

DEVON STOP SMOKING SERVICE

Quarterly Smoking Cessation Report for Pharmacies



Devon

2010-11 Q4
Annual Summary

Introduction

Welcome to the first quarterly report for the NHS Devon Stop Smoking Service running in pharmacies. These reports will be sent every quarter to pharmacies that operate a stop smoking service for their customers.

No Smoking Day 2011

Thank you for displaying the No Smoking Day materials in March. The evaluation of this day was surprisingly mixed. Some found it really boosted numbers wishing to quit whilst others did not. In the main, however, the materials were well received.

Pharmacies and Stop Smoking Support

Pharmacies have a unique opportunity to raise the issue with their customers. Most smokers would like to quit smoking and won't mind being asked if the time is right for them to consider quitting. In the 2010 public health White Paper, Healthy Lives, Healthy People: Our strategy for public health in England, the coalition government stated its intention to strengthen partnerships with pharmacies to support them in effective routes to quit.

Graphs

The graphs overleaf will enable you to see the activity in your area. In particular, it shows the varied activity and success rates achieved. There are many reasons why this might be. Rates of smoking change across the county. Provision of stop smoking support by GPs varies too. However, higher quit rates are achieved by regular contact with the smoker and a high quality intervention.

Further Learning Opportunities

To learn more about stop smoking methods you can access the CPPE website on www.cppe.ac.uk/e-learning. There are two modules. (Bear in mind they were written for the Scottish service so some elements relating to legislation are not relevant.)

1. Raising the issue of smoking. This module looks at brief advice.
2. Smokefree Me, Smokefree You: The Pharmacy Model. Module 2 has a useful section on marketing your stop smoking service.

The NHS Devon Stop Smoking Service run update sessions. To find out when these are contact them on 01884 836024. They also have an excellent treatment guide for nicotine replacement therapy and can send you copies for your advisers.

The NHS National Centre for Smoking Cessation Training (NCSCT) has a Standard Treatment Programme which describes the behavioural support to be provided at six sessions with the smoker. It gives examples of questions and phrases to use. It can be downloaded at

http://www.ncsct.co.uk/Content/FileManager/documents/NCSCT_STP_ed2.pdf

Comments

If you have comments on or suggestions for future reports we would like to hear from you. We'd also like to hear about client feedback. Good news stories should always be shared! Contact us using the details below

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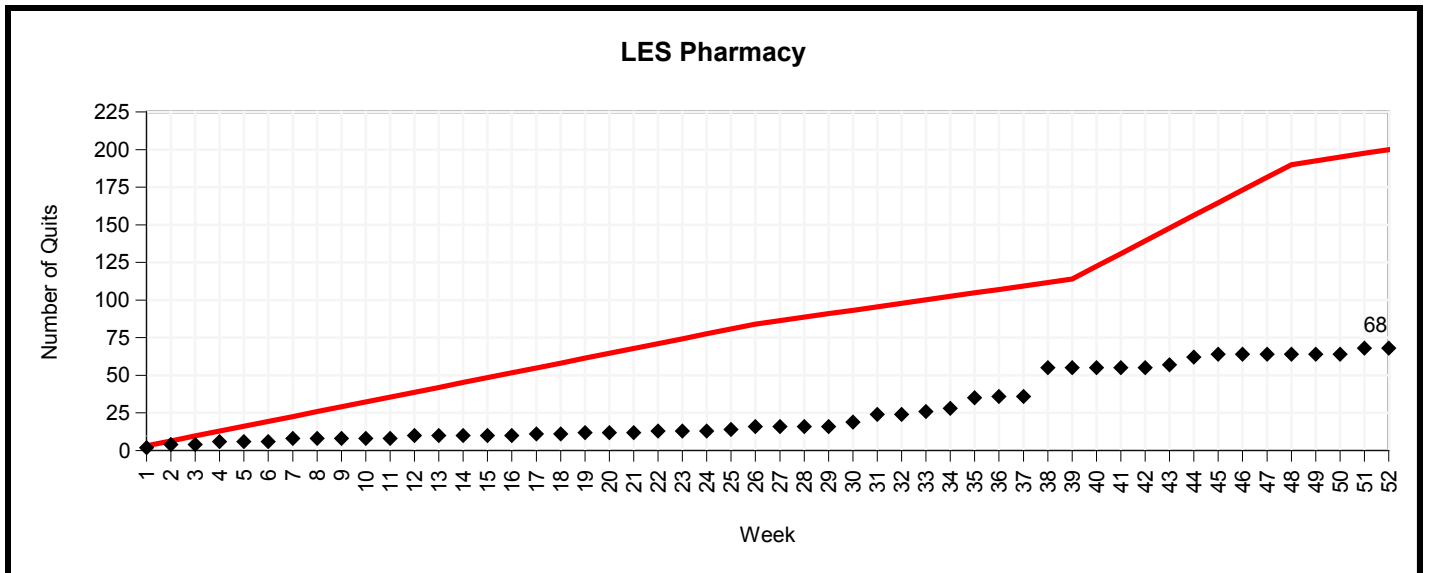
Professional resources:

www.smokefree.nhs.uk/resources



Trajectory against Target

The graph below shows the cumulative number of quitters achieved each week during 2010-11 (black dots) compared to the target trajectory (red line).



Pharmacy Specific Activity

The graphs below show the activity and quit outcomes by individual pharmacy. The graph on the left shows the number of clients and the graph on the right shows the percentage of clients by quit outcome.

