

Stoptober Newsletter

STOPTOBER 2018 WILL ENCOURAGE SMOKERS TO FIND THE MOST SUITABLE SUPPORT FOR THEM, RATHER THAN GOING “COLD TURKEY”



Resources

Stoptober resources are available to order/download from the PHE campaigns resource centre:

<https://campaignresources.phe.gov.uk/resources/campaigns/6-stoptober/resources>

Local services

More information on the Healthy Lifestyles Stop Smoking Service in Coventry can be found here:

<https://hlscoventry.org/our-services/stop-smoking>

Case Studies

Do you have any success stories or case studies to share with us from your smoking clinics? If so let us know:

admin@1centralhealth.co.uk

Prizes to be won in October and November!

Stoptober provides an ideal opportunity to engage with smokers and it's the ideal time to promote your Stop Smoking Service in pharmacy. Use your Health Promotion Zone to advertise your SSS and don't forget to send your pics to admin@1centralhealth.co.uk

Prizes will be awarded for the best displays!

Remember smokers are 4 times more likely to quit with behavioural support. We will be awarding prizes to the Smoking Advisors with the best conversion rates of verified quits in October and November

E-CIGARETTES

As a service, we support any clients who wish to use to use e-cigarettes as an aid to support them to stop smoking. They must be smoking at the start; we cannot support any clients who are vaping only.

We can and will support any client wishing to use an e-cigarette as part of their stop smoking journey by providing full behavioural support - as we would with any NRT product. However, we cannot advise or make any recommendations on their choice of brand or strength of nicotine in their vape liquids.

More guidance on e-cigarettes can be found here:

http://www.ncsct.co.uk/usr/pub/Electronic_cigarettes_A_briefing_for_stop_smoking_services.pdf

<https://www.gov.uk/government/news/phe-publishes-independent-expert-e-cigarettes-evidence-review>

GOLD STANDARD MONITORING FORMS

Some pharmacies (those that don't have access to a computer in the consultation room) have requested paper forms for recording clinic sessions (previously gold standard forms). These are being sent out via email to all stores. If you use these, please ensure all data is entered onto Quit Manager in a timely manner (ideally within 24 hours). Also, please be aware of storage due to GDPR regulations and ensure they are destroyed as confidential waste.

Tips for retaining patients:

We currently have a low conversion rate of successful quit attempts in Coventry pharmacies. We have put together some hints & tips in order to help gain more successful quits:

- Make sure the patient is 100% committed at their first appointment; ask them their readiness to quit on a scale of 1-10. Anyone giving a score of less than 7 should be advised to come back when they feel more committed to quitting
- Use motivational interviewing; you can find examples of this on the NCSCT website and there are some good videos on YouTube. Using this technique will mean patients are more committed and motivated to succeed
- Make sure patients know that Nicotine is relatively harmless compared to smoking tobacco. Many patients do not take their NRT product properly, or for long enough, as they have a fear of becoming addicted to the product. This can result in them having a failed attempt and return to smoking
- We suggest making 3 attempts to contact a patient if they haven't attended their appointment
- Send motivational messages to patients via text/email/phone call. Tell them how well they are doing, encourage them to continue, remind them of their next appointment
- Use incentives such as a certificate to recognize their achievement. We have produced some 4 week and 12 week quit certificates which we will be emailing out to all SSS pharmacies. If you would like any paper copies sending out please let us know
- Consider using social media platforms. Maybe your pharmacy already has a Facebook or Twitter account you could use (or you could create one). Social media is free, and will not identify your personal account, so it can be a great way to advertise your clinics or send motivational quotes and messages
- Don't forget to send all photos, stories or any questions and queries to admin@1centralhealth.co.uk