

Using creative communication approaches to training in smokefree policy and practice



Making a drama to get out of a crisis!

- **For staff** – needed creative and interactive approaches to support them to cope with the challenges they face as well as a range of tools and resources – not just ‘death by powerpoint’!
- **For patients** – needed compassion and communication to support them to cope with the challenge of stopping smoking in the midst of a mental health crisis – as well as a range of smoking cessation support options including e-cigarettes.



Our training and education films

- **2016 – Now on Youtube: Smoking and your mental health, CNWL.** Used in staff training and also to explain the hospital's smokefree restrictions to patients at the point of admission, as well as encourage quitting.
- **2016-2019 – Live role play vignettes**, peer reviewed by safety team: (1) how not to explain smokefree restrictions to an angry smoker (2) how to use de-escalation approaches to do this well.
- **2020 – Vignettes filmed** – to be trialled in level 2 smokefree training in September.



Supporting staff

- **Policy** – following NCSCT best practice – serious negotiating needed to bring everyone on board!
- **Briefings** – Let everyone know its coming, tell everyone when and tell them again!
- **Training** – not just ‘death by power –point’! VIP to listen to valid concerns and identify needs
- **Tools** – leaflets, posters, clear practice guidance on S17 leave and confiscation of tobacco
- **Resource availability** e.g, medication, e-cigarettes
- **Training films** – 2016 version and another in the can!



Supporting patients

- My personal experience of what worked well....
- **Compassion and respect** – show this in the way the new smoke-free policy was communicated and needs and fears were listened to.
- **Prepare the ground beforehand** – ensuring all the information and resources promised were available including e-cigarettes
- **Follow-up promptly** on the agreement made with the patient to ensure they didn't wait for what they needed to manage tobacco withdrawal and sudden loss of usual coping strategy to manage emotions



In conclusion...

- **Tough challenge for staff and patients - but best possible step for a better future for everyone!**
- **On my patch in Harrow: Zero smoking related incidents in the immediate aftermath of going fully smokefree compliant for fortnight before Christmas 2018! Other boroughs similarly successful.**
- **Worked personally with each smoker and most were very cooperative 😊 😊**
- **Check out: Smoking and your mental health, CNWL on Youtube. 2016.**
- **New training film – watch this space!**

