

# NO SMOKING DAY



## HOW TO GUIDE A Guide for the Workplace

### 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.

This guide provides information on the health effects of smoking and second hand smoke exposure, further information on the day, and outlines ideas for how organisations can get involved to support their employees in quitting.

This guide was created with the help of QUIT





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## Smoking kills

There are about 13 million adult smokers in the UK and smoking is still the largest preventable cause of death and disease in the UK today.

Smoking is associated with around 50 diseases, including:

- ▲ Coronary heart disease
- ▲ Lung cancer, and cancer of the kidney, nose, mouth, larynx, throat, oesophagus, pancreas, bladder, stomach
- ▲ Stroke
- ▲ Peripheral vascular disease
- ▲ Chronic bronchitis and emphysema
- ▲ Shortness of breath
- ▲ Increased coughing and sneezing
- ▲ Aortic aneurysm
- ▲ Leukaemia
- ▲ Gangrene
- ▲ Peptic ulcer
- ▲ Affected fertility
- ▲ Defective vision

One in two smokers will die from a smoking related disease.<sup>1</sup> Smoking kills around six times more people in the UK than road traffic accidents, other accidents, poisoning and overdose, murder and manslaughter, suicide and HIV infection all put together (1999 figures).

Tobacco is the only legally available consumer product that kills people when it is used entirely as intended.



## Second-hand smoke exposure kills

Since 1 July 2007 it has been illegal to smoke or to permit smoking in any enclosed public space – this includes workplaces, and company vehicles which are used by more than one person. The legislation was introduced to protect people from exposure to second-hand smoke.

For most people second-hand smoke is an irritation and a cause of discomfort or minor conditions like eye irritation, headache, cough, sore throat, dizziness and nausea. However over 1,000 people die from second-hand smoke exposure each year in the UK.<sup>2</sup>

Second-hand smoke exposure has been found to be an independent risk factor for a number of conditions and diseases in adults, including:

- ▲ Heart disease<sup>3</sup>
- ▲ Lung disease<sup>4,5</sup>
- ▲ Stroke<sup>6</sup>
- ▲ Nasal cancer
- ▲ Asthma exacerbation<sup>7</sup>
- ▲ Reduced fertility
- ▲ Decreased lung function

55 per cent of non-smokers mind if other people smoke near them, with the two main reasons being the health effects of passive smoking and the smell of cigarette smoke.<sup>8</sup>

Tobacco smoke is a major source of indoor air pollution, and studies show that there are no safe levels of second-hand smoke exposure.<sup>9</sup> It takes more than two and a half hours for the toxins and carcinogens from a single cigarette smoked in a room with the windows open to fall to the acceptable risk level set by the US Environment Protection Agency.<sup>10</sup>



## 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.

No Smoking Day and the charity QUIT<sup>®</sup> are working together to help employers achieve maximum success with their smoking policies, and to offer the best support to employees and customers who want to stop smoking.

QUIT is the UK charity committed to saving lives through providing practical help and support for smokers wanting to quit. QUIT runs a wide range of services ranging from the free phone Quitline<sup>®</sup>, to services tailored specifically to pregnant women, smokers on low incomes, minority ethnic groups, young people and smokers suffering from a mental health condition. QUIT also provides a range of specialist information and advice for companies that are implementing workplace smoking policies, or would like to help their employees to stop smoking.



## Using No Smoking Day in the workplace

No Smoking Day aims to help smokers to stop by raising awareness, increasing motivation, and by encouraging smokers to stop on a specific date. Research shows that over one million smokers attempt to quit each year on No Smoking Day, with up to 100,000 successfully stopping.

The campaign is used by employers all over the UK, from small businesses to major companies. The 2012 theme *Take the Leap* with its joyful and powerful image, delivers a strong and empowering message to smokers who are ready to give it a go.

### Pre-event promotion

- ▲ Get staff interested in advance by promoting the campaign in the weeks leading up to No Smoking Day. This can be done through posters, your intranet or computer messaging system, internal newsletters, memos or team meetings, and by adding a message to the February pay slips.

### Use role models

- ▲ Senior managers can be important role models. If a manager or prominent company character would like to stop smoking, use them as an example for others to join in to quit on No Smoking Day.

### Signage and displays

- ▲ Display No Smoking Day posters, leaflets and stickers around your premises. Areas to consider are reception, notice boards, canteen etc. The No Smoking Day campaign office offers a free information pack that includes a poster and suggestions for organising events and activities. There is also a wide selection of campaign materials for sale for those who really want to create an impact on No Smoking Day. You can order an information pack and campaign materials via the website [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk).
- ▲ Put the No Smoking Day message on your intranet and in-house computer systems.
- ▲ In a 3D display space, like a window or reception area space, use a giant inflatable cigarette (produced by GASP and available via [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)) and include information about cessation support.
- ▲ Make available information and leaflets about how to give up smoking, and who to contact for help on giving up.



## Help for smokers

- ▲ Offer smokers a chance to talk to someone about quitting. This could be done by:
  - Consultations or a display run by your occupational health nurse
  - Inviting a guest speaker from a local smoking cessation service
  - Arranging for a QUIT counsellor to run a stall, offering help and advice, literature, and testing smokers and non-smokers carbon monoxide levels.
- ▲ If there are night shifts, think about arranging something then too.
- ▲ Tie up with a local health club to offer joint initiatives for No Smoking Day, promoting healthy living generally.

## Activities

- ▲ Encourage smokers who want to quit to come together and meet in work breaks or at lunchtime. By getting together in pairs or groups, encourage them to talk about quitting to provide support and encourage to one other.
- ▲ Run an educational smoking quiz with prizes for the winning team / individual.
- ▲ Many people find having the support of their colleagues, friends and family extremely important when stopping smoking. Saving money is often a strong motive for quitting – a group of colleagues could pledge to give their savings to a charity of their choice, and the company could match donations – a great opportunity for a good local news story!
- ▲ Employees could team up and spend the money saved by not smoking on purchasing something for the office, such as pot plants, a microwave etc.
- ▲ Organise a competition where employees quitting for No Smoking Day can enter and win a prize.
- ▲ You can order additional materials via the website, such as T-shirts for the staff to wear in the week of No Smoking Day.

## Promote and celebrate

- ▲ If you are organising an event for No Smoking Day, you can register details <http://www.nosmokingday.org.uk/organisers/eventsregister.php>.
- ▲ Remember whatever you are doing to contact your local media to let them know. You can also use in-house communications tools to promote the activities.
- ▲ Celebrate successful quitters.



## Stop smoking support

Stopping smoking can be tough, and employees need to know that help and advice is available when they do decide to give up smoking. There are many different methods and products on the market, and it is important to check that a product is safe and effective before spending time, energy and money.

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. It reduces the cravings for cigarettes and the withdrawal symptoms associated with quitting.

Research has shown that used correctly, NRT products can more than double a smoker's chances of quitting, and is most effective when used in conjunction with behavioural support.<sup>11</sup>

There are several forms of NRT available, such as chewing gum, skin patches, tablets, lozenges, nasal sprays or inhalers, and these are all 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, reducing the craving for cigarettes and the withdrawal symptoms associated with quitting.

Research has shown that used correctly, Zyban can more than double a smokers chances of quitting; it should only be used in conjunction with behavioural support.<sup>11</sup>

Zyban comes in tablet form, is taken as a two-month treatment course, and is available only on NHS prescription under medical supervision. Zyban is safe for most healthy adults but some people may experience side effects whilst taking Zyban.

### **Champix® (varenicline)**

This is a non-nicotine treatment that works by providing relief from cravings and withdrawal symptoms, and reducing the pleasure of 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 clinics and support groups

Smokers who are motivated to quit the habit may benefit from stop smoking clinics or self-help groups, as groups can help you to feel less alone in your attempt to quit.

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.<sup>11</sup>

Groups are usually run over a period of about six weeks and take smokers through the different stages of stopping. Information and contact details for local NHS stop smoking clinics are below:

Country	Helpline	Website
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, websites and email services




There is a range of helplines available to provide information and help smokers to stop. These can also send out free leaflets and information to smokers. Several studies have shown that brief telephone counselling may enhance cessation rates and a study by Owen remarks that Quitline® appears to be very successful in helping callers to stop smoking.<sup>12</sup>

#### Quitline® - 0800 00 22 00

QUIT offers free ongoing telephone and email support to provide information and to help you stop smoking. By dialling 0800 00 22 00 or emailing [stopsmoking@quit.org.uk](mailto:stopsmoking@quit.org.uk), you will reach a trained stop smoking counsellor who provides help, motivation, and individual advice in each person's quit attempt. Counsellors are available from 9.00am – 8pm, Monday to Friday and 10am – 6pm at weekends.

#### Websites

There are a wide range of helpful websites with help and advice for stopping smoking. You could start by visiting the following:

-  [www.WeQuit.co.uk](http://www.WeQuit.co.uk) (No Smoking Day's website for quitters)
-  [www.quit.org.uk](http://www.quit.org.uk)
-  [www.ash.org.uk](http://www.ash.org.uk)



## Support for workplaces

If your workplace needs any extra help or information about the No Smoking Day campaign, or about organising your event, please get in touch with No Smoking Day:

No Smoking Day Campaign

British Heart Foundation

Greater London House

180 Hampstead Road

London

NW1 7AW

[mail@nosmokingday.org.uk](mailto:mail@nosmokingday.org.uk)

[www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)

Phone: 020 7554 0142

Fax: 020 7554 0100

QUIT provides a range of specialist information and advice for companies that are implementing workplace smoking policies. Employees trying to quit can also receive expert help and support. QUIT can provide tailored comprehensive longer-term support programmes, as well as shorter intervention programmes.

If your workplace would like further help or information, please get in touch with QUIT:

QUIT

20-22 Curtain Road

London

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Please contact Ian Silver, Head of Operations - email [i.silver@quit.org.uk](mailto:i.silver@quit.org.uk)

Phone: 020 7539 1721

Fax: 020 7539 1701

[www.quit.org.uk](http://www.quit.org.uk)

Appendix A provides further information about QUIT's professional workplace services.



## Smokefree legislation in the UK

Each country has a website with information on legislation and legal requirements.

Scotland went smokefree on 26 March 2006. [www.clearingtheairscotland.com](http://www.clearingtheairscotland.com)

Wales went smokefree on 2 April 2007. [www.smokingbanwales.co.uk](http://www.smokingbanwales.co.uk)

Northern Ireland went smokefree on 30 April 2007. [www.smokefreenorthernireland.com](http://www.smokefreenorthernireland.com)

England went smokefree on 1 July 2007. [www.smokefreeengland.co.uk](http://www.smokefreeengland.co.uk)



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## Appendix A

### QUIT Workplace Support

QUIT provides a range of specialist information and advice for companies that are implementing workplace smoking policies. Employees trying to quit can also receive expert help and support.

QUIT can provide tailored comprehensive longer-term support programmes, as well as shorter intervention programmes, and the professional services below can be combined to meet the needs and budget of your company.

Availability and cost of these programmes depends on the needs of your organisation and the number of employees who wish to participate.

### Advice on writing and implementing smoking policies

Bespoke on-site advice for organisations that wish to develop and implement or update their smoking policies. Advice includes:

- The impact of smoking in the workplace
- Legal obligations and risks
- Developing a policy in consultation with staff

### Pre-event marketing

To support and introduce the non-smoking initiative policy and / or the introduction of a stop smoking scheme. Posters and flyers distributed around your site(s).

### Display day

An awareness raising display offering information and help on how to quit smoking. This allows employees to discuss their previous quit attempts, tests smokers and non-smokers for carbon monoxide levels, and helps smokers to devise a personal stop smoking programme. Free literature and self-help materials are available for employees to take away.

The QUIT Display Day is ideal for companies that are new to employee support programmes or may be implementing a no smoking policy.

### Presentation

A one-hour presentation to employees on the effects of smoking, providing practical advice and ideas for successful quit attempts. The presentation will conclude with a question and answer session.

### Workshop day

A short presentation and a discussion led by a trained stop smoking counsellor, looking at the typical problems and worries people have in giving up smoking and suggesting ways to tackle them.

This workshop is effective for employees who are interested in stopping smoking.



### **Personal counselling sessions**

A series of sessions offering your employees a confidential time slot with a fully trained stop smoking counsellor, to gain the intensive support required during the initial weeks of stopping smoking.

The QUIT counselling sessions are ideal for companies where smoking cessation awareness has already been implemented.

### **Group therapy sessions**

A series of sessions offering a support network to those employees who feel they will benefit from the motivational aspects of group therapy.

The group therapy sessions are most effective for employees who are interested in stopping smoking.

### **Personalised telephone support calls**

A series of personalised callbacks at times to suit your employees, to coincide with quit dates to help keep them motivated and to prevent them from relapsing.

This is particularly popular for organisations that have difficulties bringing groups of people together in the workplace because of a widely dispersed workforce or shift work.

### **Follow-up and evaluation**

An in depth telephone follow up for participants. A comprehensive evaluation of the programme submitted to your organisation, looking at quit rates, attitude changes and perceived health benefits.

### **Occupational health nurse training**

Training of your occupational health nurses in smoking cessation to enable your organisation to help employees successfully quit.

### **Occupational health nurse troubleshooting sessions**

Sessions with the already trained Occupational Health Team to help tackle any barriers they may be facing and help improve their smoking cessation skills.

For further information and advice, please contact Ian Silver at QUIT on 020 7539 1721 or by email to [i.silver@quit.org.uk](mailto:i.silver@quit.org.uk).