



NHS

*Smoking kills more people every year than alcohol, cocaine, crack, heroin, homicide, suicide, car accidents, fires, and **AIDS combined.***

(OPCS Series DH2, No.17. Mortality Statistics Cause, 1990.)

SMOKEFREE TORBAY

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Smoking Quiz

Nb due to economic pressures there are no prizes available (other than the sense of smug satisfaction)

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Quiz

1. Approximately how many children start smoking in the UK, everyday?

- a) 50 b) 150 c) 450 d) 850

2. How many chemicals in a cigarette?

- a) 90 b) 500 c) 2000 d) 4000

3. What percentage of COPD deaths are attributable to smoking ?

- a) 47% b) 62% c) 78% d) 84%

4. How long does it take for carbon monoxide to be eliminated from the body after stopping smoking?

- a) 1 hour b) 1 day c) 1 week d) 1 month

5. What is the estimated current prevalence of ex-smokers in Torbay?

- a) 15% b) 24% c) 46% d) 56%

Quiz

1. Approximately how many children start smoking in the UK, everyday?
a) 50 b) 150 c) 450 (Ash) d) 850
2. How many chemicals in a cigarette?
a) 90 b) 500 c) 2000 d) 4000
3. What percentage of COPD deaths are attributable to smoking ?
a) 47% b) 62% c) 78% d) 86% (various)
4. How long does it take for carbon monoxide to be eliminated from the body after stopping smoking?
a) 1 hour b) 1 day (NCSCT) c) 1 week d) 1 month
5. What is the estimated current prevalence of ex-smokers in Torbay?
a) 15% b) 24% c) 46% (smoking epidemic) d) 56%

The NHS logo is displayed in white text on a blue rectangular background.The Torbay Council logo features the word 'TORBAY' in a large, serif font above the word 'COUNCIL' in a smaller, sans-serif font, with a stylized wave graphic below.The Smokefree Torbay logo consists of a stylized icon of a person with arms raised above the text 'SMOKEFREE' in a bold, sans-serif font, with 'TORBAY' in a smaller font below.

Smoking Facts

Numbers Needed To Treat to prevent one death

Outcome	Intervention	NNT
Statins	Prevent 1 death over 5 years	107
Antihypertensive therapy	Prevent one stroke, one MI death over 1 year	700
Cervical cancer Screening	Prevent 1 death over 10 years	1140
GP brief advice to stop smoking <5 minutes	Prevent one premature death*	80
... + pharmacological support	Prevent one premature death*	38-56
...+ behavioural support	Prevent one premature death*	16-40

*Over half of all continuing smokers will die prematurely from a smoking-related disease. For every 2 long term quitters one premature death is avoided (Doll & Peto)

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% of total NHS costs due to smoking for common diseases

Disease	Actual costs (£m)	Cost due to smoking (£m)	% of costs due to smoking
Lung cancer	278	235	84
COPD	1,746	1,187	68
CHD	9,698	2,133	22
Other cancers	2,952	306	10
Other medical conditions*	4,676	536	12
Total	19,392	4,398	23

Ranking	Region	Total Cost to employers in the Region	Absences attributable to Smoking	Smoking breaks at work
6/9	SW	£161.4m	£90m	£71.5m



The hard to quit, quitter !

COPD vs sudden cardiac event

Being a smoker is difficult and requires effort -

Cognitive Dissonance : the need to close the gap between knowledge and behaviour - the bigger the gap the bigger the effort.

"I'm cutting down"

"I'm quitting next week / next month / new year"

"I enjoy smoking"

"it relieves stress / boredom"

"it's my only pleasure in life"



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The importance of the pharmacy

- Familiarity with your regular customers
- You have greater access to patients – men vs women
- Flexible opening hours & local
- Trusted - recognised as knowledgeable health professional
- No medical records
- See purchased / over the counter items
- More time
- Stop smoking pharmacy scheme – D.H Quit kits



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Brief interventions can make a big difference

Brief intervention (30 sec – 10mins) : involves opportunistic advice, discussion, negotiation or encouragement – giving resources, etc

The 3 A's

ASK

about smoking status (e.g. smoker, ex smoker (how long quit), non-smoker)

ADVISE

patients (and partners) of the benefits of stopping smoking for them (and for others) (e.g. retention of lung function, improved mobility, reduced risk from respiratory infection)

ACT

on the patients response (e.g. refer / offer appointment. would you like to speak to a trained adviser ? support at most GP's)



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Why should I, or any other health professional bother giving brief intervention ?

- 70% of all smokers are thinking about quitting at anyone time
- Smokers expect to be asked about their smoking status by health professionals

Because it makes a difference

- Up to 40% of smokers will make a quit attempt following brief advice from a recognised health professional

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RAISING THE ISSUE (or getting a foot in the door..)

- You've told me you are a smoker. What do you enjoy most about smoking?
- Have you ever considered giving up?
- Are you worried about quitting and how you may feel?
- Do you want to give up for yourself or for someone else?
- Have you tried quitting before? How long did you last?



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RAISING THE ISSUE.....

- What benefits did you notice?
- Why did you start again?
- How did you feel during the time that you stopped?
- **How important is it for you right now to stop smoking? (scale of 0-10)**
- **If you did decide to stop how confident are you that you would succeed? (scale of 0-10)**

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Stop Smoking Support is Available from...

1 to 1 & Group Shop opposite Argos – Torquay
Paignton Library Drop in – Every Tuesday 1630-1830

Specialist areas :

- Pregnancy
- Mental Health
- Chronic Health / Secondary care (e.g. COPD)
- Children & Young Persons
- Complex cases e.g. alcohol & drug

Torbay (TQ1-5) - 01803 299160
Devon Service Number - 01884 836024

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