

Well done to Carol Pittam who supported 24 clients attempt to quit in October, and Beverly Phillipson with over 90% CO confirmed quits.



News from the Stop Smoking Service

Hot Topics

The Local Tobacco Control Profiles now contain more data.

New data that have not previously been in the public domain:

- Smoking attributable hospital admissions

Shocking reading.....

<http://www.tobaccoprofiles.info>.

(MK comes under the South east)

Stop Smoking Helpline 0845 200 2323

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quit manager

Things seem to be working with Quit Manager really well.

One little thing to remember, if a client DNA and you lose contact with them, complete the "follow up" tab accordingly and then when you complete the episode pick DNA as the reason.....this helps us know why they were LTFU and you will easily be able to see if they come back to try again.

The **Free NRT Offer** (if clients quit in January) is now over. I hope it helped in some way.

All pharmacies in MK now accept vouchers with the **exception of Superdrug CMK and Sainsbury's** pharmacy. If any clients return to you saying a pharmacy did not accept them please let us know!



Congratulations to Laura Martin, Advisor here with the Stop Smoking Service, who gave birth to Emily Nana Ama Martin-Brown. Born 31st January 2015 at 12:41pm, 8lbs 6oz.

Champix (Varenicline Tartrate)

Guidance recommends no more than one cycle of Champix every 6 months, however, there is no guidance on the number of cycles a client may receive in total so do not worry if a client seems to have tried it a few times over the years.

If a patient has a long term condition or had undue stress during their quit attempt their GP may agree to a second cycle back to back (so 24 weeks of Champix) to sustain the quit. Advise GPs with thorough notes on patient's motivation if this is the case.

Use the new Champix letter of recommendations. (Emailed out with this news letter!)

NRT Vouchers:

NRT vouchers they must be used for ALL NRT.

These are to replace the FP10 prescriptions.

Please be careful with your vouchers and ensure they are locked up whenever possible.

The maximum supply on a voucher is **4 weeks**.

More than 4 weeks can never be supplied in one go and all product should ideally be supplied weekly by the pharmacy: patients who are on track and doing well can be given fortnightly.

If you do not put a brand name pharmacies may be able to supply NRT more quickly.....

Looking for some new ideas:

"The SmokeFree Formula: a revolutionary way to Stop Smoking." An essential guide by Professor Robert West PhD.

A book, now on prescription in some areas, to help patients stop smoking. Might be worth a read.

www.smokefreeformula.com

E-Cigarettes

According to recent surveys 90% of e-cigarette users still smoke tobacco even if only occasionally, so they still are classed as smokers if that is the case.

The most popular strength nicotine liquid is 18mg/ml but 20-30% are using >20mg/ml. This suggests many people are not reducing their nicotine intake and have just transferred their dependency.

Offer users NRT if they agree to reduce the strength of their e-cigarette and offer behavioural support to stop them turning to the cigarettes when out and about.

Cut down to quit

If a client believes they need to cut down to quit let them either: 1) cut down by 50% for 2 weeks and then quit or
2) buy their own NRT and cut down by 50% or more for as long as they think they need and then come to you when they are ready to quit.....



Smoking in Pregnancy Up-date

Midwives are all checking CO levels on booking and referring to the stop smoking service.

Remember, if you have a pregnant client:

They do not have to quit during the 12 weeks to stay on the programme but must appear committed and reduce smoking to receive NRT.

If they quit in the first programme they can have a further 12 weeks NRT to keep them on track.



Get things going fast

Evidence shows that clients who delay quitting have a lower likelihood of quitting.....

Get clients to quit quickly while motivated and before they come up with reasons not to.

Clarity and boundaries help smokers to quit and allow them less wriggle room to put off the inevitable!

IF you cannot see them on quit day why not give them a call if you can. Again, evidence shows clients who have contact with their advisor on quit day are more likely to quit.



Milton Keynes Tobacco Control Partnership

In September MKC launched its newly formed tobacco control partnership, SmokeFree MK. The partnership includes public health, stop smoking service, environmental health, trading standards, local business, communications and marketing, the fire service, police and the acute sector including mental health services and maternity. Since the launch, the partnership have concentrated on 2 things signing up to the Local Government Declaration on Tobacco Control and developing terms of reference that ensure they are accountable to the Health and Wellbeing Strategic Implementation Group. Now that these are both of these in place, the partnership has a strong platform on which to build upon – making sure that local tobacco control initiatives, stop children starting to smoke and reduce smoking prevalence, which in turn will help reduce the health inequalities that result from tobacco use.

Research shows that Local authorities with strong tobacco control partnerships prompt more smokers to engage with stop smoking services, than areas that don't. Take these 2 examples; tackling the supply of illegal tobacco reduces the supply of cheap, counterfeit tobacco, forcing smokers to purchase cigarettes at the full price, which is often enough to prompt a quit attempt or local communication and marketing campaigns (especially those that build upon national campaigns such as Stoptober, or No Smoking Day) can be the link that engages smokers to start thinking about quitting. The stop smoking service is a valued member of SmokeFree MK but it's crucial that the service is part of a comprehensive local tobacco control programme.

For any further information of how can get involved – please contact Gail Addison Head of Public Health Delivery at MKC on gail.addison@milton-keynes.gov.uk or call 01908 252386