

Health Promotion Service – Project Overview

TITLE	Cornwall & Isles of Scilly Stop Smoking Service
NATIONAL TARGETS (e.g. ‘To reduce the under 18 conception rate by 50% by 2010’)	<p>Reduce smoking prevalence so that the overall rate falls from 28% to 24% or less by 2010.¹</p> <p>Reduce smoking among 11-15 year olds from 13% in 1996 to 9% in 2010.²</p> <p>To reduce the percentage of women who smoke during pregnancy from 23% to 15% by the year 2010.³</p> <p>Reduce the rate of smoking among manual groups from 32% in 1998 to 26% by 2010.⁴</p> <p>Focus smoking cessation on low income smokers and ensure the needs of this group are met.⁵</p>
EVIDENCE OF EFFECTIVENESS (e.g. Research, NICE guidelines)	<p><u>Use of nicotine replacement therapy (NRT) and bupropion for smoking cessation</u>⁶.</p> <p>There is unequivocal evidence that NRT is more effective than placebo as an aid to smoking cessation. There is also clear evidence that bupropion SR is more effective than placebo.⁷</p> <p>Nicotine Replacement Therapy (NRT) approximately doubles the rate of smoking cessation from simple advice from GPs or more intensive clinic interventions.⁸</p> <p>All of the commercially available forms of NRT (gum, transdermal patch, nasal spray, inhaler and sublingual tablets/lozenges) are effective as part of a strategy to promote smoking cessation.⁹</p>

¹ Smoking Kills (DoH 1998)

² Smoking Kills (DoH 1998)

³ Smoking and Pregnancy – Smoking Kills (DoH 1998)

⁴ 2003-6 Priorities and Planning guidance

⁵ National Cancer Plan (DoH 2000)

⁶ NICE Technology Appraisal Guidance 39 www.nice.org.uk/TA039

⁷ Health Technology Assessment 2002; Vol.6; No.16

⁸ Report of the Scientific Committee on Tobacco and Health (DoH 1998)

⁹ Silagy C, Lancaster T, Stead L, Mant D, Fowler G. Nicotine replacement therapy for smoking cessation. *Cochrane Database of Systematic Reviews* 2004, Issue 3. Art. No.: CD000146. DOI: 10.1002/14651858.CD000146.pub2.

	<p><u>Use of Varenicline for smoking cessation</u>¹⁰</p> <p>The two main studies of the effectiveness of varenicline (CHAMPIX) in smoking cessation involved 2,052 patients (average age: 43) who received one of three treatments for 12 weeks: CHAMPIX, bupropion (another non-nicotine medicine used in smoking cessation) or placebo (a dummy treatment).</p> <p>In the two studies, CHAMPIX was more effective than bupropion or placebo in helping patients to stop smoking.¹¹</p> <p>Six randomized controlled trials of varenicline, covering nearly 5000 participants were undertaken. Three of the trials included a direct comparison with bupropion. From these data, varenicline increased the odds of quitting approximately three-fold compared with placebo. The number of people stopping smoking with varenicline was higher than with bupropion, with a lower risk of serious adverse effects.¹²</p> <p><u>Brief interventions and referral for smoking cessation in primary care and other settings.</u>¹³</p> <p>Brief advice helps to motivate attempts to stop, rather than increase cessation rates.</p> <p>Cost effectiveness data show that core smoking cessation interventions, including brief GP advice and more intensive support, are extremely cost effective.¹⁴</p>
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¹⁰ NICE Technology Appraisal Guidance 123 www.nice.org.uk/TA123

¹¹ EUROPEAN PUBLIC ASSESSMENT REPORT (EPAR) EMEA/H/C/699 (2006)

¹² Cahill K, Stead LF, Lancaster T. Nicotine receptor partial agonists for smoking cessation. *Cochrane Database of Systematic Reviews* 2007, Issue 1. Art. No.: CD006103. DOI: 10.1002/14651858.CD006103.pub2

¹³ NICE public health intervention guidance 1 (2006) www.nice.org.uk/PHI001

¹⁴ Raw M, McNeill AD. Smoking Cessation Guidelines for Health Professionals A guide to effective smoking cessation interventions for the health care system. *Thorax* 1998;53 (Suppl 5): S1-S18 (Dec)

¹⁵ *Stop Smoking start Living*. DoH Smokefree Guide. April 2007. DOH273950

¹⁶ NICE public health intervention guidance 5 (2007) www.nice.org.uk/PHI005

¹⁷ Stead LF, Lancaster T. Group behaviour therapy programmes for smoking cessation. *Cochrane Database of Systematic Reviews* 1998, Issue 3. Art. No.: CD001007. DOI: 10.1002/14651858.CD001007.pub2

¹⁸ Lancaster T, Stead LF. Self-help interventions for smoking cessation. *Cochrane Database of Systematic Reviews* 1998, Issue 4. Art. No.: CD001118. DOI: 10.1002/14651858.CD001118.pub2

¹⁹ E.Lichtenstein, R.E.Glasgow, H.A.Lando1, D.J.Ossip-Klein2 and S.M.Boie. Telephone counseling for smoking cessation: rationales and meta-analytic review of evidences. *HEALTH EDUCATION RESEARCH*. Vol.11 no.2 1996 Pages 243-257

	<p>Someone stopping smoking is up to four times more likely to be successful if you go to your local NHS Stop Smoking Service and use NRT, than if you try to go smokefree using willpower alone.¹⁵</p> <p><u>Workplace health promotion: how to help employees to stop smoking.</u>¹⁶</p> <p>Group programmes are more effective for helping people to stop smoking than being given self-help materials without face-to-face instruction and group support. The chances of quitting are more than doubled.¹⁷</p> <p>Providing smokers with Self-help materials is likely to be a small benefit for people given no other support. Tailoring materials to provide individualized support is more effective.¹⁸</p> <p>Telephone counselling will help maintain abstinence achieved during an initial cessation clinic or other intervention. Given that initial contact and program structure helps facilitate gains during treatment (Janis, 1983), it would be expected that continued contact should facilitate maintenance and reduce relapse.¹⁹</p>
AIM(S)	<p>Reduce smoking prevalence</p> <p>Reduce smoking among 11-15 year olds</p> <p>To reduce the number of women who smoke during pregnancy</p> <p>Reduce the rate of smoking among manual groups</p> <p>Focus smoking cessation on low income smokers</p>
OBJECTIVES	<p>To maintain a media profile</p> <p>To offer varied and diverse ways in which smokers wanting to quit can access and use the service</p> <p>To continue to work with Environmental Health and tobacco control agencies</p> <p>To raise awareness and increase exposure of the Stop Smoking Service to more 11-15 year olds</p> <p>Ensure county wide coverage of a midwife-led specialist cessation service to support pregnant women and their partners to stop smoking</p> <p>To ensure the service is promoted during predominantly male and female events equally – Breast Awareness</p>

	<p>Week, Prostate Cancer Awareness Week, Men's Health Week etc.</p> <p>To work with various religious-based agencies and organizations to promote the Stop Smoking Service.</p> <p>To work with Brief Intervention Officer to promote the use of brief interventions in primary and secondary care.</p> <p>To work with the Health Promotion Service Workplace Officer to engage workplaces with smoking cessation and the benefits of a smokefree workforce.</p> <p>To ensure workplace programmes are offered to companies with a high proportion of male employees.</p> <p>To provide a smoking cessation support and information for Royal Cornwall Hospitals Trust staff.</p> <p>To continue to offer smoking cessation support and information for Cornwall Partnership Trust staff.</p> <p>To work with CPT on delivery a training programme on brief interventions and smoking cessation for staff.</p> <p>To SCIP a programme of activity in a mental health setting.</p>
<p>PROJECT TARGETS</p>	<p>To maintain a media profile via news paper, radio and television coverage.</p> <p>To promote No Smoking Day with chosen theme</p> <p>Annual 4 Week Quitters target to be reached.</p> <p>To provide training for Stop Smoking Service community staff</p> <p>To offer a variety of methods of accessing the Stop Smoking Service.</p> <p>Smoke Free Cornwall to be reformed from an extended list of partner organisations (e.g. Environmental Health, Trading Standards, Fire Service, Children Centres etc)</p> <p>To raise awareness and increase exposure of the Stop Smoking Service to more 11-15 year olds via the Smoke Free Homes Project, STOPS training and general and specific awareness days (i.e. (targeting teenagers)</p>

	<p>Continue to ensure county wide coverage of a midwife-led specialist cessation service to support pregnant women and their partners to stop smoking</p> <p>Awareness events during Breast Awareness Week, Prostate Cancer Awareness Week and Men's Health Week.</p> <p>To have worked with various religious-based agencies and organizations to promote the Stop Smoking Service.</p> <p>To have worked with the Brief Intervention Officer to promote the use of brief interventions in primary and secondary care.</p> <p>To have offered workplace programmes to companies with a high proportion of male employees (e.g. the Fisherman's Mission).</p> <p>To continue to provide a smoking cessation support and information for Royal Cornwall Hospitals Trust staff.</p> <p>To continue to offer smoking cessation support and information for Cornwall Partnership Trust staff.</p> <p>To have worked with CPT on offering a training programme on brief interventions and smoking cessation for staff.</p> <p>To have piloted a SCIP a programme of activity in a mental health setting.</p>
<p>ACTIVITIES</p>	<p>Write and submit regular press releases "Piggyback" on national events and days (e.g. No Smoking Day)</p> <p>Organise publicity-making events</p> <p>Co-ordinate the reformation of Smoke Free Cornwall then act as a contact between Community/Voluntary sector organisations and Smokefree Cornwall</p> <p>Increase Stop Smoking groups throughout the county</p> <p>Attend Health and Science Exhibitions on behalf of the Stop Smoking service</p> <p>Run a series of Stop Smoking road show awareness events throughout the County</p> <p>Continue to publicise and rollout the Smoke Free Homes Project across the county</p> <p>To run Smoking Cessation Brief Intervention Training for midwives and health visitors</p>

	<p>Attend awareness sessions and offer a stop smoking support programme at various workplace</p> <p>Offer STOPS training to all secondary school in the county</p> <p>Offer Stop Smoking brief intervention, 1 day and 2 day training</p> <p>Deliver update training for current Stop Smoking Advisors</p> <p>Run a series of awareness sessions during Breast Awareness Week, Prostate Cancer Awareness Week and Men's Health Week.</p> <p>Go into various religious-based agencies and organizations to promote the Stop Smoking Service (e.g. the Elim Church in Camborne).</p> <p>Offer workplace programmes to companies with a high proportion of male employees (e.g. the Fisherman's Mission).</p> <p>To continue to provide a smoking cessation support and information for Royal Cornwall Hospitals Trust staff. To continue to offer smoking cessation support and information for Cornwall Partnership Trust staff. To have worked with CPT on offering a training programme on brief interventions and smoking cessation for staff. To have piloted a SCIP a programme of activity in a mental health setting.</p>
<p>EVIDENCE (how you will collect the evidence that demonstrates your objectives have been achieved)</p>	<p>Amount of media coverage – number of press releases. issued, number of press releases published, number of radio/TV interviews.</p> <p>Number of workshops/information events organised.</p> <p>Number of people attending events.</p> <p>Number of Smoke Free Cornwall meetings. Organised/attended.</p> <p>Number and spread of Stop Smoking Groups across the county.</p> <p>Number of Health and Science Exhibitions on behalf of the Stop Smoking service.</p> <p>Number of people contacted as a result of road show awareness events throughout the county.</p> <p>Number of people attending and signed up via a Smoke Free Homes Project event.</p>

	<p>Number of people attending Smoking Cessation Brief Intervention Training for midwives and health visitors</p> <p>Number of sessions running in new workplaces and community settings.</p> <p>Number of secondary schools subscribing to the STOPS training programme.</p> <p>Number attending Smoking Cessation Brief Intervention, 1 day and 2 day training.</p> <p>Number of update days for current Stop Smoking advisors.</p> <p>Number of awareness sessions running during Breast Awareness Week, Prostate Cancer Awareness Week and Men's Health Week.</p> <p>Number of awareness sessions delivered at various religious based agencies.</p> <p>Number of workplace programmes offered to companies with a high proportion of male employees.</p> <p>Number of awareness sessions and contacts from Royal Cornwall Hospital Trust staff.</p> <p>Number of Cornwall Partnership Trust staff and service .users offered smoking cessation support.</p> <p>Number of brief interventions offered to the Cornwall Partnership Trust.</p> <p>To have piloted a SCIP programme of activity in a mental health setting.</p>
<p>DELIVERY PARTNERS and Stakeholders</p>	<p>Cornwall & Isles of Scilly PCT</p> <p>RCHT</p> <p>The Fire Service</p> <p>Trading Standards</p> <p>Cornwall Partnership Trust</p> <p>Stop Smoking Service</p> <p>Cornwall County Council</p> <p>Kerrier District Council</p> <p>Penwith District Council</p> <p>Caradon District Council</p> <p>Restormel Borough Council</p> <p>Carrick District Council</p> <p>North Cornwall District Council</p> <p>One Cornwall</p> <p>West Cornwall Together (LSP)</p> <p>West Cornwall Healthy Living Centre</p> <p>Government Office South West</p> <p>South West Tobacco Alliance Network</p> <p>Health Promotion Service</p> <p>Healthy Schools</p> <p>Kerrier Community Partnership Board</p> <p>Chambers of Commerce</p>

	<p>Tourist Information Cornwall Centre for Volunteers Smoke Free Cornwall Workplace Project Cornwall Blind Association Treneere Together Partnership Pengegon Community North & East Cornwall Interlink West of Cornwall Interlink Carrick and Restormel Interlink Chatlink (Torpoint) Local media</p>
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