resources, the latest evidence and upcoming events to support their work to reduce rates of smoking during pregnancy. Members of the Network receive monthly updates as well as ad hoc emails about crucial policy developments such as the NHS Long Term Plan or Saving Babies' Lives Care Bundle.

Here is the latest briefing completed by the group: **BSW (B&NES, Swindon and Wiltshire)**



## Latest News



## Pavement Licenses

The Business and Planning Act 2020 received Royal Assent on 22 July 2020 and came into effect immediately to help hospitality premises during the Covid-19 pandemic. It set out a fast track process for pavement licences, which allowed licence holders to place removable furniture over certain highways adjacent to the premises.

Two options were provided, as part of the Act with regards to smoking. The first was to implement the national condition to provide smokefree seating; the second was to go further and make 100% smokefree seating a condition of licence at local level. Local authorities could set local conditions where there is 'reasonable justification' to do so. In B&NES the decision was made to follow the national condition, however a partnership was developed between the licensing team and public health to ensure that all premises who applied received a pack of information around how to implement 100% smokefree compliance, should they wish to do so. The premises who opted to allow outside seating

for both smokers and non-smokers alike had significant space to do so. They had planned accordingly with regards to the table and chair layout and so patrons opting for smokefree seating were not inconvenienced by secondhand smoke.

We have received 57 applications in total since the Business and Planning Act 2020 was introduced. 37 Pavement Licences have been granted and are current. There are a small number of businesses that have more than one Pavement Licence, due to their location and size. Some businesses had their initial application refused and have had to re-apply. Many businesses who applied have been very compliant with adhering to the Smokefree guidance. 43% of premises with a valid pavement licence have opted to include Smokefree provision.

Smokefree Packs available included:

- **ASH Briefing for Councils**
- **BATHNES Smokefree Guidance**
- **Business re-opening sign**

## Campaigns!



## No Smoking Day!

The overarching theme for this year's no smoking day is that **"quitting smoking doesn't have to be stressful"**

### Sub-messages

- Using quitting aids and services can take the stress out of quitting
- Stopping smoking can improve your mental health equivalent to taking anti-depressants
- Stopping now, therefore, benefits you mentally, physically and financially

Keep an eye out for update e-mails and as soon as the toolkit becomes available this will be shared across the tobacco control network, for you to use within your settings.

## Stoptober 2020!

The campaign focused on respiratory health by highlighting the harm smoking causes and the benefits of quitting. It also helped to build on the sense of community generated by the pandemic and motivated smokers to make a quit attempt through positive messaging.

Face to face activity and roadshow type events that the Specialist team have organised in the past were unfortunately put on hold this year, due to the pandemic, however it didn't stop the creative juices flowing and the team were able to re-create this year's Stoptober design using bits of foliage from their gardens to create the image of the lungs.



## Case Study

### Gabriella Alves, 21 year-old, from Bath said:

"Whilst studying, I noticed I was smoking more and more whilst my fitness levels were declining. I'm a rugby player which was a big concern for me as I'm always training and was regularly getting out of breath on the pitch. This, alongside knowing that Covid-19 was circulating and is a virus that affects the lungs gave me the extra push I needed to quit for good. So I picked up a vape starter kit and signed up to the Virgin Care wellbeing Service for support.

"It was quite hard at the start due to the cravings and it was really difficult to adjust to using the vape but I'm so happy I managed to stick at it. Since quitting, I have noticed my breathing and circulation improve dramatically and now I feel fully in control and I'm confident I won't go back."



# E-cigarettes

## E-cigarettes Fact Find



Using E-cigs are less harmful than smoking

E-cig use amongst young people remains low

E-cig regulations are tighter in the UK

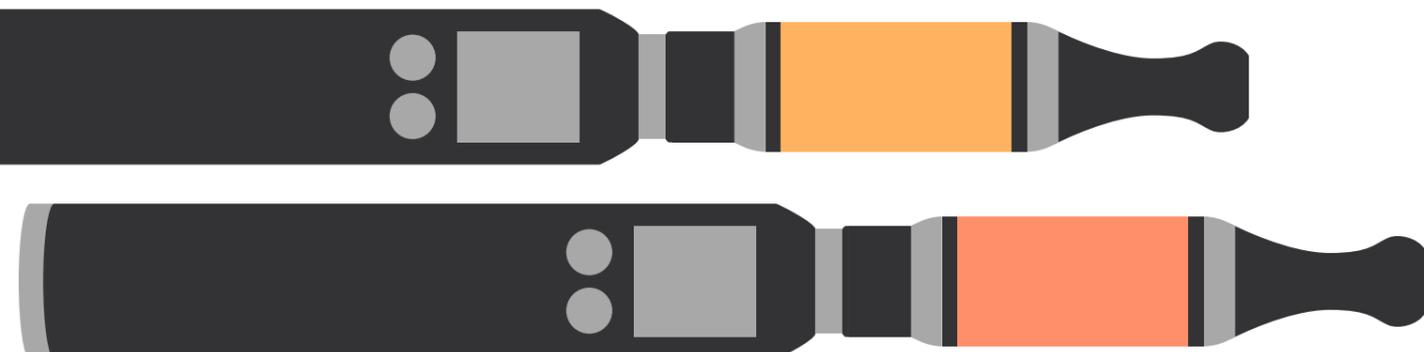
You can use NRT alongside an E-cig

E-cigs don't contain many of the toxins found in cigarettes, nor do they combust, which means there is no smoke or tar, which are the main cause of disease / illness linked with smoking.

E-cigarettes are not recommended in any other context other than in stopping smoking. Whilst there is some evidence to suggest that some young people do experiment with vaping, regular use remains low.

The UK has a far tighter grip on E-cig regulation, as well as strict marketing and advertising laws – unlike the US. The MHRA (Medicines & Healthcare products Regulatory Agency) has a robust yellow card reporting system in place.

Nicotine withdrawal if not correctly managed by a suitable replacement can cause the desire to smoke to intensify – leading to relapse. Healthcare professionals recommend using E-cigs and NRT together to help manage these cravings.



## Virtual Training Opportunities!

Unfortunately we are not able to run our usual face to face training. However we are able to run training sessions virtually and so if you are interested in attending the one day Stop Smoking Advisor Training, then please do express your interest by clicking on the below link and completing the poll:

- Virtual training poll**
- Very Brief Advice Training (NCSCT)**
- Second-hand Smoke Training (NCSCT)**
- Training & Assessment Programme (NCSCT Assessment of core knowledge and key practice skills)**

## NHS Long Term Plan

In January 2019 the NHS published its Long Term Plan and laid out its vision for improving the quality of patient care and health outcomes as well as building a health and care service fit for the future by:

- Enabling everyone to get the best start in life
- Delivering world class care for major health problems

● Supporting people to age well. These aims and aspirations also sit at the heart of this integrated health and care strategy

Our health and care priorities will be addressed through three life stage programmes.

*Continued on next page*

## NHS Long Term Plan *Continued from previous page*

This means we will spend more time and effort helping people to stay well, to help them act early to prevent ill health and get support and, where care and treatment is required, that we work with people to ensure care is joined up and based on what matters most to the individual. Our proposed priorities are:

**Priority 1:** Improving the Health and Wellbeing of our Population

**Priority 2:** Developing Sustainable Communities

**Priority 3:** Sustainable secondary care services

### Tobacco treatment

To provide NHS funded treatment for tobacco dependence to all inpatients, pregnant women and higher risk outpatients who smoke, by 31 March 2023/24.

### Programme restart following pause due to covid-19

LTP work was paused in March as part of the NHS covid-19 emergency response. The tobacco workstreams are now resuming planned activity. This is primarily through Early

Implementer Sites (EIS), as financial approval has now been received to recommence activity. In the South West we have one EIS in Bristol, North Somerset and South Gloucestershire, which is piloting a smoking in pregnancy model. These commitments are designed to:

- Be the **NHS's contribution** to tackling tobacco dependence;
- Build on the good work already happening and work in **synergy with existing Local Authority Stop Smoking Services**;
- Contribute to delivering the Government's 2030 ambition of a **smokefree generation** (<5% prevalence);
- Focus on both **physical and mental health** services
- **Reduce current and future demand on NHS** (and social care) services; and
- Have a level of national direction but are for **local development and delivery**.



### Stop Smoking Service / E-cigarettes

Telephone: **0300 247 0203 Select option 1**

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

Website: **www.virginicare.co.uk**

### Virgin Care

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

Website: **www.virginicare.co.uk**

Twitter: **@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**



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