



## NHS Brent Stop Smoking Service Update – July 2012

The Brent Stop Smoking Service continues to provide high quality support to motivate and encourage smokers to quit. The service exceeded the 2011/12 target of 2400 four week smoking quits. The cumulative number of four week quits was 2668. This represents 111% achievement against plan. Approximately 6000 smokers accessed the services for support.

There have been significant improvements in Brent Stop Smoking Service compared to previous years. There has been a focus on improving GP engagement and improved systems to drive up provider activity and quality. These include targeted training, robust operational processes in particular advisor support visits and lost to follow up systems.

The table 1 shows performance against four week quit targets from 2007 to 2012

Table 1 – performance against target from 2007/8 to 2011/12

Year	Target	Set quits	Nos. Quits	Conversion Rate	% of Target Achieved
2007/8	2331		188		8%
2008/9	1756	1735	734	42%	42%
2009/10	2022	3260	1183	36%	58%
2010/11	2360	5017	2494	50%	106%
2011/12	2400	5786	2668	46%	111%

In addition to exceeding 4 week smoking quits the Brent Stop Smoking Service in line with DH guidance and Public Health Outcomes Framework has focused on targeting priority groups of the population who are most at risk from tobacco use such as routine & manual workers, pregnant smokers and smokers with a mental health disorder. Addressing smoking cessation in routine & manual workers is key to reducing general smoking prevalence as they represent a large group within the overall smoking population.

A key success has been work focused on supporting pregnant smokers. In Brent the rate of smoking in pregnancy has been reduced from nearly 8% in 2009 to below 3% which is a fantastic achievement.



The Brent Stop Smoking Service has a specialist midwife, who holds clinics for pregnant smokers and their partners at Northwick Park Hospital. It is important that the women understand why smoking in pregnancy is harmful to them and their babies and realise the immediate benefits when they stop. Many women are not aware that cigarettes contain over 4000 chemicals, many of which get trapped by the placenta causing it to become gritty and less effective. Smoking in pregnancy can cause a range of serious health problems, including lower birth weight, pre-term birth, placental complications and perinatal mortality.

Brent Stop Smoking Service has followed best practice guidelines (NICE Public Health Guidance 26) and implemented proven initiatives such as: systematic training of midwives in how to refer pregnant smokers, Offering nicotine replacement therapy (NRT) to almost all clients, having an efficient system of providing the prescriptions, providing intensive multi-session treatment delivered by a specialist stop smoking midwife, regular events and campaigns across Brent to promote the service. Brent GP and Pharmacy providers receive regular updates and training and are providing the service to pregnant women. Public Health as commissioners ensure that throughput and success rates for priority groups such as pregnant smokers are monitored and sustaining potential quits by ensuring that the most effective and evidenced based approaches such as brief intervention, individual or group behaviour therapy and NRT are used.

Crucial to Brent's success has been the strong senior leadership in NWL Hospitals who have supported and worked in close partnership with the stop smoking service to deliver a robust and evidenced based treatment programme

### **Local Partnership events**

Brent Stop Smoking Service has initiated and rolled out a series of Partnership Events across Brent in partnership with Sexual Health and Drugs & Alcohol Services, Brent Police, Safer Neighbourhood Team, and Brent Integrated Community support from Brent Council, Hindu Council in Brent, Sai Organisation, HICC (Muslim community in Brent) and QPR. These events aimed at raising awareness of healthy living and promoting access to a range of services were organised in each cluster to ensure greater participation and reach of Brent residents

Carbon monoxide (CO) reading and Lung age tests were used by Stop Smoking team to demonstrate health issues relating to smoking. These have encouraged smokers to sign up to stop smoking support sessions and smokers were offered same day registrations. Free health checks comprising Body Mass Index and blood pressure measurements were also offered to the attendees.

**Brent Health Partnership event:** 15<sup>th</sup> February 2012

**Brent Health Partnership event:** 2<sup>nd</sup> March 2012

**No Smoking Day:** 14<sup>th</sup> March 2012 (Wembley Central Square, Kilburn Train Station, 4pm – 7pm, Brent Town Hall, Willesden Library, Harlesden High Road, Vale Farm Sports Centre, At most of the GP practices and Pharmacies in Brent)

**Brent Health Partnership event:** 1<sup>st</sup> June 2012

**Brent Health Partnership event:** 5<sup>th</sup> June 2012



## **Brent Health Partnership event: 6<sup>th</sup> July 2012**

### **Forthcoming Partnership events:**

**28<sup>th</sup> July (Saturday), Queens Park, in the Park:** Partnership Event with Met Police and Brent Council. Key focus will be to offer Child immunisation (many children centres in the area), Stop Smoking and Health Checks.

**17<sup>th</sup> to 19<sup>th</sup> August (Friday - Sunday) Barham Park, Wembley:** In partnership with HICC to support “Eid Family Day” in Barham Park, Wembley.

**1st September (Saturday), at Willesden Sports Centre** - this event is in partnership with Muslim community in Brent along with Met Police and Brent Council.

**20<sup>th</sup> October (Saturday) Brent Town Hall- Armed Services support Day:** organised by NHS Brent and Brent Police. All the support services to Army have been invited. **National TV has been invited to cover the event.**

### **National Public Health Campaigns**

British Heart Foundation

BSSS worked in partnership with the British Heart Foundation holding events in Brent as part of the Red Fun February annual campaign.

COPD Awareness

BSSS takes part in the national COPD awareness event every year

No Smoking Day

Brent actively participates in the national no smoking day campaigns

### **Priorities for 2012/13**

- Sustaining improvement
- Targeted engagement of smokers within GP practices/pharmacies
- Workplace initiatives
- Secondary Care & Community Services
- Further refinement of SONAR e.g. texting
- Continued emphasis on timely data submission
- Targeted social marketing & partnership events
- Shisha treatment programme
- Targeted support for people with mental health disorders
- Targeted support for people using DAAT services



- Managing transition to minimise destabilisation of services