



Cambridgeshire, Peterborough,  
and South Lincolnshire (CPSL)  
Mind

**Stop Smoking Specialist  
Support**



# A TAILORED APPROACH?

## NICE Recommendations

The committee agreed that additional support should be offered to people with severe mental health conditions, and although it might be considered for other people with mental health conditions, there was insufficient evidence to make a wider recommendation.

*Simon Gilbody, Emily Peckham, Della Bailey, Catherine Arundel, Paul Heron, Suzanne Crosland, Caroline Fairhurst, Catherine Hewitt, Jinshuo Li, illy,*

the committee identified this as an important research gap that needs to be addressed to reduce health inequalities



# BEFORE SETTING UP

- CO-DESIGNER CONDUCTED INTERVIEWS WITH INDIVIDUALS WITH LIVED EXPERIENCE (15 INTERVIEWS OF 15 MINUTES TO 1 HOUR)
- Interviews conducted with professionals in the health and social-care sectors (10 interviews of 30 minutes to 1 hour)
- Survey, with multiple choice and essay style options available (34 responses)



# THE THEMES THAT EMERGED

## Theme 1 **Before support**

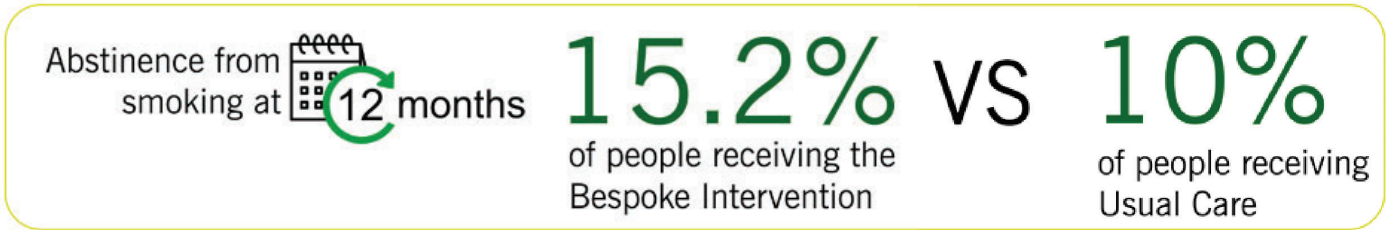
Why do some individuals not know about support or are reluctant to use it?

## Theme 2 **During support**

Why do some individuals disengage or not quit?

## Theme 3 **After support**

Why is relapse common?



“....allowing time for this new identity to emerge and to start to grow.

So there's a lot of work to do.

I don't think it can just happen like that.

And I think there's a lot of value in allowing people the time and the space to try these things.

Maybe didn't work. That's okay. Please come back and tell me about how you got on next week, even if it didn't work.

..... it's about really understanding that, you know, the journey takes time and we don't have to rush it.

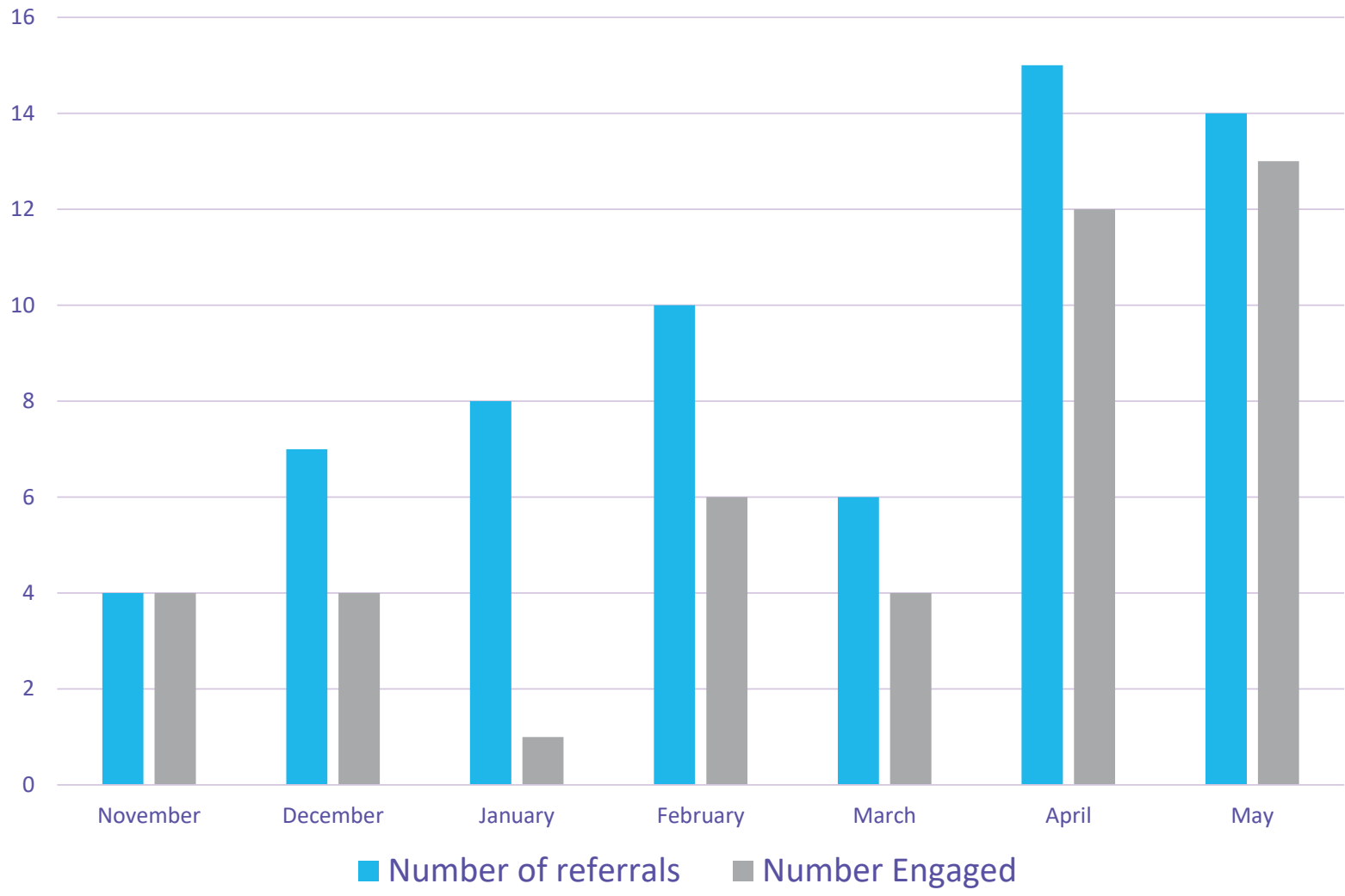
It's worthwhile.” (Mary Yates)



## Before Support

- Struggled with referrals for first few months
- Almost none coming from SMI health checks
- Through increased and sustained engagement with social and health professionals (internally and externally) and attending community social and medical settings have seen numbers increase





## Theme 2 During Support

Location of support:

Phone/Home

Products used:

Vape + NRT

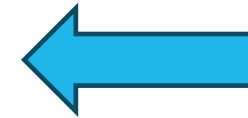
Varenicline increasingly popular

Time to start a successful  
4-week quit:

~Six weeks



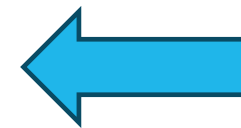
“It was quite early on in the process for me but a friend of mine committed suicide and I was honest with him and I said I’m not going to lie to you I have smoked...but he was very understanding about that because you know I felt bad enough anyway...because in my mind it was like a relapse...it was an emotional time...I felt bad enough about myself because I’d had a few and I didn’t need someone to say you shouldn’t have done this oh blah blah blah, that's the worse thing I could have needed, but actually Steve was very understanding.



**Non-judgemental**

And that kind of wanted me to use the service more because you just genuinely want to help people...

.....The support is on point and like I said if you needed to chat to someone, or just talk things through with someone or if you needed anything- there is a number and you can speak to someone and you are going to get a reply relatively soon. Its good, its reliable in a way- because you’re consistent.”



**Person-centred responsive support**

“...it's about really understanding that the journey takes **Time** and we don't have to rush it.

It's worthwhile.” (Mary Yates)

**Time** the advisor is able to give to individual

- Gentle starts or bumpy starts
- Quick responses
- Long relationships

**Time** to build relationships with medical and social professionals

