

Improving health together

NHS

North Yorkshire and York



www.northyorkshireandyork.nhs.uk/stayinghealthy

Public Health Factsheet

Welcome to this edition of Improving Health Together, which focuses on smoking.

The Department of Health published a new tobacco control strategy on 1 February 2010, which focuses on the following three themes:

- ◆ To stop the inflow of young people recruited as smokers.
- ◆ To motivate and assist every smoker to quit.
- ◆ To protect families and communities from tobacco-related harm.

Smoking remains the main cause of preventable morbidity and premature death in England, leading to more than 80,000 deaths a year attributed to smoking. For NHS North Yorkshire and York it is estimated at 1,288 deaths per year. (APHO Health Profiles 2009/ONS).

Smoking Cessation

Issue 18 — March/April 2010

Wed 10 March 2010

No Smoking day

we can help
0800 169 0 169
nosmokingday.org.uk



break free

- ◆ A wide range of diseases and conditions are caused by cigarette smoking, these include: cancers, respiratory diseases, coronary heart and other circulatory diseases, stomach and duodenal ulcers, erectile dysfunction and infertility, osteoporosis, cataracts, age-related macular degeneration and periodontitis. (NICE PH10 2008.)
- ◆ Smoking is estimated to cost the NHS £2.7 billion a year. (A Smokefree Future DH 2010.)
- ◆ Current smoking rates in England are 21% overall, and 26% for routine and manual groups, (Office of National Statistics 2009) however, routine and manual groups make up 44% of the overall smoking population.
- ◆ Smoking prevalence is highest in deprived communities.
- ◆ Among men, smoking is responsible for over half the excess risk of premature death between the social classes. (NICE PH10 2008.)
- ◆ Women who smoke during pregnancy have a substantially higher risk of spontaneous abortion (miscarriage) than those who do not smoke. Smoking can also cause complications in pregnancy and labour, including ectopic pregnancy, bleeding during pregnancy, premature detachment of the placenta and premature rupture of the membranes. (NICE PH10 2008.)
- ◆ Smoking in pregnancy increases infant mortality by about 40% and more than a quarter of the risk of sudden unexpected death in infancy is attributable to smoking. (NICE PH10 2008.)
- ◆ Following surgery, smoking contributes to lower survival rates, delayed wound healing and post-operative respiratory complications.
- ◆ Breathing secondhand smoke can affect the health of people who do not smoke. (NICE PH10 2008.)

Key Messages

There are very few healthcare professionals who do not treat conditions caused by or exacerbated by smoking. Helping these patients to stop smoking is often the most effective and cost-effective of all the interventions that they receive.

- 1 **All** smokers should be advised to stop smoking and offered evidence-based support, regardless of whether they express a desire to stop.
- 2 Evidence-based NHS support to stop smoking is highly cost effective and clinically effective and should **always** be offered to people who express an interest in stopping.

Brief Interventions

It only takes 30 seconds to change a smoker's life.

- ◆ Offering brief advice to stop smoking is the single most cost-effective and clinically proven preventive action a healthcare professional can take.
- ◆ Smokers may take several times to quit smoking successfully, so it's important to keep giving advice at every opportunity.
- ◆ Smokers are up to four times more likely to quit smoking successfully with support from the NHS Stop Smoking Services.
- ◆ The AAA Approach – This approach advocates three steps that are easy to remember and work consistently well. Giving the following brief advice takes only 30 seconds, but can save a smoker's life.



Effectiveness of pharmacotherapy and support options

Four-week quit rates	No medication	Mono NRT	Combination NRT	Bupropion (Zyban)	Varenicline (Champix)
No support	16%	25%	36%	28%	37%
Individual behavioural support	22%	37%	50%	39%	52%
Group behavioural support	32%	50%	71%	55%	74%

Source: Cochrane Database of Systematic Reviews

Behavioural Support

Behavioural support consists of advice, discussion and exercises provided face to face (individually or in a group). It aims to make a quit attempt successful by:

- ◆ Helping clients escape from or cope with urges to smoke and withdrawal symptoms.
- ◆ Maximising the motivation to remain abstinent and achieve the goal of permanent cessation.
- ◆ Boosting self-confidence.
- ◆ Maximising self-control.
- ◆ Optimising the use of pharmacotherapy.

Smoking in Pregnancy

- ◆ Smoking is the single most modifiable risk factor for adverse outcomes in pregnancy.
- ◆ Babies born to women who smoke are on average 200–250g lighter than babies born to mothers who do not smoke.
- ◆ Many women stop smoking when they are pregnant and go on to stay smokefree after their baby is born.
- ◆ Remember it is never too late to stop. Stopping smoking is the best thing for the mother and her baby, they will feel the benefits immediately.
- ◆ Encourage partners and family to support pregnant women to stop smoking and advise that they do not smoke when they are present.

North Yorkshire Stop Smoking Service provides a specialist service just for pregnant women and their partners. Specially trained advisors offer confidential, personalised, one to one support at a convenient time and place. Contact:

North Yorkshire Stop Smoking Service:
0845 8770025

National NHS Pregnancy Smoking Helpline:
0800 169 9 169

The National Pregnancy Helpline offers helpful tips and advice, support materials by post and the mother can sign up to receive regular phone calls for encouragement.

Stopping Smoking Before an Operation

Both primary and secondary care staff can play a pivotal role in referring smokers for stop smoking support, as soon as possible prior to planned admissions. Being admitted to hospital has been shown to increase a patient's motivation to stop smoking. There is good evidence that stopping smoking before an operation:

- ◆ Reduces lung, heart and infectious complications.
- ◆ Reduces bone fusion time for fracture repair after fracture.
- ◆ Reduces the length of stay in hospital.
- ◆ Reduces anaesthesia related complications.
- ◆ Decreases wound healing time.
- ◆ Reduces breathing problems.

A new patient information sheet has been developed by NHS North Yorkshire and York (Stopping Smoking Before An Operation). This is available from www.northyorkshireandyork.nhs.uk/stayinghealthy/factsheets.htm.

Local and National Services

Local Stop Smoking Services

NHS North Yorkshire and York commission a range of services to support smokers who wish to quit. Local stop smoking services in North Yorkshire and York have helped over 26,000 smokers to quit for four weeks since 2000.

- ◆ **North Yorkshire Stop Smoking Service** provides a specialist service of trained smoking advisors who deliver group, one to one sessions and specialist support for pregnant women who smoke across North Yorkshire and York.

Referral forms and cards are available from North Yorkshire Stop Smoking Service **0845 8770025**

- ◆ Smokers can also access trained smoking advisors through selected **pharmacies** in North Yorkshire and York and through most **GP practices**. (www.northyorkshireandyork.nhs.uk/StayingHealthy/StopSmoking/ServicesForSmokers.htm)
- ◆ One in two people who use the local NHS stop smoking services are not smokers four weeks later.

For more information about all Stop Smoking Services please contact:

North Yorkshire Stop Smoking Service—0845 8770025.

National Helplines and Website

- ◆ NHS Smoking Helpline offers free advice, help and support 7.00 am–11.00 pm every day - **0800 169 0 169**, Text phone – **0800 169 0 171**. For online help and support and the chance for people to “Ask the Expert” visit: - www.nhs.uk/smokefree
- ◆ For information on South Asian tobacco use visit www.nhs.uk/smokefree and go to smoking questions and then South Asian tobacco use: multilingual information is available.
- ◆ The National NHS Pregnancy Smoking Helpline: **0800 169 9 169** offers helpful tips and advice, support materials by post and mothers can sign up to receive regular phone calls for encouragement.

Policy Context

NHS National Institute for Health and Clinical Excellence Public Health Guidance

PH10 (2008) Smoking cessation services in primary care, pharmacies, local authorities and workplaces, particularly for manual working groups, pregnant women and hard to reach communities.

www.nice.org.uk/Guidance/PH10

PH1 (2006) Brief interventions and referral for smoking cessation in primary care and other settings.

www.nice.org.uk/Guidance/PH1

PH5 (2007) Workplace interventions to promote smoking cessation. www.nice.org.uk/Guidance/PH5

PH14 (2008) Preventing the uptake of smoking by children and young people.

www.nice.org.uk/Guidance/PH14

Public Health Guidance In development 2010:

- ◆ School based interventions to prevent the uptake of smoking among children.
- ◆ How to stop smoking in pregnancy and following childbirth.

Choosing Health – Making healthy choices easier Department of Health (2004)

www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_4094550

These are the resources recommended by your Public Health team.

Order your free resources

North Yorkshire Stop Smoking Service

Tel: **0845 8770025**

- ◆ Cards, leaflets and posters promoting the specialist stop smoking service and smoking in pregnancy services across North Yorkshire and York.



NHS Smokefree

Tel: **0800 169 0169** or online at www.smokefree.nhs.uk



- ◆ Booklets (alternative formats and languages).
- ◆ DVDs and CDs.
- ◆ Leaflets, posters and cue cards.
- ◆ Factsheets.

No Smoking Day

www.nosmokingday.org

Register online for a free campaign pack. Additional resources available to purchase.



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A Smokefree Future: a comprehensive tobacco control strategy for England (2010)

www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_111749

Healthier Lives: 2010 to 2015 NHS North Yorkshire and York's Strategic Plan

To be published early 2010.

NHS Stop Smoking Services Service and Monitoring Guidance 2010/2011

www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dh/@en/@ps/@sta/@perf/documents/digitalasset/dh_109889.pdf

Reducing smoking pre-conception, during pregnancy and postpartum. Integrating high impact actions into routine healthcare practice. (2006)

NHS Yorkshire and the Humber, Department of Health
www.yorksandhumber.nhs.uk/document.php?o=1073

Healthy Ambitions – Yorkshire and Humber (2008)
www.healthyambitions.co.uk/

Websites

NHS Smokefree

www.smokefree.nhs.uk

NHS stop smoking website.

Information, tools and free resources



ASH

www.ash.org.uk

Public health charity working to eliminate the harm caused by tobacco. Links to policy documents and factsheets.



British Thoracic Society

www.brit-thoracic.org.uk

Charity aiming to improve lives of people with respiratory disease. Links to smoking cessation guidelines.



Medicines and Healthcare Products Regulatory Agency

www.mhra.gov.uk

Government agency which ensures medicines and medical devices work, and are acceptably safe.



NHS Choices

www.nhs.uk/livewell/smoking/Pages/Smokinghome.aspx

information and advice to help quit smoking.



NHS North Yorkshire and York— Staying Healthy

www.northyorkshireandyork.nhs.uk/StayingHealthy/StopSmoking/

Information about NHS Stop Smoking Services in North Yorkshire and York, including stop smoking in pregnancy services.



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