



Collaboration & smoking cessation services: community pharmacy, Trusts & the local authority

Tuesday 18th July 2023, 12.30 – 14.00

Chair: Hazel Cheeseman, Deputy Chief Executive, ASH



MLCSU
Clinical

ash.
action on smoking and health

Housekeeping

Etiquette

- Please keep muted & videos off during presentations
- Videos on later in breakout rooms
- Please use the chat to network, ask questions & share resources
- Please play your part in creating a safe, generous & encouraging learning environment

Resources

- The introduction & case study presentations will be **recorded**
- We will **circulate** the recording, slides & useful resources after this event.

Social media

- Use #SmokefreeNHS
- Tag @ASHOrgUK

Technical issues

- post in the meeting chat
- or email admin@smokefreeaction.org.uk

Purpose & Objectives

Purpose:

- To support implementation of Trust based TDTS
 - especially follow-up by community pharmacies on discharge from hospital

Objectives:

- **Raise awareness** of community pharmacy smoking cessation support to hospital patients on discharge
- **Share** experience & learning amongst the community on **partnership** working & **scaling up** to more pharmacies

Collaboration & partnership: why does it matter?

- Essential to allow the ICS to achieve core objectives
 - Cross-sector partnerships essential
- Prevent commercial interests getting in the way of improving health outcomes
- Skills in setting up and maintaining partnerships are necessary

The community pharmacy in daily life



Agenda

- 12:30** The context & opening polls
- 12:40** **Overview** of service & progress of implementation work of MLCSU
- 12:50** **Case study 1:** Royal Wolverhampton NHS Trust & Wolverhampton Local Pharmaceutical Committee
- 13:00** **Case study 2:** Greater Manchester
- 13:15** **Sense-making:** linking case study themes with the national landscape
- 13:20** **Parallel Q&A and discussion sessions**
- 13:50** **Crowdsourcing solutions & next steps**

Instructions

Go to

www.menti.com

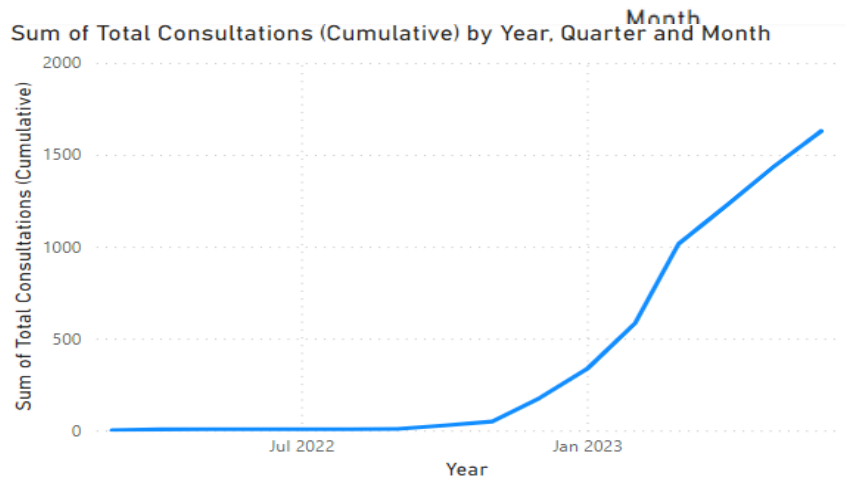
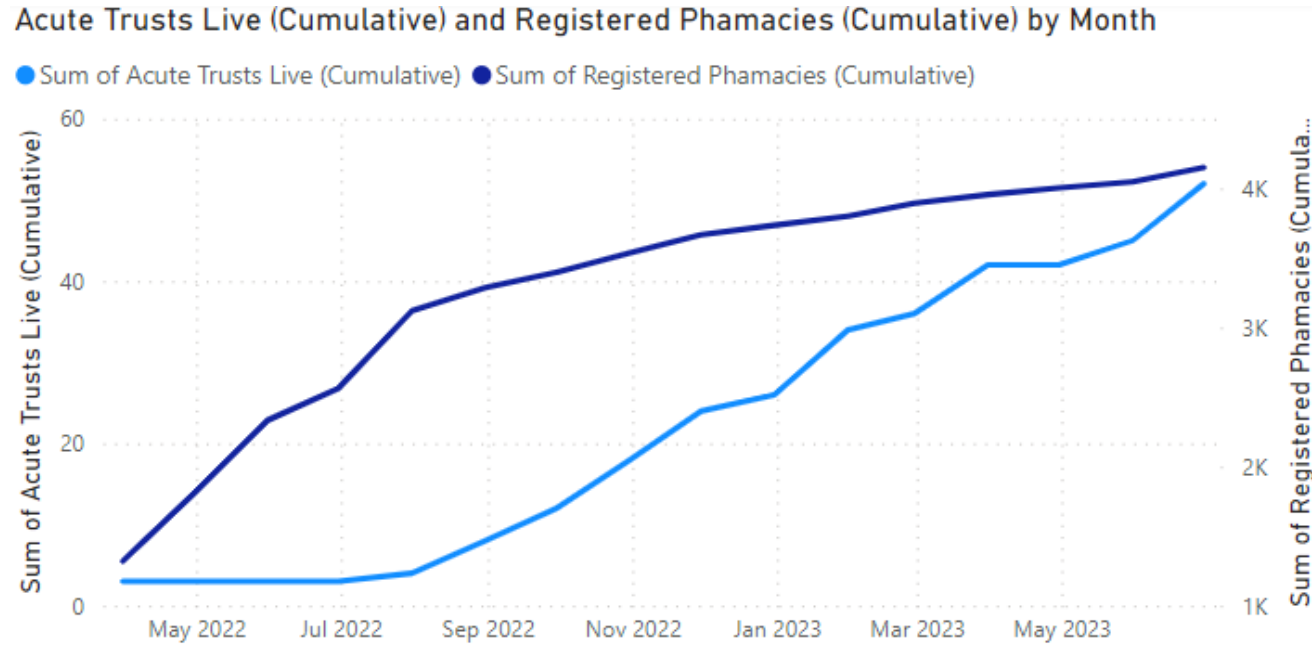
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Or use QR code

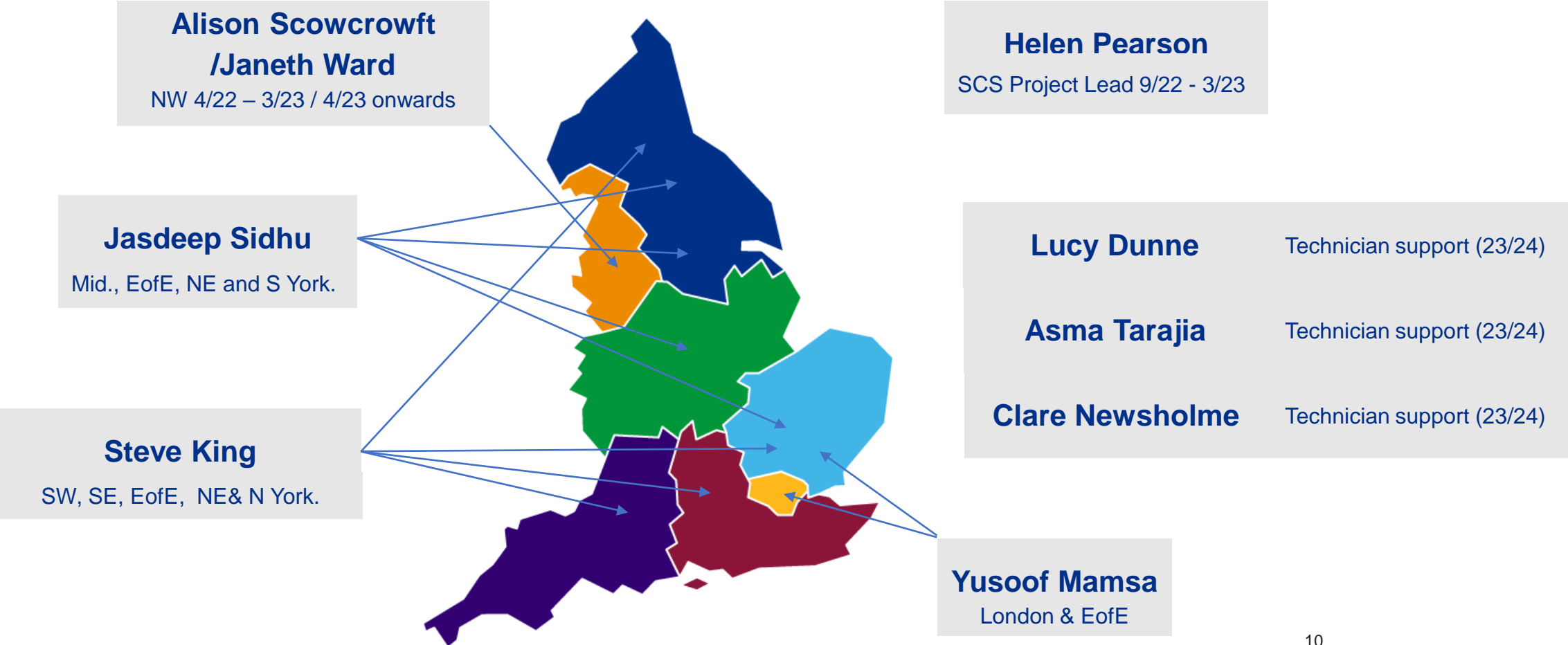
Community Pharmacy NHS Smoking Cessation Service (SCS)



- > 4000 community pharmacists registered to deliver SCS
- > 50 NHS Trusts live with the pathway
- > 600 referrals into community pharmacy
- > 50% quit rate for individuals who engage with the service

MLCSU SCS team

Following the successful NHS England SCS pharmacy integration pilot, MLCSU was commissioned to provide implementation support across England. Rob Hebdon, senior pharmacist, MLCSU (April 2022-Sept 2022) set up and led the original MLCSU implementation team.



Referrals & overall quit rate

Month	Number of hospital wards engaged by TDS	Number of referrals to inpatient TDS	Number of referrals from hospital TDS to community pharmacy	Overall quit rate 28 days post discharge (including self-care)
January	2	32	11	53.12%
February	4	54	36	51.22%
March	4	79	35	57.7%
April	5	65	22	50%
May	5		62	
June	7			



Smoking cessation transfer of care from
hospital to community pharmacy pilot
Oldham in Greater Manchester



**Greater
Manchester
Integrated Care
Partnership**

The logo features the text 'Greater Manchester Integrated Care Partnership' in a bold, dark blue sans-serif font. Below the text is a horizontal bar composed of ten small colored segments: teal, orange, maroon, cyan, green, magenta, purple, blue, red, and lime green, matching the header's color scheme.

Andrea Entwistle, Senior Business & Commissioning Manager, Public Health Oldham Council

Sarah Wray – CURE Specialist Nurse – Royal Oldham Hospital (part of Northern Care Alliance Trust)

Alison Scowcroft – Community Pharmacy Clinical Lead, NHS Greater Manchester ICP

Patient Case Studies

Mr Smith, aged over 60

- Referred on 23/12/20
- Smoked for 52 years, started at 17
- Quickmist
- Remained abstinent post-discharge
- Fortnightly telephone support
- 12 week quit recorded 12/3/21

“I feel like my health has improved...feel fitter and better. I am so happy that you have done this for me [and am] very appreciative”

Mr Khan, aged over 60

- Referred on 1/3/21
- Started smoking at 11
- Enjoyed smoking & had resisted all previous attempts to quit from hcps
- Personalised support and tailoring stop smoking messages to his experience were what made the difference, with weekly telephone support
- 12 week quit recorded 3/6/21

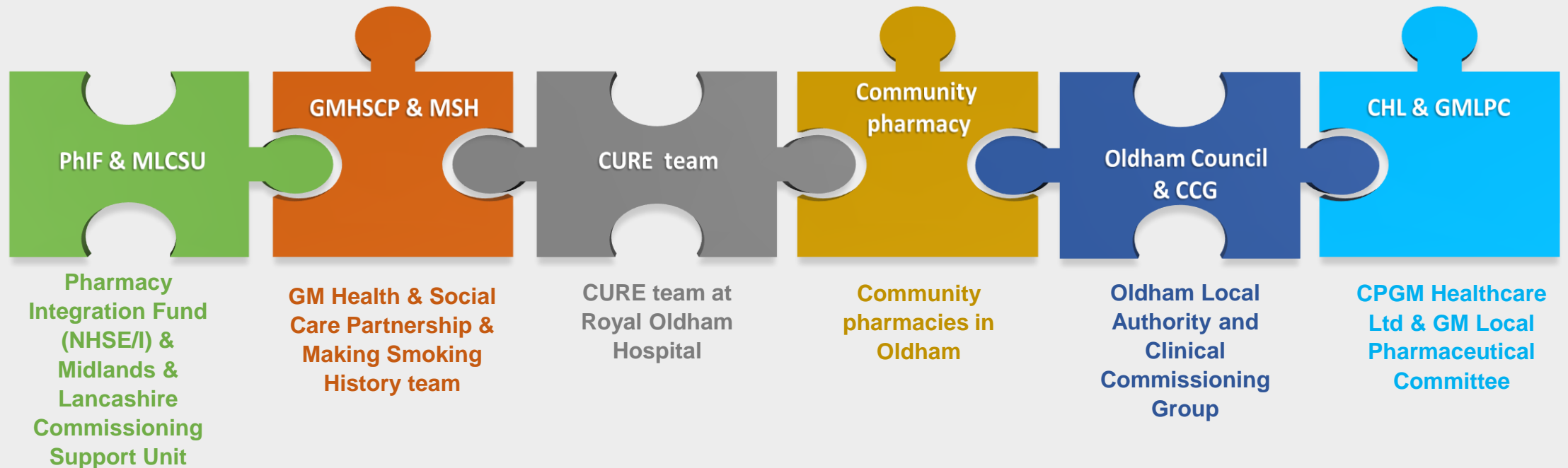
“Nadia built both my confidence and my purpose, she made me believe that I could stop smoking and made me see that if I did quit smoking it would prolong my life and give me more time with my grandchildren – they are the whole world for me”

Ms Batty, aged over 60

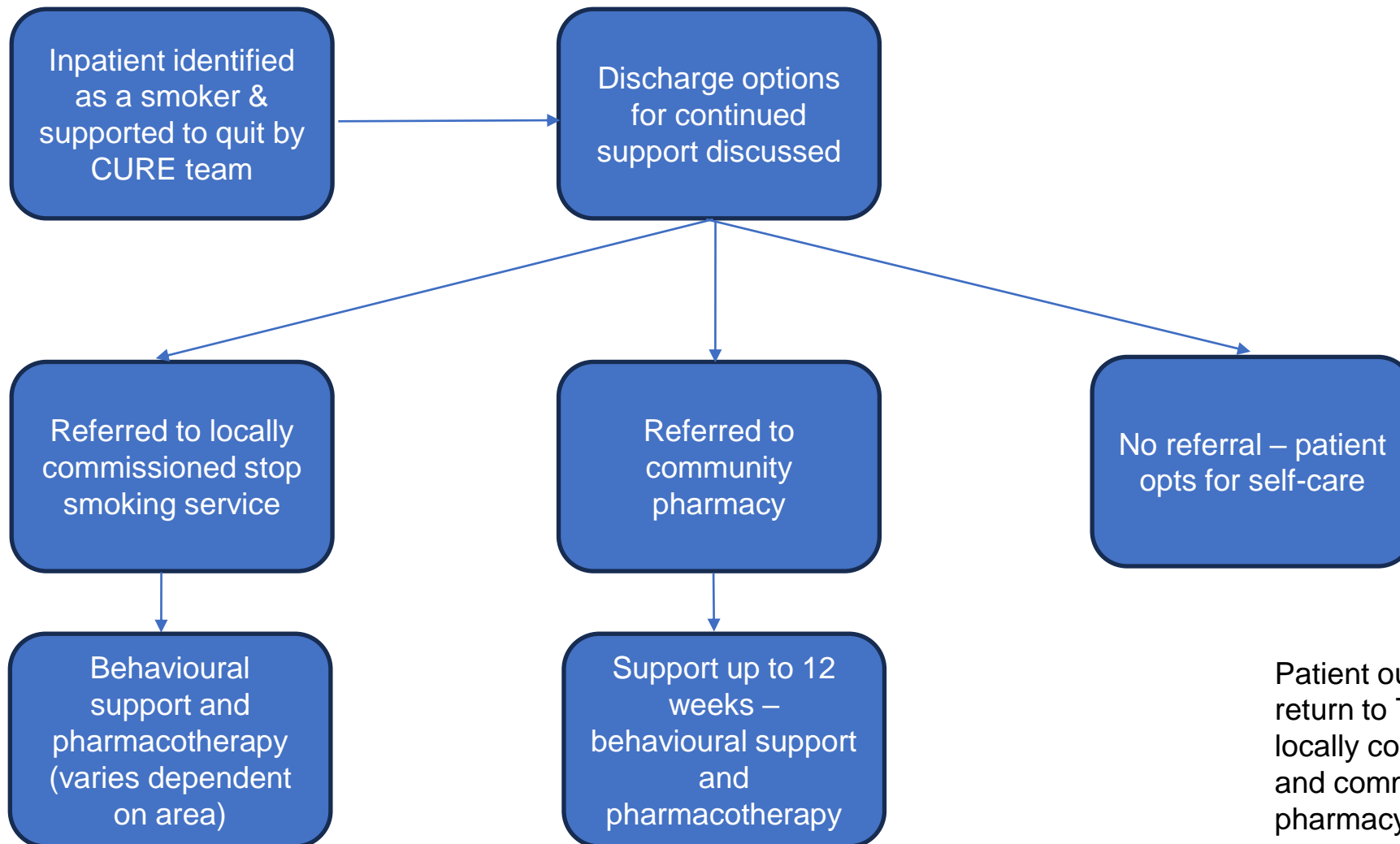
- Referred on 8/9/21
- Smoked for 46 years, started at 13
- Several unsuccessful previous quit attempts
- Initially declined support in hospital, but was ‘won over’ by the dedication of the CURE team
- NRT patches & lozenge
- Remained abstinent post-discharge
- Fortnightly telephone support
- 4 week quit recorded 30/9/21
- 12 week quit in 29/11/21

“I am so proud of myself and tell everyone I have kicked the habit and that something good has come out of going to hospital”

Project team – collaborative working



Pathway



Patient outcomes data return to Trust from locally commissioned and community pharmacy services

Sense making & the national context

Jasdeep Sidhu, Pharmacist , NHS Midlands & Lancashire Commissioning Support Unit

Parallel Q&A and discussion sessions

Breakout Room 1: Wolverhampton

Ellina Bawa, & Jeff Blankley
MLCSU representative: Jasdeep Sidhu

Facilitator: Olivia Bush

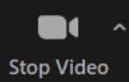
Breakout Room 2: Greater Manchester

Andrea Entwistle, Sarah Wray & Alison Scowcroft
MLCSU representatives: Steve King & Janeth Ward

Facilitator: Joanna Feeney



Mute



Stop Video



2

Participants



Chat



Share Screen



Record



Show Captions



Breakout Rooms



Reactions



Apps

Leave

Breakout Rooms - In Progress

- ▶ **Wolverhampton** 1 [Join](#)
- ▶ **Greater Manchester** 0 [Join](#)

[Collapse all](#) [Expand All](#)

Case Study 1: Royal Wolverhampton NHS Trust

Ellina Bawa, Tobacco Dependency Lead, The Royal
Wolverhampton NHS Trust

Jeff Blankley, Chief Officer, Wolverhampton City Local
Pharmaceutical Committee

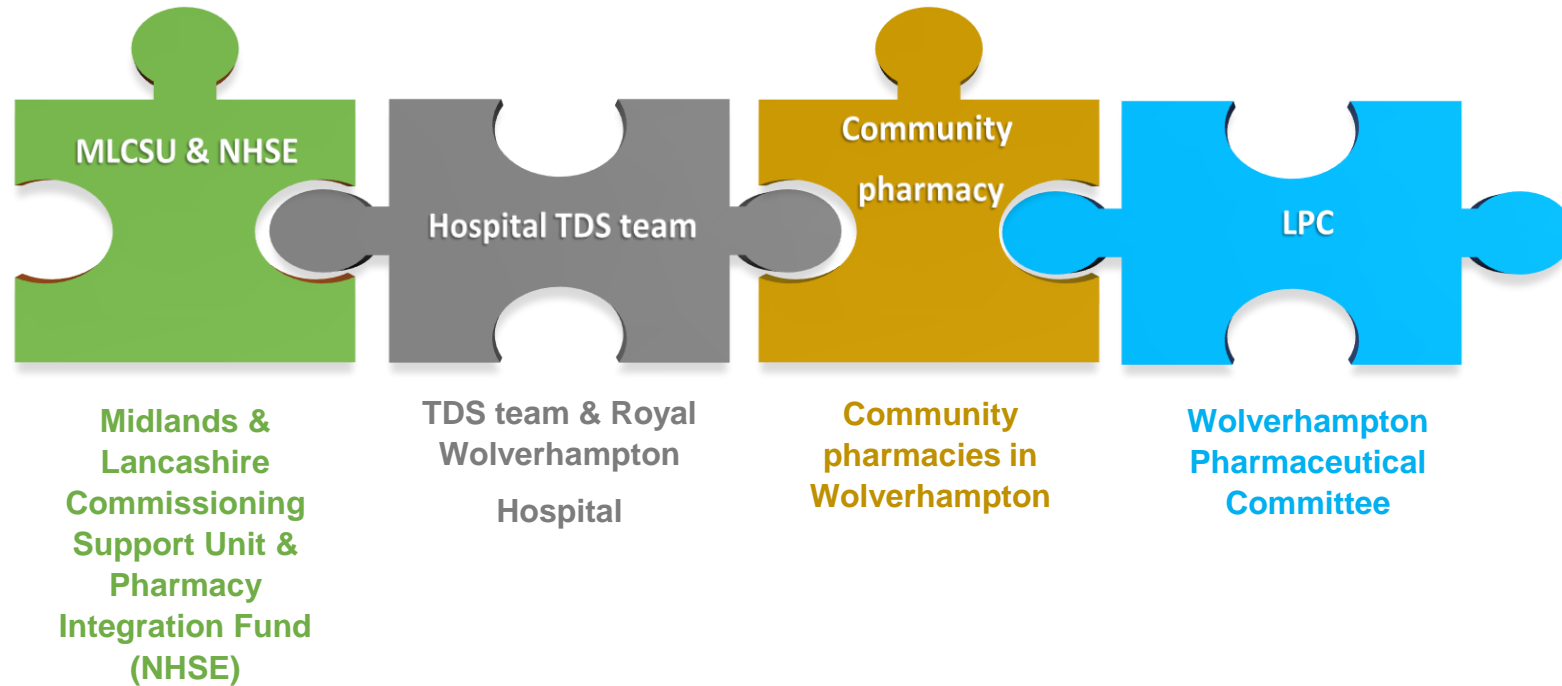
Working in partnership

The Royal Wolverhampton NHS Trust
Walsall Healthcare NHS Trust



Care Colleagues
Collaboration Communities

Collaborative Working



Pharmacies engaged

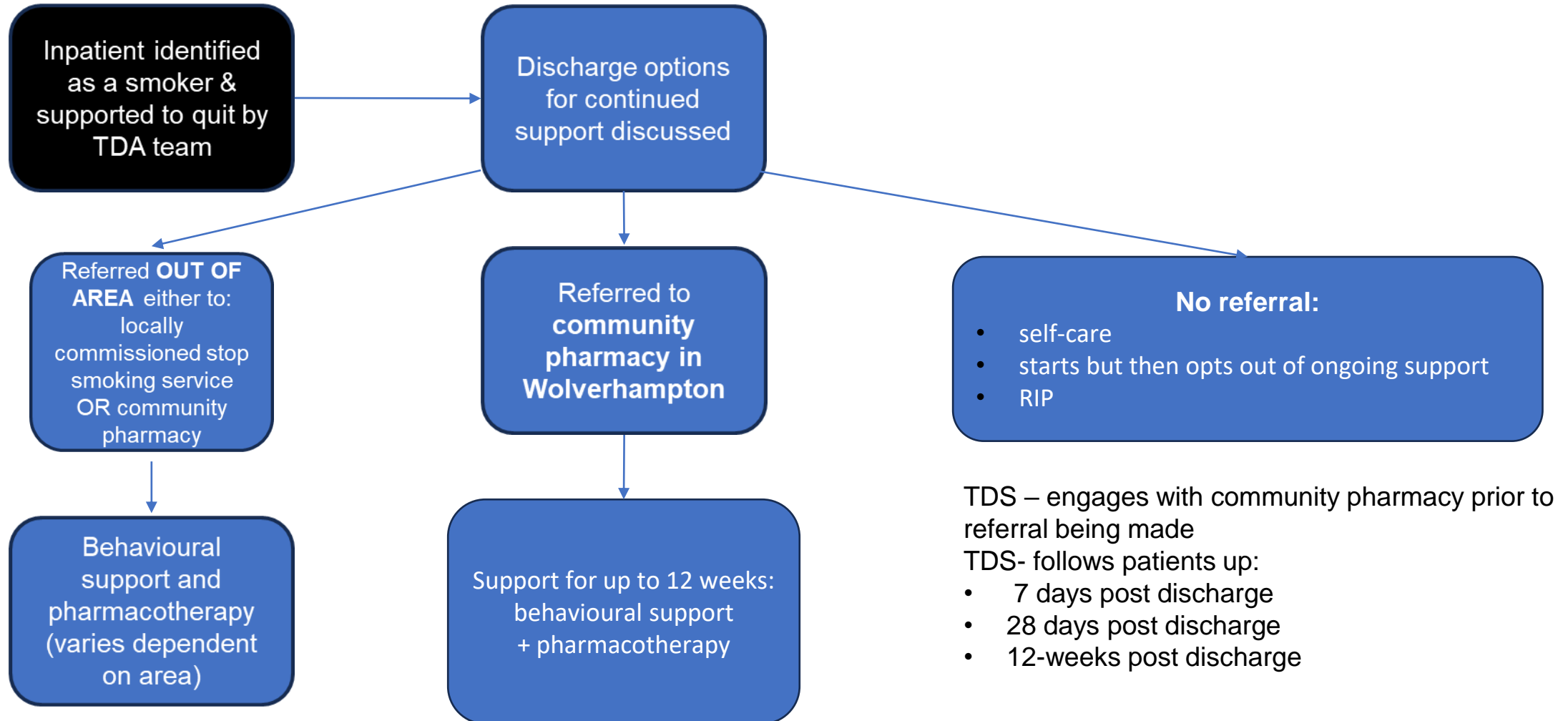
Wolverhampton

- Only community-based smoking cessation service in Wolverhampton
 - No local authority service
- limited to inpatients
- outpatient support limited to self help
- 17 pharmacies delivering the Community Pharmacies' Advanced Service in smoking cessation

Out-of-area referrals

- **Walsall, Dudley and South Staffordshire** all have 2 x community stop smoking services:
 - pharmacies delivering the community pharmacies' **Advanced Service** in smoking cessation **PLUS**
 - **local authority commissioned** stop smoking services
- **Walsall** 17 pharmacies, **Dudley** 4 pharmacies, **South Staffordshire** 12 pharmacies

Discharge pathway



Keynote speaker:

**Overview of service & progress of
implementation work of MLCSU**

**Rob Hebdon, National Pharmacy Integration
Lead, NHS England**

TOP TIPS for Community Pharmacy Engagement

- Partnership working with LPC
- Engagement event with LPC
- Implementation support for community pharmacies
 - face to face visits prior to launching service
 - regular communication
- Quarterly newsletters



Care Colleagues
Collaboration Communities