

NO SMOKING DAY



HOW TO GUIDE

A guide for pharmacies

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 Royal Pharmaceutical Society are working together to help pharmacies 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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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. The next No Smoking Day will be held on Wednesday 14 March 2012.



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. In aid of the Day a network of local organisers run local events and activities in a supportive environment throughout the UK.

Aims of the 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 up to 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 can pharmacists use No Smoking Day to help their customers to stop smoking?

Using a popular national campaign such as No Smoking Day is a great way to highlight the help you can offer your customers year-round. It doesn't have to take up much of your time (or budget!). Below are some practical ideas and activity ideas to get you started:

Pre-No Smoking Day promotion

- 🦋 Register for a free NSD information leaflet on www.nosmokingday.org.uk and use it along with this guide to generate ideas
- 🦋 Get best value from your NSD work by putting up the poster from the information pack in late January or February. This gives smokers time to prepare to quit
- 🦋 Download extra campaign images and fact sheets from www.nosmokingday.org.uk
- 🦋 Look at the whole range of No Smoking Day promotional materials and place an order via the website – lots of inexpensive goodies to use as giveaways!
- 🦋 Use the materials you've collected and downloaded in a display in the store. Use balloons to draw attention to the NRT shelf
- 🦋 Your local newspaper or radio station will be looking for a local angle for their No Smoking Day story. Get in touch with them and tell them about the help that you offer your customers
- 🦋 Log onto www.nosmokingday.org.uk and register your NSD activities – that way we can tell the media and smokers about what's going on in their area

On No Smoking Day

- 🦋 There are lots of ideas for activities to do on the Day. The main point is drawing attention to the help that you can offer in a light-hearted way:
- 🦋 Give out No Smoking Day stickers to children
- 🦋 Create a display in your pharmacy. Focus on the benefits of stopping – financial, beauty, health etc. Try and have someone 'manning' the display so that they can respond and give advice to interested parties
- 🦋 Put leaflets around the pharmacy where people can see them easily. Not everyone is confident enough to ask for one-to-one advice and this may encourage them
- 🦋 Get staff to wear stickers, t-shirts or badges so customers know you can help them to stop smoking
- 🦋 Offer carbon monoxide testing to smokers who are interested in stopping
- 🦋 If you can offer one-to-one advice on an ongoing basis then make sure your customers know that



Contact details

For more information about No Smoking Day contact the campaign office:

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British Heart Foundation
Greater London House
180 Hampstead Road
London
NW1 7AW

T: 020 7554 0142

F: 020 7554 0100

E: mail@nosmokingday.org.uk

W: www.nosmokingday.org.uk

Smoking Cessation - A Quick Reference Guide by the Royal Pharmaceutical Society

Why is this important to you?

Smoking is one of the most significant contributing factors to ill health and life expectancy. In 2009 it was estimated that 5 percent of all hospital admissions of adults in England aged 35 and over was attributable to smoking and 18 percent of smoking related deaths fell within this age range.

NICE indicates that smoking remains the leading cause of preventable mortality and premature death in England and advises that everyone who smokes should be advised to quit.

Pharmacists and pharmacy staff are ideally placed, as trusted healthcare professionals, to offer support and guidance to smokers who are interested in quitting and raise awareness of its clear and harmful long term effects to those who are not yet ready to give up the habit, through the provision of factual information and the integration of a national strategy at a local level.

Who needs to read this?

Pharmacists across all sectors of practice who participate in smoking cessation public health campaigns, advise on public health as part of their daily workplace activity and those who are considering setting up a local smoking cessation service.

What this guidance will tell you

How to get the Stop Smoking message across to those who could benefit most

- What smoking cessation drug therapies are available
- What supplementary support and advice can be offered
- How to treat pregnant women or those trying to conceive
- Advice for repeat service users
- Where to go for further information

Getting the Stop Smoking message across

21 percent of the English population are smokers with a high risk group prevailing at the lower end of the socio-economic spectrum. NICE recommends that the NHS Stop Smoking service should target these sectors of the community. The NHS Stop Smoking Service can be described as a locally managed service, funded by the Department of Health that provides accessible, evidence based, clinical service to support smokers who want to stop. With the provision of NICE approved drug therapies, drug information and guidance material and well informed and appropriately trained pharmacy staff, the local pharmacy is well equipped to increase the percentage of quit prospects who are considering using the NHS service.

No Smoking Day can be an opportunity for pharmacies to provide incentives to those who are interested in quitting and also a chance to highlight to their customers the service they provide.

Information provided by the No Smoking Day charity can prove useful to pharmacies that are keen to generate ideas in anticipation of No Smoking Day and on how to promote their service. Pharmacies can register for a free information pack and other campaign materials from the charity's website (www.nosmokingday.org.uk).

Pharmacists and their staff are at the front line to encourage customers to take a look at the reasons why they smoke and consider giving up. Combining behavioural advice with pharmacotherapy for smokers who visit the pharmacy with an ailment or long standing condition could increase their chances of stopping. The suggestion that giving up smoking will improve a smoker's overall health, speed up the healing process and help prevent against disease could help build their motivation to quit. With an appropriately trained pharmacy team pharmacies can offer services such as carbon monoxide testing and one-on-one advice on an ongoing basis, all year round.

For those who fear relapsing and see this as a contributing factor to their unwillingness to quit, the NHS Stop Smoking Service may be the support they need, helping the smoker feel less alone in their attempt to quit. The NHS Stop Smoking helpline provides out of hours specialist advice to smokers. The service also runs group meetings that guide smokers through the different stages of stopping. Information on local NHS Stop Smoking services can be sought from local commissioners of services or by calling one of the NHS Helplines.

Drug therapies available

Some smokers feel they can quit their habit without the intervention or support of a healthcare professional. In such cases, the use of simple over the counter products can suffice in supporting the smoker to achieve smoking cessation success.

Nicotine Replacement Therapy (NRT) is a readily available OTC product that a smoker can pick up from a pharmacy, when behavioural support is not required. Given that there are six types of NRT available, smokers may choose to use these in combination. NRT can help to reduce cravings and withdrawal symptoms. Nicotine free inhalators are also available to buy over the counter.

NICE has approved the following therapies for those who are planning on quitting: Nicotine Replacement Therapy (NRT) and the drug therapies bupropion (Zyban) and varenicline (Champix).

All three therapies are offered as part of the NHS Stop Smoking campaign. Varenicline and bupropion are prescription only medicines and should not be offered to those under 18 or those who are pregnant or breastfeeding.

Although NRT can be supplied without prescription, some patients do, on occasion, present with prescriptions for NRT products when they have been referred by a GP.

NRT, Nicotine Replacement Therapy is considered a safe and effective stop smoking solution and can be useful to those who don't feel the need of additional behavioural support. There are six types of NRT; patches, gum, lozenge, micro-tab, nasal spray and inhalator with no evidence to show one form being more effective than another. The MHRA has approved NRT for use in smokers over 12 years of age who have an evident addiction to nicotine. NRT is also licensed for use by pregnant women and patients with cardiovascular disease.

Certain factors such as gender, pregnancy and oral contraception can affect how a smoker metabolises nicotine and in turn can affect the choice of drug therapy that best suits them.

Some patients benefit from having more than one type of nicotine replacement therapy prescribed, such as a combination of transdermal and oral preparations.

NARS – Nicotine Assisted Reduction to Stop: Using NRT when cutting down can be useful for those who cannot contemplate giving up in one step.

Bupropion is an anti depressant medication that has shown successful results when used in smoking cessation as a single drug therapy. Although a safe and effective medication, possible side effects and contraindications should be noted when considered for use (check the SPC on www.medicines.org.uk).

Varenicline, like bupropion is a prescription only medicine that can increase long term abstinence from smoking. Its cautions and contraindications again are worth noting and can be found in the product's SPC. The SPC contains a note on the possibility of suicidal

tendencies in some patients who are trying to quit smoking and are using varenicline. Nausea is a notable adverse effect that tends to subside over time.

The combination of nicotine replacement therapy with varenicline or bupropion is not recommended.

Pharmacy support and advice

Pharmacies are at the heart of the community, promoting health and wellness and are at the front line for rolling out a smoking cessation service.

It's important that all smoking cessation therapies were offered to any smoker motivated to quit and the benefits and risks attached to each therapy are explained.

Taking into account a patient's medical history and smoking habit, an appropriate therapy can be suggested for each smoker.

Many pharmacies use patient group direction (PGDs) and this enables the supply of smoking cessation therapies on the NHS.

Assessing the smoker's status

Collecting some objective information on the smoker's overall lung health will help you to suggest a smoking cessation therapy, particularly if the smoker has not been referred to the pharmacy by another healthcare professional. Carbon monoxide testing and checking for COPD are two tests that are routinely offered by pharmacies who participate in the smoking cessation service.

Carbon Monoxide Testing

Carbon Monoxide testing can be beneficial in assessing a smoker's status providing a pre quit level and a post quit level four weeks later. The carbon monoxide test is quick, non invasive and can prove a motivational tool for patients as readings start to decrease over a relatively short period of time.

It's important to explain to patients before carrying out the test what the test entails, what it measures and what changes to their result they should expect to see after four weeks on the smoking cessation plan.

Guidance for all who conduct lung age tests and CO tests as part of their activities within the NHS has recently been updated and can be accessed at www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_104398.pdf

Chronic Obstructive Pulmonary Disease (COPD)

The term COPD, Chronic Obstructive Pulmonary Disease can be used to describe chronic bronchitis, chronic airway obstruction and emphysema. Although occupational factors such as repetitive exposure to coal dust can cause COPD, its most common cause is smoking. COPD leads to damage of the airways, making it increasingly difficult for the patient to get air in and out of the lungs.

Lung function testing or spirometry should be undertaken by all smoker patients. The spirometer device measures the volume of air expelled in the first second of forced expiration.

Spirometers and smoking cessation service material can be sourced from your local smoking cessation commissioning body.

Lifestyle advice (promotion of general health and well being)

The promotion of health and wellbeing is core to the service that pharmacies provide and in this way the pharmacy is well placed to offer honest and reputable advice and support to its communities.

When a smoker presents for a treatment to help them quit, it's essential that the pharmacist can suggest other ways in which the patient can improve their overall wellness. Taking some light exercise, trying out a relaxation technique or addressing your diet are recommendations that the pharmacist might make to the prospective quitter.

Providing advice on withdrawal symptom management (e.g. the possibility of experiencing a cough until the smoker's lungs are adequately rid of nicotine) are pointers that are worth highlighting to patients at the preliminary stage of quitting.

Under the NHS contract in England pharmacists are obliged to promote healthy lifestyles and provide opportunistic advice including, as appropriate, to patients who present with prescriptions for diabetes, those at risk of heart disease or are smokers and overweight.

Liaising with the patient through their treatment is advised. This might involve a phone call to the patient at regular intervals throughout their treatment cycle or arranging that when the patient comes back to the pharmacy for follow up drug therapy, the pharmacist or adviser conducts a catch-up with the patient on how they are progressing with the treatment.

It's worth bearing in mind that setbacks can occur. Should the patient relapse during a quit attempt and if on reassessment, is adequately motivated, pharmacotherapy should be offered again.

Hospital pharmacy teams can also help to promote the value of quitting. Educating smokers on the benefits to giving up smoking prior to or even while spending some time in hospital can reduce healing time, the risk of infection after surgery and ultimately result in a shorter hospital stay. Smokers are encouraged from the outset of their hospital stay to give up smoking or at least reduce the amount they smoke, given that all hospitals are smoke free zones. In reality, smokers who are advised to quit while in hospital may experience withdrawal symptoms and pharmacotherapy should be offered by pharmacists to assist with this.

Training for pharmacists and pharmacy staff

The Centre for Smoking Cessation and Training (NC SCT) provides training and continuing support to NHS smoking cessation providers and their staff enabling them to achieve the required level of competence to deliver smoking cessation support in England. The training will remain free of charge until 2012 and Stage 1 of the Training and Assessment programme is available to follow online.

CPPE, WCPPE and NES Scotland offer online e-assessments that is geared towards all pharmacy staff who are involved in providing a smoking cessation service:

<http://www.cppe.ac.uk/Learning/searchResults.asp?ID=18>

www.wcppe.org.uk

www.nes.scot.nhs.uk

NHS Centre for Smoking cessation and Training: www.ncsct.co.uk

UK Centre for Tobacco Control Studies: www.ukctcs.org

Treating pregnant women and those wanting to conceive

Smoking during pregnancy is a burgeoning public health concern. Not only contributing to 40% of all infant deaths in England, the economic burden caused and compounded by smoking during pregnancy cost the NHS an estimated £64 million last year.¹ Although other health professions may be pivotal in identifying and referring couples who are trying to conceive, pregnant women and new mums (i.e. family planning nurse, paediatrician, midwife, antenatal clinician), pharmacists should be mindful that they too are instrumental in promoting and providing a smoking cessation service.

NICE recommends that all pregnant women who smoke and those trying to conceive should be referred to a smoking cessation service and tracked in their quit attempts as soon as they contact a health care professional. Personalised information on the risks of smoking to self and baby should be discussed. It is also advised that the service provider should ascertain whether the pregnant woman lives with other smokers and if so the stop smoking service should also be extended to them.

NRT is the only therapy on the list of approved smoking cessation therapies that is licensed for use in pregnant women and although evidence is mixed on its efficacy and safety, the use of NRT is likely to be better than smoking during pregnancy. Information in line with the product's SPC should be discussed with the smoker, outlining the therapy's benefits and risks. NICE recommends that NRT should be only used if the smoker has tried but failed to quit. Supply of NRT to a pregnant woman who expresses the wish to use NRT without

¹ Godfrey C., Pickett K., Parrot S. et al (2010) Estimating the cost of smoking in pregnant women and infants, York: Department of Health Sciences, The University of York.

attempting to quit without therapeutic involvement should only be made if the healthcare professional is satisfied there is a clear patient need. Initial treatment should be a two weeks supply and subsequent supplies should only be made if the pregnant woman can confirm that they are still not smoking. Other healthcare professionals who play a part in the woman's pregnancy should be informed of her dedication to quit and details of the therapy she has agreed to follow should also be relayed. After pregnancy, some mothers may relapse. Midwives and health visitors can play an important role in re-motivation, impressing the message that staying smoke free after the birth will show marked benefits in the health of the mother.

Brief interventions should be made by an adviser at least twice after the referral. Local commissioning services and training providers will suggest a local policy on how this should be carried out.

Pregnant women who continue to smoke throughout their pregnancy should be made aware of the advantages of not smoking during the final three weeks of their pregnancy; the baby can still reach their true birth weight by forty weeks. It's worth pointing out too that even not smoking for forty-eight hours prior to delivery can lead to a safer birth, making more oxygen available to the baby.

Repeat Service users

It's important to bear in mind that it may take multiple attempts for a smoker to achieve long term smoking cessation success. A pharmacist may need to make a provision for a repeat intervention following a relapse. This will involve reassessment of the patient and re-motivating them in their quest for cessation success, perhaps by reflecting briefly on what led them to relapse and what lifestyle choices might prevent this from happening again.

Pharmacists wanting further information can contact Royal Pharmaceutical Society Support (members only):

Tel 0845 257 2570

Email support@rpharms.com

Useful websites and references:

Department of Health: <http://www.dh.gov.uk/en/Publichealth/index.htm>.

NHS Stop Smoking Service 2010-2011:

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_109696.

NICE: www.nice.org.uk.

NICE Brief Interventions and referral for smoking cessation in primary care and other settings: <http://guidance.nice.org.uk/PH1>.

NICE Quitting Smoking in pregnancy and following childbirth:

<http://guidance.nice.org.uk/PH26/Guidance/pdf/English>.

NHS Smoking Cessation Service Statistics: [NHS Information Centre](http://www.nhs.uk/infocentre).

NHS Centre for Smoking Cessation and Training: www.ncsct.co.uk.

www.medicines.org.uk.

No Smoking Day: www.nosmokingday.org.uk

NHS Stop Smoking Services:

www.smokefree.nhs.uk

www.spacetobreathe.org.uk

www.canstopsmoking.com

www.stopsmokingwales.com

Smokers' Helplines:

Quitline 0800 002200

Smokers' websites:

www.WeQuit.co.uk

www.quit.org.uk

www.ash.org.uk