

# NO SMOKING DAY



## HOW TO GUIDE

A guide for dental practices

### Introduction

No Smoking Day 2012 is on Wednesday 14 March.

The No Smoking Day series of HOW TO GUIDES aims to help campaigners use the day to support smokers who want to stop.

No Smoking Day and the British Dental Health Foundation are working together to help dental practices across the UK to get involved in the campaign and support their patients who want to stop smoking.

This guide provides information about the campaign and outlines ideas about how you can get involved.



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## INTRODUCTION

### What is No Smoking Day?

No Smoking Day started in 1984 as a health awareness campaign run by a coalition of health organisations. It became an independent charity in 1991, and in October 2011 merged with British Heart Foundation, creating opportunities to make the campaign bigger and better!

No Smoking Day helps smokers who want to stop smoking by providing access to the best and most appropriate support, information and advice available, and offers smokers an opportunity to give up in the company of millions of others.

The campaign is UK-wide and is held every year on the second Wednesday of March.

### About the British Dental Health Foundation

The Foundation ([www.dentalhealth.org](http://www.dentalhealth.org)) is the leading UK-based independent charity dedicated to improving oral health.. The Foundation organises Mouth Cancer Action Month ([www.mouthcancer.org](http://www.mouthcancer.org)) throughout November, as smoking is still considered the leading cause of mouth cancer. The Foundation also runs National Smile Month ([www.nationalsmilemonth.org](http://www.nationalsmilemonth.org)) taking place from 20 May to 20 June.

Foundation chief executive Dr Nigel Carter BDS LDS (RCS) said: “Smoking presents a very real danger to the public’s oral and overall health. Dentists find themselves in a unique position to warn patients of the risks of smoking, which causes tooth staining and exacerbates gum disease – which has been linked to diabetes, heart disease, strokes and premature and low birth-weight babies. Tobacco is also linked to around three-quarters of all cases of mouth cancer. Placed on top of all the health concerns surrounding smoking, these risks stress the importance of campaigns such as No Smoking Day, and the Foundation wholeheartedly supports the campaign.”



## HOW NO SMOKING DAY WORKS

No Smoking Day aims to help smokers stop smoking by raising awareness, increasing motivation and by encouraging smokers to stop on a specific date. A network of volunteers runs local events and activities throughout the UK under the No Smoking Day banner.

### Aims of No Smoking Day

- ▲ Encourage and assist smokers who want to quit
- ▲ Create awareness of the campaign
- ▲ Involve as many people as possible
- ▲ Help achieve national and local health targets

### Campaign messages

- ▲ No Smoking Day is a good opportunity to quit
- ▲ There are health and other benefits to stopping smoking
- ▲ Smokers can get help when they want to quit

### What is achieved?

About three quarters of UK smokers want to give up, and over a million will try to quit on No Smoking Day each year. Research shows that every No Smoking Day up to 100,000 of these will stay smoke-free for good. Over the last 28 years we have helped more than a million smokers stop smoking for good.

The campaign generates fantastic coverage in national, regional and local media. In 2011 over 2,100 media mentions were generated and lots of these had information about the help available for smokers who want to stop, and about the benefits of quitting. The media coverage helps to generate awareness of the opportunity to quit and the chance to join in on the Day.



## HOW DENTAL PRACTICES CAN HELP

***FACT: People who smoke have a higher chance of tooth loss than non-smokers***

As tobacco use has many harmful effects on oral health, dentists and dental hygienists can play a leading role in advising and helping their patients to give up smoking. No Smoking Day on Wednesday 14 March can also give the opportunity to recommend tips on how to maintain a healthy mouth.

Although most patients know that smoking is hazardous to their health they may not be aware of the many dangers caused by tobacco (whether smoked or chewed), such as gum and periodontal disease, or know it is linked to mouth cancer. Patients sometimes need information on how stopping smoking may improve their oral health.

Advising on quitting smoking should be a routine part of clinical practice for dentists and hygienists. In addition to informing patients of the dangers of smoking, it's important also to focus on the benefits to be gained from quitting, like saving money, having fresher smelling breath and reducing the chances of stained teeth or developing mouth cancer. Ensure there are no lectures but offer positive, encouraging advice on why and how to stop smoking.

One of the first steps dental practices can take is to make the No Smoking Day posters and leaflets visible to patients. The leaflets are for smokers who want to stop smoking and list where to go and who to contact for help and advice.

Even if you don't have time to actively support each of your patients who wants to quit you can provide them with a leaflet that gives them the information they need to find the best help available. Just knowing that someone is there to offer this help is often the first and most important step for many would-be ex-smokers.



## ACTIVITY IDEAS

The No Smoking Day campaign office offers a free campaign handbook that includes a poster and useful information to help you plan events and activities. To order a campaign handbook log onto the campaign website [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)

When organising a No Smoking Day activity, make sure it fits in with the work you already do. For example hygienists might have to ask patients about smoking while scaling and polishing.

Here are some ideas to help you make the most of No Smoking Day in your practice:

- ▲ Decorate a notice board with No Smoking Day posters and campaign materials. Putting posters up early in January or February can help smokers prepare for quitting on No Smoking Day in March.
- ▲ Make the No Smoking Day leaflets visible and available to patients - they offer smokers advice on where to go and who to contact for help on quitting.
- ▲ Give the No Smoking Day stickers out to children of parents who are trying to quit on No Smoking Day.
- ▲ Download some free resources from the No Smoking Day website. These include information sheets, word puzzles and games for all ages, ideal for leaving in your waiting area.
- ▲ You can order additional materials via the website. Materials include T-shirts for the staff to wear in the week of No Smoking Day and balloons to create colourful displays.
- ▲ Organise a patient competition; everyone quitting for No Smoking Day can enter. The prize could be a 'healthy mouth' kit with toothbrushes, toothpaste and other give-aways.
- ▲ Link with a local health club to offer joint initiatives for No Smoking Day, promoting healthy living generally.
- ▲ As well as promoting smoking cessation your practice could also run a promotion on healthy eating linking to good oral health. Join with a local grocers or supermarket to run a promotion such as 'Good to eat & good for your teeth'.
- ▲ Remember, whatever you're doing, to contact your local media to let them know! You can use the template press release on page ten to help you do this. Then look on [www.yell.com](http://www.yell.com) for local press contacts. For more information on how to generate media coverage for your No Smoking Day activities log onto the No Smoking Day website ([www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)).



## NATIONAL ACTIVITY

The media campaign for No Smoking Day begins in January to provide support to any smokers quitting at New Year. This raises awareness of the Day so your patients may already know that No Smoking Day is coming up.

If you take the opportunity to ask patients about their smoking behaviour you could help one more person make a decision that will change their life for the better!

### Template press release

[INSERT DATE HERE]

For immediate release

[INSERT HEADLINE HERE] (i.e. "Sparkles Dental Centre helps patients to *Take the Leap*")

No Smoking Day takes place on Wednesday 14 March and the staff at [name of dental centre] in [street name or other location information] have organised a [event details, e.g. "week-long event to help their patients who want fresh breath, sparkling teeth and healthy gums"].

The centre will have [further details on event, e.g. types of activities, help, interactive displays, etc] on hand to assist any smokers who want to stop.




[Name of dentist] says: "No Smoking Day is a great chance for us to help our patients who want to stop smoking. We've organised our activities so that we can provide information and advice in a positive and informal way."

[Name of dentist] continues: "Nicotine-stained teeth are not the most serious affect of smoking. Smoking can also cause gum disease and mouth cancer, but many patients are unaware of these significant oral health risks."

Anyone interested in finding out more about the help and advice that the [name of dental centre] can offer should call them on [phone number of dental centre].

-Ends-

Notes to Editors:

-  For more information about the activities taking place at [name of dental centre], call [name of spokesperson] on [name of surgery].
-  For more information about No Smoking Day log onto [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)
-  For more information about oral health log onto [www.dentalhealth.org](http://www.dentalhealth.org) or call 0845 063 1188



## SUPPORT NETWORKS

Stopping smoking can be tough and your patients need to know that help and advice is available when they do decide to stop.

There are many different methods and products on the market. Although some products can significantly improve smokers' chances of quitting, there is no magic solution.

A stop smoking aid **cannot**:

- ▲ Do the quitting for you
- ▲ Make you want to stop
- ▲ Make it painless to stop

A stop smoking aid **can**:

- ▲ Ease nicotine withdrawal
- ▲ Boost confidence and morale
- ▲ Lessen the urge to smoke

This section details the clinically proven help and support available to smokers who want to quit.

### Nicotine replacement therapies (NRT)

NRT is used to wean a smoker off nicotine by replacing the very high concentrations of nicotine they get from smoking with much lower doses delivered more slowly. NRT products reduce the cravings for cigarettes and the withdrawal symptoms associated with quitting.

Research has shown that used correctly NRT can more than double a smoker's chances of quitting and is most effective when used in conjunction with behavioural support.

There are several forms of NRT available such as chewing gum, skin patches, tablets, lozenges, nasal sprays and inhalers, all of which are available on NHS prescription. They can also be purchased over the counter at pharmacies and some supermarkets.

### Zyban® (bupropion)

Zyban works in the brain to help break the addiction to nicotine and can reduce the craving for cigarettes and the withdrawal symptoms associated with quitting.

Research has shown that used correctly Zyban can more than double a smoker's chances of quitting. It should only be used in conjunction with behavioural support.



Zyban comes in tablet form, is taken as a two-month treatment course and is available only on NHS prescription under medical supervision.

### **Champix® (varenicline)**

This is a non-nicotine treatment that works by providing relief from cravings and withdrawal symptoms, and reducing the pleasure that a smoker derives from smoking. Studies have shown that it can increase the chances for stopping successfully by up to four times.

Champix comes in tablet form as a 12 week course of treatment. It is available on prescription only and should be taken under medical supervision.

### **Stop smoking services and support groups**

Smokers who are motivated to quit the habit may benefit from stop smoking services or self-help groups, which can help motivate quitters and make them feel less alone during the quit attempt.

Research has shown that participating in stop smoking groups or intensive individual face-to-face support can increase smokers' chances of quitting by up to four times.

Groups are usually run over a period of about six weeks and take smokers through the different stages of stopping.

To get information and contact details for your local stop smoking service please see the details below:

| <b>Country</b>   | <b>Helpline</b> | <b>Website</b>   |
|------------------|-----------------|--|
| England          | 0800 434 6677   | <a href="http://smokefree.nhs.uk/">http://smokefree.nhs.uk/</a>          |
| Northern Ireland | 0808 812 8008   | <a href="http://www.spacetobreathe.org.uk">www.spacetobreathe.org.uk</a> |
| Scotland         | 0800 84 84 84   | <a href="http://www.canstopsmoking.com">www.canstopsmoking.com</a>       |
| Wales            | 0800 085 2219   | <a href="http://www.stopsmokingwales.com">www.stopsmokingwales.com</a>   |

These helplines are a source of help and advice on smoking and giving up. Specialist advisors are available, with information services out of hours.



## Smokers' helplines and email services

There is a range of helplines available to provide information and advice to help smokers to stop. Helplines can also send out free leaflets and other information to smokers.

[Quitline®](#) - 0800 00 22 00

QUIT offers free ongoing telephone and email support to smokers. By dialling 0800 00 22 00 or emailing [stopsmoking@quit.org.uk](mailto:stopsmoking@quit.org.uk) smokers will reach a trained stop smoking counsellor who provides help, motivation and individual advice. Counsellors are available from 9.00am to 9.00pm, seven days a week.

## British Dental Health Foundation Dental Helpline

For free and confidential advice on all matters of oral health call the Dental Helpline on 0845 063 11 88 or visit [www.dentalhealth.org/dental-helpline](http://www.dentalhealth.org/dental-helpline)



## CONTACT DETAILS

For more information about [No Smoking Day](#), contact the campaign office:

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